

2022 | 广告资料及价目表  
MEDIA INFORMATION

SFJ<sup>®</sup>

Published  
Since  
1990

SFCHINA<sup>®</sup>

中国国际表面处理展

指定会刊及宣传刊物  
Official Publication

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

走在技术最前

Bringing Latest News to the Industry



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3期 3 ISSUES PER YEAR  
含印刷版及电子版 Include Print & Digital Editions  
ISSN 1682-4644



Published Since 1990  
1990年创刊

# 中英双语专业杂志，为行业捕捉商机

## A Professional Bilingual Magazine Serving the Finishing Industry

亚太地区是世界最大表面处理市场，任何全球表面处理市场的参与者均不能忽视它。尽管面对可能出现的疫情再扩散情况和各国持续封锁措施，预计2021年及其后数年，亚太地区仍是表面处理市场增长最快地区。受汽车保有量快速增加、基础设施投资增速转正和持续城市化进程等因素带动，该地区建筑和制造活动持续走旺，继而促进表面处理需求。《国际表面处理》杂志为广告商提供结合展览会的跨平台曝光机会，加强品牌知名度，有效开启增长新机遇。

Asia Pacific is the largest regional finishing market that any global finishing market participants cannot afford to ignore it. Despite raising concern for pandemic resurgence in some countries and associated lockdown measures, Asia Pacific remains the world's fastest growing region in 2021 and beyond. Growing car ownership, increasing infrastructure investment and ongoing urbanization, which raise demand for construction and manufacturing activities in the region, are factors fueling Asia Pacific finishing market growth. Surface Finishing Journal (SFJ) provides a multi-platform medium for advertisers to strengthen brand awareness and unlock business growth potential.

### 4个选择《国际表面处理》杂志的理由 4 REASONS TO ADVERTISE WITH SFJ

**1** 中英文双语行业杂志，结合印刷及电子方式出版，自1990年起为表面处理行业服务。  
First published in 1990, SFJ is a bilingual (Chinese/English) technical / trade journal offering an integrated print and digital platform to the surface finishing industry.

**2** 报道最新市场情报、先进技术、创新产品及服务等信息，协助行业人士获取专业知识和紧贴行业发展趋势。  
Brings readers market news and trends, technological advancements, new products and services, to expand their knowledge and keep up with latest industry development.

**3** 每年出版3期：逢三、六、九月出版，每期发行5,000册，并发布电子杂志4,000册。  
Published 3 times a year in March, June and September, with a print circulation of 5,000/issue and a digital distribution of 4,000/issue.

**4** 作为行业领先平台——「中国国际表面处理展 SFCHINA」大会指定会刊及宣传刊物，每年展览会附加出版及印刷《中国国际表面处理展 SFCHINA会刊》现场派发给专业观众。  
As the official publication for the reputable SFCHINA series of exhibition, an additional edition of 'SFCHINA Directory' is published and distributed at SFCHINA exhibition.

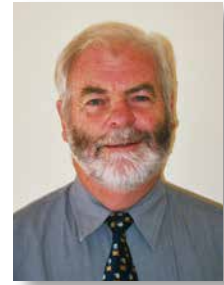
### 编辑内容 EDITORIAL CALENDAR

期号 Issues	主题 Themes	文章内容 Editorial Features	确认刊登广告 截止日期 Ad Confirmation Deadlines	截稿日期 Material Deadlines	
				文章 Editorials	电脑档案 Digital Files Ready for Printing
三月刊 March	可持续性技术 Sustainable Technology	<ul style="list-style-type: none"> <li>• 可持续性 Sustainability</li> <li>• 汽车/供应链 Automotive/Supply Chain</li> <li>• 医疗器械的表面处理 Surface Finishing for Medical Devices</li> <li>• 3D打印 3D Printing</li> <li>• 电路板/电子电镀 Plating on PCB &amp; Electronics</li> </ul>	25/2/2022	5/2/2022	8/3/2022
六月刊 June	工业智能化 Industrial Digitalization	<ul style="list-style-type: none"> <li>• 汽车涂装 Automotive Coatings Application</li> <li>• 喷涂机器人 Paint Robot</li> <li>• 固化炉 Curing Ovens</li> <li>• 表面改性技术 Surface Modification Technology</li> <li>• 涂装应用安全管理 Safety Management for Coating Applications</li> </ul>	15/5/2022	1/5/2022	31/5/2022
九月刊 September	制造科技发展 Manufacturing Technology Development	<ul style="list-style-type: none"> <li>• 汽车轻量化与铝合金技术 Automotive Lightweight and Aluminum Alloy Technology</li> <li>• 防腐涂料 Anti-Corrosion Coatings</li> <li>• UV涂料家具涂装 UV Coating for Furniture</li> <li>• 六价铬和镉的替代品 Hexavalent Chromium &amp; Cadmium Alternatives</li> <li>• 表面清洁/表面改质技术 Surface Cleaning/Surface Modification Technology</li> </ul>	15/8/2022	1/8/2022	31/8/2022
特别专辑 Special Supplement	「第三十五届中国国际表面处理展」会刊·广州 Exhibition Directory for SFCHINA2022, Guangzhou		30/9/2022	-	12/10/2022
每期固定栏目 Regular Columns	<ul style="list-style-type: none"> <li>• 环境挑战 Environmental Challenges</li> <li>• 产品及介绍 Product Showcase</li> </ul>		<ul style="list-style-type: none"> <li>• 公司及行业动态 Industry News</li> <li>• 行业展览会及会议信息 Trade Shows &amp; Forums</li> </ul>		

\* 文章内容或有所更改，编辑部不会另行通知。Editorial features are subject to change without prior notice.  
欢迎提供文章或新闻稿，翻译服务费用全免。Contributions of articles or press releases are welcome. Free translation service will be provided.

# 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

## 读者分析 READERSHIP ANALYSIS

### 主要业务 PRIMARY BUSINESS ACTIVITY

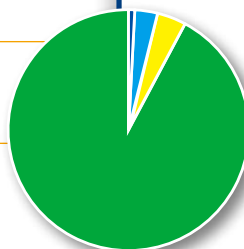
**>20%**  
电子、家电、电镀、化工、喷涂加工  
Electronics, Electrical Appliances,  
Electroplating, Chemical,  
Painting Job Shop

**16-20%**  
汽车、家具、灯饰、厨具、紧固件、  
摩托车、印刷电路板  
Automotive, Furniture, Lighting, Kitchen  
Utensil, Fastener, Motorcycle, PCB

**11-15%**  
钟表、玩具、仪器仪表、塑料制品、眼镜  
Watch, Toy, Instrumentation,  
Plastic Products, Eyeglasses

**5-10%**  
建筑、铝材、轨道交通、造船、飞机、冶金  
Construction, Aluminium Products, Rail  
Transit, Shipbuilding, Aircraft, Metallurgy

### 地域分布 GEOGRAPHICAL DISTRIBUTION



## 《国际表面处理》是您不二之选 WHY SFJ IS A SUITABLE MEDIUM TO ADVERTISE IN?

### 1 「中国国际表面处理展 SFCHINA」大会指定会刊及宣传刊物 Official Publication for SFCHINA Series of Exhibition

拥有行业领先平台独家发行渠道，杂志特别出版及印制展览会会刊在现场派发给对口观众，为参展商提升现场曝光率及品牌知名度，获取更好宣传成效。非参展商亦可借此扩大客户群。

SFJ is the official publication of SFCHINA series of exhibition. An additional edition of 'SFCHINA Directory' is being published and distributed via this exclusive channel to visitors. Exhibitors can rely on SFJ to capture attendees' attention and maximize onsite exposure, while non-exhibitors can convey your messages to locate more sales leads and build brand recognition.

### 2 具丰富行业经验及知识的采编团队 Proven Editorial Background and Industry Expertise

采编团队拥有丰富经验和专业知识，精心策划每期内容，探讨行业热门议题，客观分析市场发展趋势，介绍行业前沿技术、新产品和工艺开发，分享具成本效益的技术及环保解决方案，已成为行业信息交流和传递的重要工具。

Our Editorial Team and contributing writers are industry experts and consultants who are responsible to plan the content in each issue. Our feature articles cover new technologies and innovations, market trends, new product releases, and cost-effective solutions to meet regulatory requirements, delivering a system of networking and communication among industry players.

### 3 拥有专业读者群的中英双语行业杂志 A Unique Bilingual Trade Publication with Qualified Readership

亚太市场唯一以中英文双语出版的行业杂志，读者大多是下游产业决策者。他们通过杂志寻找符合需求的供应商、产品或服务，广告商能同时在竞争对手和同行面前展示自身领域的专业知识。

ONLY industry magazine being actively published bilingually (Chinese & English) in Asia-Pacific region. Our readers are mostly decision makers from downstream industries. SFJ delivers your messages in front of influential industry players who source products or services relevant to their needs. We also display your company's expertise in front of competitors and peers at the same time.

## 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  
科文特亚 Coventya  
哥伦比亚 Columbia
- 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 EmpireChem  
恩森 Ensoo  
E-Sang Networks  
恒捷 Everfast
- F** 风帆电化  
Fengfan Electrochemical  
菲希尔 Fischer
- G** 格拉特 Galatic
- 金马 Gema  
吉田 Golden Chemical  
固瑞克 Graco  
光华 Guang Hua
- H** 汉特 Hante  
宏达 Hailon  
恒特祥 Hengweixiang  
汉高 Henkel  
哈福 Harvar  
宏达威 Hongdawei  
高力 Highnic  
华立 Huali  
华兆 Huazhao
- I** 岩田 Iwata
- J** 吉和昌 Jade Chem  
捷威 JieWei  
杰嘉有 JCU  
君承 Jolhey  
巨良 Juliang
- K** 启文 Kai Man  
凯西菱 KCI  
公隆 Kelly  
Krishna  
东威 KSDW  
耐炼 Kylan
- L** 雷德 Leide  
良仁 LiangRen  
柳溪 Liush
- M** 麦德美乐思  
MacDermid Enthone

- 美喜亚 Mefiag  
美德耐 Metalite  
美图 Meitu  
美坚 Meffin  
梦得 Mengde
- N** 诺信 Nordson  
诺励斯 Norlisk
- O** 欧得美 ODM
- P** 亚洲电镀 PSTS  
帕柯 Parker  
亿鸿 PAT  
柏安美 Pionmi
- 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  
萨莫丝客社林  
SAMES KREMLIN  
三孚 Sanfu  
尚阳 Shangyang  
神化 Shenhua  
希达萨 SIDASA  
顺顺 Super Polish  
致卓 Sur-Precision  
赛德克 SurTec  
SURTECH EURASIA  
(Turkey)

- T** 台强 Tai Chyang  
天泽 Tianze  
TIB  
天喜 Thermphos  
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** 德亚 WMV  
瓦格纳尔 Wagner  
Wheelabrator  
和韵 WINWIN  
永星化工 Winstar
- X** 兴发 Xing Fa  
星亿 XingYi  
新海 Xinhai  
新力光 XinLiGuan
- Y** 阳德 Yangde  
吉本 Yoshimoto  
远方 Yuan Fang  
运力 Yunli  
裕东 Yu Tung
- Z** 智净 Zhijing  
日益 Ziyi

www.sfchina.net

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

《国际表面处理》杂志三、六、九月刊 SFJ Mar, Jun & Sep Issues\*

期数 Frequency	1 X (1期)	2 X (2期)	3 X (3期)
<b>封面/全版</b> Front Cover / Full Page 	<b>印刷4色</b> CMYK Process Colours US\$770 / RMB¥6,000	US\$610 / RMB¥4,000	US\$530 / RMB¥3,500
<b>半版</b> 1/2 Page 	<b>印刷4色</b> CMYK Process Colours US\$690 / RMB¥4,500	US\$550 / RMB¥3,600	US\$480 / RMB¥3,100
<b>封面折页</b> Cover Gatefold (两版计, 含纸张和印刷 2 pages, include production and printing)	US\$2,940 / RMB¥19,000		
<b>插页</b> Bound-In Inserts (两版计, 广告商须提供足够印张 2 pages, inserts to be supplied by advertiser)	US\$2,010 / RMB¥13,000		

## 第三十五届「中国国际表面处理展」《会刊》 SFCHINA2022 Show Directory

	单价 Unit Price	搭配杂志1期 With 1X SFJ	搭配杂志2期 With 2X SFJ	搭配杂志3期 With 3X SFJ
<b>全版</b> Full Page 	<b>印刷4色</b> CMYK Process Colours US\$970 / RMB¥6,300	US\$770 / RMB¥5,000	US\$670 / RMB¥4,400	US\$580 / RMB¥3,800

### 附加费 SURCHARGES

封面 Front Cover ..... + 100%	第一页 Page 1 ..... + 25%
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\$430 / RMB¥2,800
封底 Back Cover ..... + 30%	加金或银专色 Additional gold or silver color ..... + US\$540 / RMB¥3,500

## 电子杂志广告 E-Magazine Advertisement^

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)
顶部横幅 Top Banner	• 557 X 75 像素 pixels • GIF / JPEG • 最大 max. 100KB	US\$540 / RMB¥3,500	US\$480 / RMB¥3,100	US\$450 / RMB¥2,900
侧栏横幅 Side Banner	• 190 X 145 像素 pixels • GIF / JPEG • 最大 max. 100KB	US\$430 / RMB¥2,800	US\$380 / RMB¥2,500	US\$360 / RMB¥2,300

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

+ 以上价目为净价, 只包括广告版位。可提供其它特别形式广告报价及尺寸, 如: 海报、拉页、插页等。

Above rates are net prices and for advertising space only. Other sizes or special formats are available, e.g., belly band, gatefold, poster, etc. Rates and specifications available upon request.

^ 广告含链接到指定网址, 广告版位有限, 将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.

## 平面广告格式 PRINT ADVERTISEMENT SPECIFICATIONS

- 全版版面尺寸 (三、六、九月刊): 210 x 286 毫米 (宽 x 高)
- 展览会会刊全版版面尺寸: 148 x 210 毫米 (宽 x 高)
- 出血: 每边加 3 毫米
- 像素: 所有图片于 100% 时, 像素最少为 300dpi
- 色彩模式: CMYK
- 请提供高像素 pdf 格式档案, 并确保所有图像已内嵌或连结好
- 请内嵌完整字款档案或先将所有文字外框化成矢量图像
- Trimmed Size for Full Page (Mar, Jun, Sep Issues): 210 x 286mm (Width x Height)
- Trimmed Size for Full Page of Show Directory: 148 x 210mm (Width x Height)
- Bleeding: Additional 3mm on all 4 sides
- All images should be 300dpi or higher at 100%
- Colour Mode: CMYK
- Hi-res pdf file is preferred, with images embedded
- Embed complete sets of fonts used or outline all texts and convert as vector images

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

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Unit C, 42/F, Block A, World Finance Centre, 4003 Shennan Dong Road, Shenzhen 518001, P. R. China  
☎ (86 755) 6138 8100 ☎ (86 755) 6138 8113 ✉ exhibition@new-expostar.com

**上海 SHANGHAI** 上海市浦东新区东方路69号裕景国际商务广场17楼1708室 邮编: 200120  
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