

2012 Media Information
广告资料及价目表

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

SFJ

Published
Since 1990
1990年
创刊

Bringing Latest News
to the Industry
走在技术最前

4 issues per year 每年出版4期
ISSN 1682-4644



A **SFOCHINA** Publication

「中国国际表面处理展」指定会刊及宣传刊物

Published by Sinostar Int'l Ltd 香港中贸推广国际有限公司出版

SFJ – A PROVEN MARKETING TOOL TO ENSURE SUCCESS

《国际表面处理SFJ》—— 推动盈利增长的媒体



The applications of industrial surface finishing play an important part for a very wide range of industries to compete for business and increase sales. Whatever the product, buyers nowadays tend to judge the entire quality not only from its outward appearance but also the functional quality of the "appearance" itself. The key to be triumphant is selecting the right building blocks as well as the potent channels to sell your products and services. Since 1990, "Surface Finishing Journal (SFJ)" has been serving our readers with market intelligence, current industry practices, product trends, latest technology in surface finishing, and securing a leading and reputable position in the industrial sector.

SFJ is mainly published in simplified Chinese and in four issues a year, in the middle of March, June, September and November with a regular circulation of 10,000 copies and a total of 12,000 copies distributed at the SFCHINA exhibition. Being the Official Publication of SFCHINA, SFJ has the most powerful reader database for advertisers to get their message out in a targeted and practical way. The in-depth knowledge and professional insights of our editorial team enable SFJ to feature the most expository and inspiring reports and articles. The strong advertiser support has already affirmed that

SFJ is a proven marketing tool to help advertisers attain profitable result.

新一代表面涂饰技术，其优越的效果及实用的功能，已经成为许多行业发展不可分割的部分，尤其在激烈的市场竞争中，表面处理技术更是企业出奇制胜的重要条件。不管是什么产品，人们如今不仅从外观的整体质量作出购买的判断，也考虑到产品外观所带来的效果，而致胜的关键是选择一个强而有力的宣传渠道，有效地宣传推广自己的产品和服务。自1990年以来，《国际表面处理SFJ》已经全面报道表面处理工业发展的相关政策和趋势、国内外技术进展、市场供求等信息，是目前最具实用性及代表性的刊物之一。

《国际表面处理SFJ》是一本主要以简体中文出版的杂志，每年出版四期，逢三、六、九、十一月出版，每期均发行量为10,000册，并印制12,000本展会场刊于每年「中国国际表面处理展SFCHINA」广泛派发给观众。作为「中国国际表面处理展SFCHINA」指定会刊和宣传刊物，《国际表面处理SFJ》拥有强大的读者数据库，能够帮助客户针对性地向目标对象传递各种信息。我们的编辑团队，有着广博的知识和独到的见解，为读者提供具指导性的文章和具价值的报道。强大的广告客户群已经肯定了《国际表面处理SFJ》是一个有效的市场推广媒体，帮助客户实现盈利和销售增长的目标！

2012 EDITORIAL CALENDAR 2012年每期编辑内容

Editorial Features 文章内容		Ad Confirmation Deadlines 确认刊登广告截止日期	Material Deadlines 截稿日期	
Coating Applications & Products 涂料及涂装产品	Electroplating & Finishing Technology 电镀及精饰技术		Editorials 文章截稿日期	Digital Files Ready for Printing 齐稿日期
March 三月刊				
<ul style="list-style-type: none"> Green Coatings Technologies 绿色低碳涂装技术 Triboelectrostatic Guns 摩擦静电喷枪 Automotive Paints 汽车涂料 	<ul style="list-style-type: none"> Eco-Friendly Surface Finishing Solutions 环保电镀方案 Abrasion, Buffing & Polishing 研磨、磨光及抛光技术 Pre-treatment 预处理 	15/2/2012	1/2/2012	25/2/2012
June 六月刊				
<ul style="list-style-type: none"> UV Coatings 紫外线固化涂料 Powder Coatings 粉末涂料 Colour & Thickness Measurement 颜色及厚度测量 	<ul style="list-style-type: none"> Plating Procedures 电镀工艺 Electroplating Solutions 镀液 Finishing Plant Engineering & Applications 处理设备工程及应用 	15/5/2012	1/5/2012	25/5/2012
September 九月刊 (Exhibition Preview Supplement for SFCHINA2012, Guangzhou 「第二十五届中国国际表面处理展」展会前瞻)				
<ul style="list-style-type: none"> Robotic Finishing 机械手涂装 Automotive Painting Line 汽车涂装线 Environmental, Safety & Equipment 环保、安全及保护设备 	<ul style="list-style-type: none"> Finishing Systems 精饰系统 Ultrasonics Finishing 超声波表面处理 Corrosion & Protection 腐蚀与防护 	15/8/2012	1/8/2012	25/8/2012
November 十一月刊 (Exhibition Directory for SFCHINA2012, Guangzhou 「第二十五届中国国际表面处理展」会刊)				
<ul style="list-style-type: none"> Powder Coatings Technology & Applications 粉末喷涂技术及应用 Electrophoretic Coatings 电泳涂装 Reciprocators 往复喷涂机 	<ul style="list-style-type: none"> Mechanical Finishing 机械表面处理 Electroplating Solutions 镀液 Metal & Alloy Plating 金属及合金电镀 	28/9/2012	1/10/2012	15/10/2012

Regular Columns 每期固定栏目

- Product Showcase 产品介绍
- Tips on Coating Applications 走进涂装
- Raw Material Market 原材料市场
- Industry News 公司及行业动态
- Trade Shows & Forums on Coating Applications 全球涂装业展会及会议信息
- Suppliers' Index 供应商索引
- Environmental Challenges 环境挑战
- Cleaning Technology 清洁技术
- Product Showcase 产品介绍
- Tips on Electroplating 电镀指南
- Raw Material Market 原材料市场
- Industry News 公司及行业动态
- Trade Shows & Forums on Electroplating & Finishing 全球电镀及精饰业展会及会议信息
- Suppliers' Index 供应商索引

HOW SFJ DIFFERENTIATES ITSELF FROM OTHERS 为何选择《国际表面处理SFJ》杂志

• Extensive Distribution at SFCHINA exhibition

Being the official publication, SFJ has the most privileged channel to distribute exclusively to visitors of SFCHINA, the meeting place for the industry. Exhibitors can ride on SFJ to capture buyer's attention and maximize onsite exposure while non-exhibitors can convey your messages by virtue of our powerful visitor database to attain successful sales.

• Sustainable Market Position

SFJ has been serving the industry since 1990 that it has established with long standing subscribers and advertisers. With a strong readership accumulated over the past 20 years, SFJ is an ideal platform for the advertisers to reach target buyers.

• Rich Editorial Content

Our contributing writers and expert consultants are highly qualified and professional to provide fresh insight and current information for the entire spectrum of the coatings and electroplating industries. The editorial content includes a wide-ranging technology and market updates, authoritative feature articles, renowned supplier profiles, and interviews of prominent enterprises in the industries.

• 「中国国际表面处理展SFCHINA」大会指定宣传刊物

作为该展会的指定会刊及宣传刊物，《国际表面处理SFJ》拥有其独家发行渠道，于会场内广泛派发给业界对口买家，有效地提高展商的现场曝光率。非参展商亦可藉以扩大客户群，增加业务拓展机会。

• 稳健的市场地位

自1990年创刊以来，《国际表面处理SFJ》累积了庞大的读者群，并与读者、广告客户建立了联动关系。除了为广告客户提供了展示自己的平台之外，还能确保其信息直达目标买家。

• 丰富的编辑内容

《国际表面处理SFJ》的编辑团队均是业界高素质的专家和顾问，他们以敏锐的洞察力和深厚的行业经验，编写具权威性的专题文章，介绍业内最新科技动态、市场趋势、产品信息等，并采访行业中的知名企业。



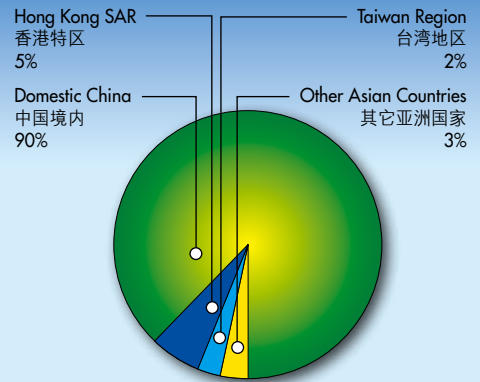
2010-11 ADVERTISERS (Partial List) 2010-11年广告客户(部分名单)

Anest Iwata 阿耐思特岩田	HNZ 鸿与智	Okuno 奥野
Aotong 奥通	HuaZhao 华兆	PAL 亚洲电镀器材
Atotech 安美特	Hua Chuang 华创	Por Kee 波记
Auromex 奥马化工	Huan Yu 环裕	Qingfeng 青风
Baffil 巴菲尔	ITW Gema 金马	Reach 瑞期
Baifu 百富	JinHui 晋惠	Shimizu 清水
Bayton 启杰	Jing Mei 精美	Sunhu 宁波神化
Bull 公牛	Joihey 君禾	SurTec 赛德克
Coventya 科文特亚	Kangjin 康晋	Tianze 天泽
Datapaq 达塔帕克	Kanigen 卡尼真	Tong Xing 铜兴
Electech-Plate 艾特普雷	Kiwa 贵和	TSFA
Exel 艾格赛尔	Krishna	台湾表面处理工业同业公会
fairXperts GmbH	Langtech 联德	Ultra Union 超邦
Forever Raise 升恒化工	Lee Kee 利记	Vapor 威博
Fung Yu 丰裕	Liush 柳溪	Whitford 华福
Golden Power 金电源	MacDermid 麦德美	Winstar 永星
Graco 固瑞克	Mengde 梦得	Yarkin 雅沁
MUNK	Metfin 美坚	Yasumoto 安本
Guanson 广伸	NOF 恩欧富	Yu Tung 裕东
Han Hong 汉弘	Nordson 诺信	YUKEN 优恩
Hante 汉特	Norilsk 诺里尔斯克	Yunli 运力
Hawking 浩金	ODM 欧得美	Zi Yi 日益
Hekeda 和科达		
Highnic 高力		
HKPC 香港生产力促进局		

READERSHIP ANALYSIS

读者分析

Distribution 读者地域分布



Primary Business Activity 主要业务

Aircraft Manufacturing/Repair 飞机制造及维修业	0.1%
Aluminium Products Industry 铝材制造业	1.1%
Automotive/Parts Industry 汽车制造及配件业	3.2%
Bicycle Industry 自行车工业	2.1%
Building Industry 建筑业	2.5%
Chemical Industry 化工业	5.5%
Computer Industry 计算机业	1.5%
Cooking ware/Cutlery/Kitchen Utensil 餐/厨具业	5.5%
Electrical Appliances 家电业	13.5%
Electronics Industry 电子业	4.0%
Electroplating Industry 电镀业	10.5%
Equipment, Instrument Industry 设备及仪器业	2.5%
Eye-glass Industry 眼镜业	2.5%
Furniture Industry 家具业	8.0%
Lighting Industry 灯饰业	6.5%
Machine/Mechanical Engineering 机械/工程业	2.5%
Metal Products/Fastener Industry 五金/紧固件业	4.9%
Metallurgy Industry 冶金业	0.1%
Mobile Phone Industry 手机制造业	2.5%
Motorcycle & Parts Industry 摩托车及配件业	3.5%
Painting Job Shop 喷涂加工业	5.5%
PC Board Industry 印刷电路板业	2.5%
Plastic Products Industry 塑料制品业	2.2%
Shipbuilding / Repair 造船修船业	0.5%
Watches & Clocks Industry 钟表业	3.5%
Toys Industry 玩具业	3.0%
Other Industries 其它工业	0.3%

ADVERTISING RATES (US\$ / RMB¥) 广告价目表 (美元 / 人民币)

Rates (tax is included in RMB prices) are net to advertisers and for advertising space only. Any other size or special formats ie. Belly band, gatefold and poster etc. are available on request.
价目为净价 (人民币收费已含税), 只包括广告版位, 本杂志可提供其它特别形式的广告, 如: 海报、拉页、插页等。

Print Area (mm)/ 印刷面积 (毫米)	1 X (1期)	2 X (2期)	3 X (3期)	4 X (4期)
Full Page (全版)  	B/W 单黑 2 Color 2色 4 Color 4色 US\$735 / RMB¥4870 US\$790 / RMB¥5230 US\$945 / RMB¥6260	US\$650 / RMB¥4300 US\$700 / RMB¥4640 US\$850 / RMB¥5630	US\$600 / RMB¥3970 US\$650 / RMB¥4300 US\$800 / RMB¥5300	US\$550 / RMB¥3640 US\$600 / RMB¥3970 US\$750 / RMB¥4970
Junior Page (小全页) 	B/W 单黑 2 Color 2色 4 Color 4色 US\$580 / RMB¥3840 US\$685 / RMB¥4540 US\$790 / RMB¥5230	US\$500 / RMB¥3310 US\$600 / RMB¥3970 US\$700 / RMB¥4640	US\$480 / RMB¥3180 US\$550 / RMB¥3640 US\$650 / RMB¥4300	US\$450 / RMB¥2980 US\$500 / RMB¥3310 US\$600 / RMB¥3970
1/2 Page (半版)  	B/W 单黑 2 Color 2色 4 Color 4色 US\$525 / RMB¥3480 US\$630 / RMB¥4170 US\$735 / RMB¥4870	US\$465 / RMB¥3080 US\$550 / RMB¥3640 US\$650 / RMB¥4300	US\$425 / RMB¥2820 US\$500 / RMB¥3310 US\$600 / RMB¥3970	US\$400 / RMB¥2650 US\$480 / RMB¥3180 US\$550 / RMB¥3640
1/4 Page (1/4版)  	B/W 单黑 2 Color 2色 4 Color 4色 US\$370 / RMB¥2450 US\$420 / RMB¥2780 US\$475 / RMB¥3150	US\$320 / RMB¥2120 US\$350 / RMB¥2315 US\$400 / RMB¥2650	US\$300 / RMB¥1990 US\$330 / RMB¥2190 US\$375 / RMB¥2490	US\$280 / RMB¥1860 US\$300 / RMB¥1990 US\$350 / RMB¥2315
Bound-in inserts (插页)	US\$1,575 / RMB¥10420 (2 pages, inserts supplied by advertiser 两版计, 广告商须提供足够印张)			

SUPPLIERS' INDEX 供应商索引

Full Page (全版)	B/W 单黑	US\$370 / RMB¥2450	US\$310 / RMB¥2060	US\$270 / RMB¥1790	US\$230 / RMB¥1530
Classified Ad. in Suppliers' Index (50x70mm) 供应商分类广告 (50 x 70 毫米)	4 Color 4色	US\$95 / RMB¥630	US\$85 / RMB¥570	US\$80 / RMB¥530	US\$75 / RMB¥500

* Rate per insertion 以上价目为每期刊登广告费用

* All dimension as (W) x (H) 所有尺寸均为宽X高

SURCHARGES 附加费用

- Front Cover 封面 + 40%
- Inside Front Cover 封面里 + 10%
- Inside Back Cover 封底里 + 10%
- Back Cover 封底 + 15%
- Page 1 第一页 + 10%
- Other Specified Position 其它指定版位 + 5%
- Each additional special color 每加一个专色 + US\$400/RMB¥2650
- Additional gold or silver color 加金或银专色 + US\$500/RMB¥3310
- Bleed size: no surcharge 出血位不需附加费

MECHANICAL DATA 广告材料

SFJ is produced by CTP (Computer-to-plate) offset printing, printing films (litho) from advertisers will NOT be accepted.

Trim Size: 210 x 286mm (upright)
Please add 3mm on each side for bleeding

A. READY TO PRINT FILE

- Adobe InDesign / PageMaker: PDF File
- Adobe Illustrator / Macromedia Freehand: EPS File
- For other software, contact the publisher for file compatibility

B. PRODUCTION FILES: Creation of a New Version from current layout

- Complete Layout file in English as pdf (high or low resolution).
- High resolution 'Neutral file' (working file) with all English text removed, showing just illustrations, logos etc that will appear on the new layout.
- Translation/production cost will be quoted separately.

C. PRODUCTION FILES: New Layout

- Images: High resolution files (jpg / tiff) in 300 dpi at original scale. Photos or printed samples can also be accepted.
- Text: Microsoft Word file or Simple Text file (PC / MAC).
- Translation/Production cost will be quoted separately.

D. FTP

FTP Address together with Login/Password will be provided upon request.
Please supply a color proof for printing reference and send it to the publisher of the address below. If missing, standard CMYK colour density will be applied.
For file setting details, please click to www.sfchina.net/sfj

《国际表面处理》以「电脑直接制版」技术印刷, 我们不接受广告商提供「菲林 (印刷胶片)」作为广告材料。

杂志版面尺寸: 210 x 286毫米, 所有尺寸均为宽x高 (毫米)
如稿件需出血, 请每边加3毫米

A. 广告商自行提供设计稿

- PDF 档 (使用Adobe InDesign / PageMaker为制作软件)
- EPS 档 (使用Adobe Illustrator / Macromedia Freehand为制作软件)
- 如使用其它软件制作, 请与出版人查询档案的兼容性

B. 需制作稿件-由外文转成中文版

- 原装外文广告的整体广告版面 (PDF档、高或低解像度均可)
- 高解像度的「无字版」档案, 以便我司设计部把中文字置入。档案格式可用PDF / EPS 或 InDesign (CS5.0)
- 翻译、制作费用将另行报价

C. 需制作稿件——全新设计

- 图象: 高解像度的JPG (JPEG) / TIF (TIFF) 档案。最低解像度为300dpi (需为完稿后显示尺寸原大)。广告商亦可提供照片或印刷样本等
- 广告内所需文字可以电邮、WORD 或 TXT (纯文字档) 格式递交
- 翻译、制作费用将另行报价

D. FTP传送

如有需要, 我司可提供FTP位址供广告商上传档案
广告商必需提供色样 (打稿) 作参考用。所有色样 (打稿) 的颜色均只作参考用。如无法提供色稿, 将以标准CMYK油墨密度印刷。
详细档案设定请参阅 www.sfchina.net/sfj

Official Import & Subscription Agent in China:
China International Book Trading Corporation Guangzhou Branch Email: gtgz@cibtgz.com

中国进口及境内订阅代理:
中国国际图书贸易集团有限公司广州分公司 电邮: gtgz@cibtgz.com

A **SFCHINA** Publication
「中国国际表面处理」指定会刊及宣传刊物



For enquiry or booking, please contact: **SINOSTAR INT'L LTD.**

查询及刊登广告, 请联络: **中贸推广国际有限公司**

Hong Kong 香港	2101-2, 21/F., Jubilee Centre, 42-46 Gloucester Road, Wanchai, Hong Kong Tel 电话: (852) 2865 0062 Fax 传真: (852) 2804 2256	香港湾仔告士打道42-46号捷利中心21楼2101-2 E-mail 电邮: info@sinostar-intl.com.hk
Shanghai 上海	Tel 电话: (86 21) 5877 7680 / 6150 4989 Fax 传真: (86 21) 5877 7685	E-mail 电邮: shg@new-expostar.com
Shenzhen 深圳	Tel 电话: (86 755) 6138 8100 Fax 传真: (86 755) 6138 8113	E-mail 电邮: exhibition@new-expostar.com