

CPRJ International

中国塑料橡胶国际版

AdsaleCPRJ.com

Your Marketing Solution to
Global Plastic & Rubber Industry



Published by:

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CPRJ 塑料橡胶
China Plastic & Rubber Journal
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INTRODUCTION

China Plastic & Rubber Journal (CPRJ) International Edition is a professional half-yearly English journal devoted to disseminating advertisers' messages to qualified professionals and decision-makers in Southeast Asia, South Asia and the Middle East. It is the Official Publication of CHINAPLAS, Asia's No.1 Plastics and Rubber Trade Fair. The attendance of over 11,000 overseas visitors in every edition of CHINAPLAS makes up the core of **CPRJ International Edition** readership. In addition to CPRJ's participation in more than 15 global trade shows in a year, such as Plastindia, NPE and K Fair, **CPRJ International Edition** is now having a 70,000 readership database. By virtue of CPRJ's leading position in China and supported by ChinaplasOnline.com and AdsaleCPRJ.com, the Official Website and Online Media of CHINAPLAS, **CPRJ International Edition** is a powerful communication partner equipped with the most comprehensive marketing channels for advertisers to attain successful sales.



Printed Magazine:

China Plastic & Rubber Journal (CPRJ) International Edition

Publisher:

Adsale Publishing Ltd (A member of the Adsale Group)

First Publishing Year:

2009

Language:

English with Simplified Chinese excerpts

Frequency:

Half Yearly (Apr & Oct, 2 issues a year)

Circulation:

15,000 copies per issue



2010 EDITORIAL PLAN

Column/Issue	Apr	Oct
Industry Updates	Timely digest of news in plastics and rubber industry	Timely digest of news in plastics and rubber industry
Perspective	First hand stories on CHINAPLAS 2010	K2010 highlights and technologies
China In Focus	<ul style="list-style-type: none"> • 2009 Review of China's plastics industry • Interviews with Chinese machinery and raw materials suppliers 	<ul style="list-style-type: none"> • Market trend analysis on plastics applications in China • Interviews with Chinese machinery and raw materials suppliers
Market Lookout	<ul style="list-style-type: none"> • Global auto market analysis • Development trend of plastic products in Asia & the Middle East 	<ul style="list-style-type: none"> • Global B&C market analysis • Development trend of plastic products in America & Europe
Plastics Applications	<ul style="list-style-type: none"> • Introduction of medical applications • Case Study (unrestricted industries) 	<ul style="list-style-type: none"> • Introduction of packaging applications • Case Study (unrestricted industries)
Product Design	<ul style="list-style-type: none"> • Design knowledge and technique • Case Study 	<ul style="list-style-type: none"> • Design knowledge and technique • Case Study
Chemicals and Raw Materials	<ul style="list-style-type: none"> • Engineering plastics and applications • Additives 	<ul style="list-style-type: none"> • Modified plastics and specialty resins applications • Pigments and masterbatches
Processing Technologies and Equipment	<ul style="list-style-type: none"> • Customized solutions • Advanced processing techniques 	<ul style="list-style-type: none"> • Advanced driving, control and automation applications • Advanced processing techniques
Rubber and Elastomers	<ul style="list-style-type: none"> • Liquid silicone rubber • TPE 	<ul style="list-style-type: none"> • Tires designs and structures • Rubber and elastomers processing techniques
Show Express	Exhibition highlights from April to September 2010	Exhibition highlights from October 2010 to March 2011
Product Supply	Selected products introductions covering machinery and materials	Selected products introductions covering machinery and materials

Note: The editorial plan may be amended without further notice. Please contact our editorial department for up-to-date information: cprj.edit@adsale.com.hk



Brazil



Hong Kong



India



Indonesia



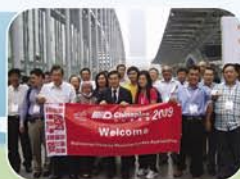
Iran



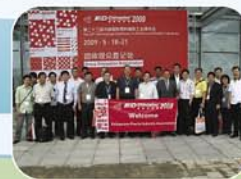
Jordan



Korea



Malaysia



Philippines



Thailand

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Turkey

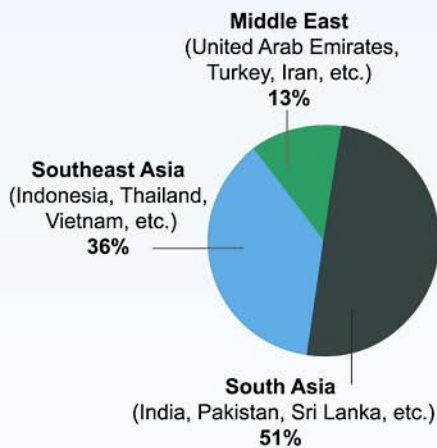


Vietnam

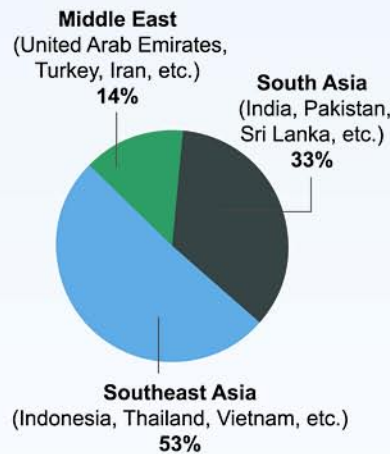
CIRCULATION

By Region

Reader



Web Subscriber



Controlled Circulation of EACH Issue

Printed Magazine (by mailing)

15,000

+

eBook (sent by e-newsletter)

64,053

=

Total Coverage

79,053



- 15,000 printed copies
- e-Book version at AdsaleCPRJ.com
- Distribution support of some renowned industrial associations
 - Organization of Plastics Processors of India (OPPI)
 - Philippines Plastic Industry Association (PPIA)
 - Polymers Machine Manufacturers' Association
 - The All India Plastics Manufacturers' Association (AIPMA)
 - Vietnam Plastics Association (VPA)
 - Vietnam Saigon Plastic Association (VSPA)

Bonus distribution at influential global plastics & rubber exhibitions and conferences*

Interplastica	Jan 27 – 30	Moscow, Russia
PLASTEC West	Feb 10 – 12	Anaheim, USA
3rd PLASTASIA	Feb 26 – Mar 1	Bangalore, India
TAIPEI PLAS	Mar 5 – 9	Taipei, Taiwan
Plastics & Rubber Vietnam	Mar 17 – 20	Ho Chi Minh City, Vietnam
PLASTIMAGEN Mexico	Mar 23 – 26	Mexico City, Mexico
KOPLAS	Mar 31 – Apr 3	Goyang, Korea Republic
PLASTEC South	Apr 28 – 29	Charlotte, USA
PLASTEX	May 13 – 16	Cairo, Egypt
InterPlas Vietnam	May 20 – 22	Hanoi, Vietnam
PLASTI & PACK PAKISTAN	May 31 – Jun 3	Karachi, Pakistan
PLASTEC East	Jun 8 – 10	New York, USA
ProPak Asia	Jun 16 – 19	Bangkok, Thailand
InterPlas Thailand	Jun 24 – 27	Bangkok, Thailand
Rubber-Plas Malaysia	Jul	Kuala Lumpur, Malaysia
Indoplas	Aug	Jakarta, Indonesia
PLASTEC Midwest	Sep 28 – 30	Chicago, USA
COLOMBIAPLAST	Oct 4 – 8	Bogota, Colombia
Vietnam Plas	Oct	Ho Chi Minh City, Vietnam
Plastics Philippines	Oct	Pasay City, Philippines
K Fair	Oct 27 – Nov 3	Dusseldorf, Germany
Plast Eurasia Istanbul	Nov	Istanbul, Turkey
M-Plas	Nov	Kuala Lumpur, Malaysia
Plastic & Rubber Indonesia	Dec 8 – 11	Jakarta, Indonesia

*Tentative schedule

INTEGRATED PROMOTION SOLUTIONS

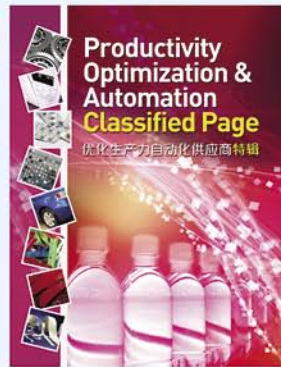
Greater China Suppliers Classified Page

A convenient sourcing guide for outstanding plastics & rubber manufacturers and suppliers to promote themselves among potential buyers with a precision that brings excellent results.



Productivity Optimization & Automation Classified Page

This page addresses the trend of automation and introduces distinguished suppliers to those buyers who wish to perform manufacturing optimization and improve productivity.



Buyers' Guide

Worldwide manufacturers and suppliers' information presented in showcase or directory listing, enables buyers to source the finest of global products.



International Visitors' Guide for CHINAPLAS

It is the Official English Guide targeting more than 11,000 overseas buyers and delegates from over 135 countries and regions. It is the most effective marketing tool to drive overseas visitors to exhibitors' booth.



CHINAPLAS & K 2010 Countdown e-Newsletter

Deliver 3 issues of CHINAPLAS & K 2010 countdown e-newsletter to 227,000 plastics industry members and pre-registered visitors before the shows. Contents include latest show news, exhibits and concurrent events.



K 2010 Visitors' Guide for Chinese/Asian Buyers

The guide is a functional and comprehensive bilingual reference, tailor-made for Chinese and Asian buyers attending K 2010. The contents include show and visitor information, concurrent events, floor plans, exhibit highlights and other must-know information.

Chinese Plastics Industry News Weekly

A weekly e-newsletter comprises the latest news and best-read articles and to be delivered to over 227,000 plastics and rubber industry members.

