

2023 | 广告资料及价目表
MEDIA INFORMATION

国际表面处理杂志 SURFACE FINISHING JOURNAL (SFJ)

走在技术最前

Bringing Latest News to the Industry

SFJ®

电子版 Digital

SF CHINA®
中国国际表面处理展

指定会刊及宣传刊物
Official Publication



中贸推广-艾特怡国际有限公司出版
Published by Sinostar-ITE Int'l Limited

每年出版4期 4 ISSUES PER YEAR
ISSN 1682-4644

Bilingual Marketing Channels Alongside Exhibition

www.sfchina.net/SFJ

The global surface finishing market has picked up strongly from the pandemic and is expected to register a CAGR of over 6% during 2023-2028. Key growth drivers include increasing construction activities, government funding for public infrastructure projects, reviving demand in industrial, automotive and transportation sectors, surging demand in furniture and appliances markets, etc. Asia-Pacific continues to dominate over the markets across the world, due to the presence of several emerging economies like China, India, South Korea, etc., among which China accounts for a significant share in the industry.

First published in 1990 and fully digitalized in 2023, SFJ is a bilingual (Chinese/English) technical / trade journal actively circulated in the Asia-Pacific region, and is committed to helping advertisers to explore new markets and to achieve sustainable growth!

经《国际表面处理》杂志发布广告信息的优势 Advantages of Advertising in SFJ

As the Official Publication for SFCHINA series of exhibition, SFJ is a combination of digital trade journal and printed exhibition directory for the surface finishing industry, providing advertisers and exhibitors with an exclusive and unique channel to deliver their messages in front of prospects, to build brand recognition among right audience, and to foster trusted relationships with target customers.

SFJ's Editorial Team and contributing writers comprise industry professionals and consultants. They are experts within their research fields, who are able to utilize their expertise to screen for featured articles with industry and market insights. Our featured contents look into innovations, explore new products / solutions, analyze market trends, introduce suppliers, interview enterprises, etc., in order to cater for different needs of our readers.

SFJ is published 4 times a year in March, June, September and November digitally, and a special printed edition of SFCHINA Exhibition Directory in November, providing readers with latest and pin-pointed industry, technology and product development information at fingertips, allowing broader distribution and quicker access anytime and anywhere, opening up new business opportunities and potentials for advertisers to reach more target customers.

编辑焦点 EDITORIAL FOCUS

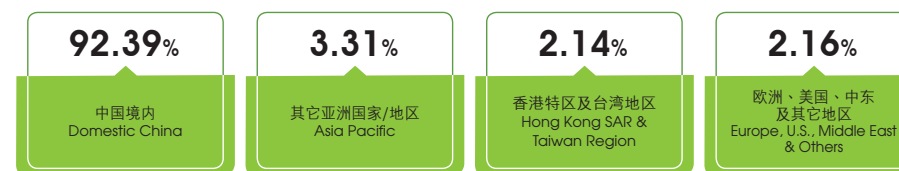
- 表面处理及涂层应用的资源效率
Resource Efficiency in Surface Finishing and Coating Applications
 - 表面处理质量保证
Quality Assurance in Surface Treatment
 - 电镀生产数字化
Digitalization in Electroplating Production
 - 涂装过程中的表面分析
Surface Analysis in the Coating Process
 - 汽车腐蚀预防与评估
Automotive Corrosion Prevention and Assessment
 - 表面技术的数字化转型
Surface Technology in the Digital Transformation
 - 行业 / 市场趋势
Industry / Market Trends
 - 供应链管理：挑战与解决方案 / 新技术
Supply Chain Challenges / New Technologies
 - 环境与安全生产
Environmental and Safety Production

读者分析 READERSHIP ANALYSIS

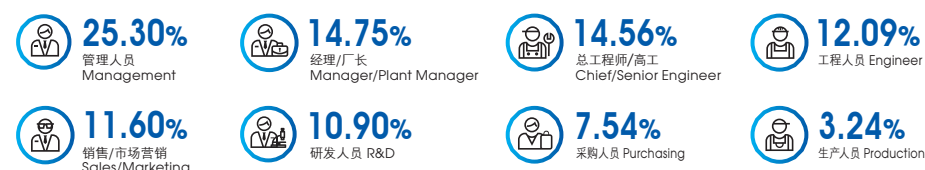
主要业务 Primary Business Activity

- | | | | |
|--------|-------------------------------|-------|--|
| 26.25% | 电镀 Electroplating | 4.98% | 机械工程 Mechanical Engineering |
| 20.00% | 铝材 Aluminium Products | 4.92% | 飞机 Aircraft |
| 18.63% | 建筑 Building | 4.88% | 灯饰 Lighting |
| 18.29% | 化工 Chemical | 4.86% | 礼品 / 玩具 Gift/Toy |
| 15.20% | 机械 Machinery | 4.84% | 家具 Furniture |
| 13.81% | 电子产品 Electronics | 4.80% | 厨具 / 炊具 Kitchen Utensil/Cookware |
| 13.81% | 汽车 Automotive | 3.03% | 轻工业 Light Industry |
| 12.44% | 家用电器 Electrical Appliances | 2.43% | 五金制品工业 Metal Products |
| 10.01% | 餐具 Cutlery | 4.22% | 其它, 包括眼镜、塑料制品、造船及修船、钟表 / 表带、印刷电路板、半导体、摩托车、手机、无线电工业、紧固件、冶金工业、军工 / 兵器装备等 |
| 8.62% | 仪器仪表 Instrumentation | | Others, Including Eyewear, Plastic Products, Shipbuilding & Repair, Watch & Clock, PCB, Semi-Conductors, Motorcycle, Mobile Phone, Radio & Wireless Industry, Fasteners/Fixtures, Metallurgical Industry, Military Equipment, etc. |
| 8.62% | 油漆 Painting | | |
| 7.20% | 电脑 Computer | | |
| 7.20% | 自行车工 Bicycle | | |
| 7.20% | 环境保护 Environmental Protection | | |
| 7.20% | 贸易服务 Trading Services | | |
| 5.07% | 喷涂加工 Painting Job Shop | | |

地域分布 Geographical Distribution



职能 Job Function



国际编辑
INTERNATIONAL EDITOR

Mr. Darrell J Reeve 先生



独立环保顾问，澳大利亚清洁生产
Independent Environmental Consultant,
Cleaner Production, Australia

全新电子版杂志
BRAND NEW DIGITAL EDITION



带静电的液体涂装应用

多年来, 表面静电涂装一直是发展的技术, 考虑到以严格的环保标准, 最高的表面质量和特别高的应用效率该技术的驱动力。然而, 由于与传统的涂装相比, 初始成本高昂且存在安全问题, 一般用户回避静电涂装。本文探讨了静电涂装的基础知识外, 还展示了该技术的局限性和其带来的巨大机遇。通过最近的研究, 我们可以期待涂层, 以目前为止的全面分析涂装行业工作的关键。

顶部横幅
Leaderboard
715 X 88 像素 Pixels
JPG / PNG

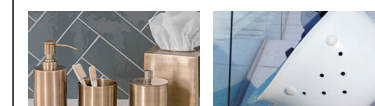
横幅
Board
2 X 160 像素 Pixels
JPG / PNG



参展商语录



广告
Advertisement



PPG 全新 SIGMA SAILAVADANCE NX 防污漆

PPG 宣布其最新研发的 PPG SIGMA SAILAVADANCE 防污漆系统已通过美国 FDA 的 SARAHENKIN 测试。该防污漆 6 个月可自然降解 90% 的防污剂成分。为国际上一次重大突破。但防污漆 6 个月可自然降解的防污剂成分和保持性能都优于传统防污剂。为国际上一次重大突破。但防污漆 6 个月可自然降解的防污剂成分和保持性能都优于传统防污剂。

汉高针对电动汽车电池安全推出保护涂层解决方案

汉高推出了其最新的保护涂层产品，名为 Lucite AC 9620 和东帝 Lucite PC 5060。这两款产品是专为电动汽车（EV）电池安全而设计的。它们能够在电池表面形成一层透明的保护层，防止水分、盐分和污垢的侵入，从而有效防止电池腐蚀和短路。此外，这些涂层还能提高电池的耐候性和使用寿命。汉高表示，这些涂层已经通过了严格的测试，符合国际安全标准。它们适用于各种类型的电动汽车电池，包括锂离子电池和燃料电池。汉高还提供了一个在线工具，帮助用户根据具体的应用需求选择合适的涂层产品。该工具考虑了电池的类型、使用环境、预期寿命等因素，并给出了相应的涂层推荐。汉高表示，他们将继续致力于开发更多创新的涂层解决方案，以满足电动汽车行业不断增长的需求。

[illegible]

文章截稿日期 Editorial Deadlines

出版月份前一个月的 5 日
5th of the Previous Publication Month

廣告截稿日期
Advertising Material Deadlines

出版月份前一个月的 25 日
25th of the Previous Publication Month

广告价目表

ADVERTISEMENT RATES

《国际表面处理》电子版杂志三、六、九、十一月刊^
SFJ Digital Issues in Mar, Jun, Sep & Nov ^

广告类型 Ad Type	尺寸及格式 Size & Format	1 X (1次)	2 X (2次)	3 X (3次)	4 X (4次)
顶部横幅 Leaderboard	715 X 88 像素 Pixels - JPG / PNG	US\$430 / RMB¥3,000	US\$385 / RMB¥2,700	US\$365 / RMB¥2,550	US\$340 / RMB¥2,400
横幅 Banner	342 X 160 像素 Pixels - JPG / PNG	US\$360 / RMB¥2,500	US\$320 / RMB¥2,250	US\$300 / RMB¥2,100	US\$280 / RMB¥2,000

SFCHINA 第三十六届「中国国际表面处理展」《会刊》印刷版 SFCHINA2023 Show Directory Printed Edition

	单价 Unit Price		单价 Unit Price
全版 Full Page 148 x 210 印刷4色 CMYK Process Colours	US\$900 / RMB¥6,300	半版 1/2 Page 148 x 105 74 x 210 印刷4色 CMYK Process Colours	US\$720 / RMB¥5,000

附加费 SURCHARGES

■ 封面里 Inside Front Cover + 30%	■ 其它指定版位 Other Specified Position + 5%
■ 封底里 Inside Back Cover + 15%	■ 每加一个专色 Each Additional Special Color + US\$400 / RMB¥2,800
■ 封底 Back Cover + 30%	■ 加金或银专色 Additional Gold or Silver Color + US\$500 / RMB¥3,500
■ 第一页 Page 1 + 25%	

* 以人民币付款须另付 6% 增值税。All advertising rates quoted in RMB¥ are subject to 6% VAT.

^ 广告链接到指定网址。广告版位有限，以先到先得形式接受订单。Advertisement can link to requested URL. Advertising space will be reserved on a first-come, first-served basis.

部分过往广告客户 PAST ADVERTISERS

3 3M 中国 A AMOVA 安培 Ampere 安美特 Atotech B 宝达 Baoda 德国迪堡 Bergische 博士达 Boster 博兴 Boxing C 希锐 C-RAY Chem Media 青风 Ching Feng 哥伦比亚 Columbia 科文特亚 Coventry D 达锋 DaFeng 大和化成 Daiwa 台合达 Delta 德尔肯 DORKEN 杜尔中国 Dürr China	E 意笙 EAC 帝业化学 EmpireChem 恩森 Ensoo E-Sang Networks 恒捷 Everfast 风帆电化 Fengfan Electrochemical F 菲希尔 Fischer G 格拉特 Galactic 金马 Gema 古田 Golden Chemical 固瑞克 Graco 光华 Guang Hua H 汉特 Hante 哈福 Harvar 宏达 Hdfon 恒纬祥 Hengweixiang 汉高 Henkel 高力 Highnic 宏达威 Hongdawei	H 华立 Huali 华兆 Huazhao I 岩田 Iwata J 吉和昌 Jade Chem 杰霖有 JCU 捷威 JieWei 君禾 Juihey 巨良 JuLiang K 启文 Kai Man 凯茜爱 KCI 公隆 Kelly Krishna 昆山东威 KSDW 耐鍊 Kylan L 雷德 Leide 良仁 LiangRen 柳溪 Lush M 麦德美乐思 MacDermid Enthone	M 美富亚 Mefiag 美图 Meitu 梦得 Mengde 美德耐 Metalite 美坚 Metfin N 诺信 Nordson 诺励斯 Norlisk O 欧得美 ODM P 帕柯 Parker 亿鸿 PAT 柏安美 Pionmi 亚洲电镀 PSTS R 瑞赛高庭仕 Ramseier Kootings 瑞期 Reach 荣强 Rong Qiang 瑞特良 Ruiteliang 润锦 Runjin S 赛摩艾普 Saimopei	S 萨麦丝客社林 SAMES KREMLIN 三孚 Sanfu 尚阳 Shangyang 神化 Shenhua 希达萨 SIDASA 顺宗 Super Polish 致卓 Sur-Precision 赛德克 SurTec SURTECH EURASIA (Turkey) T 台强 Tai Chyang 天富 Thermphos 天泽 Tianze TIB 通盛 Tongsheng 创升 Transcend 顺恒信 Trust Chem 台湾区表面处理公会 TSFA U 超邦 Ultra Union 优美科 Umicore 上村集团 Uyemura Group	V 淡水河谷 VALE W 瓦格纳尔 Wagner Wheelabrator 永星化工 Winstar 和韵 WINWIN 德亚 WMV X 兴发 Xing Fa 星亿 XingYi 新海 Xinhai 新力光 XinLiGuan Y 阳德 Yangde 吉本 Yoshimoto 裕东 Yu Tung 远方 Yuan Fang 运力 Yunli Z 智净 ZhiJing 日益 Zi Yi
---	--	---	---	--	---

如欲了解更多，请浏览 To learn more, please visit

www.sfchina.net/SFJ

中贸推广—艾特怡国际有限公司 SINOSTAR-ITE INT'L LTD.

香港 HONG KONG

(852) 2865 0062
info@sinostar-intl.com.hk

深圳 SHENZHEN

(86 755) 6138 8100
exhibition@new-expostar.com

上海 SHANGHAI

(86 21) 5877 7680
shg@new-expostar.com

SFChinaShow

SFChinaShow

SinostarITE

SFChina



指定会刊及宣传刊物

SFCHINA
中国国际表面处理展

Official Publication