

# CPRJ International Edition

中国塑料橡胶  
China Plastic & Rubber Journal

Your Marketing Solution to  
Asian Plastic & Rubber Industry



Jointly presented by:

**ADSALE** 雅式®

中国  
**CPRJ** 塑料橡胶  
China Plastic & Rubber Journal

雅式橡塑专网  
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Event

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国际橡塑展

## Introduction

In view of the growing demand for technological advancement in plastics and rubber processing in **Asia and Middle East** as well as celebrating its 30th anniversary this year, Adsale Group, a pioneer in professional trade promotion, is glad to present **China Plastic & Rubber Journal (CPRJ) International Edition** in Oct 2009. Over 11,500 overseas visitors of Chinaplas 2008 make up the core of **CPRJ International Edition** readership database. By virtue of CPRJ's leading position in China and supported by Chinaplas and <http://plastics.2456.com>, **CPRJ International Edition** is a powerful communication partner equipped with the most comprehensive marketing channels for advertisers to attain successful sales!

### Publisher:

Adsale Publishing Ltd.  
(A member of the Adsale Group)

### First Publishing:

Oct 2009

### Language:

English with Simplified Chinese excerpts

### Frequency:

Half Yearly



## Editorial Vision

### ● Industry News

Timely digest of industry news covering major events and functions, corporate activities, merger and acquisition, bringing readers the most recent market decisions and announcements made by the industry's mover and shaker.

### ● Raw Materials Handbook

Illustrative and comprehensive articles introducing the properties and development trend of raw materials commonly used in plastics processing.

### ● Industry Application

Introduction of plastics or plastics products' latest applications found in different industries, such as automotive, building & construction, electronics, medical, packaging, etc.

### ● Design Information

Case studies on innovative, groundbreaking product designs made possible thanks to the advanced and high performance polymers.

### Plastics Trade Fairs to be covered:

Fakuma, Saudi Plas, M-Plas, Plastics & Rubber Vietnam, Plast Eurasia, Plastics & Rubber Indonesia, Taipei Plas, etc.

### ● Processing Technique

Tips, recommendations and advice prepared by leading professionals to master different techniques in plastics processing.

### ● China Focus

Feature stories and selected articles related to the plastics industry of China, one of the world's fastest growing economies.

### ● Market Trend

A close watch on the market's ups and downs, providing evaluation or forecast of the global plastics industry complemented by statistics or figures.

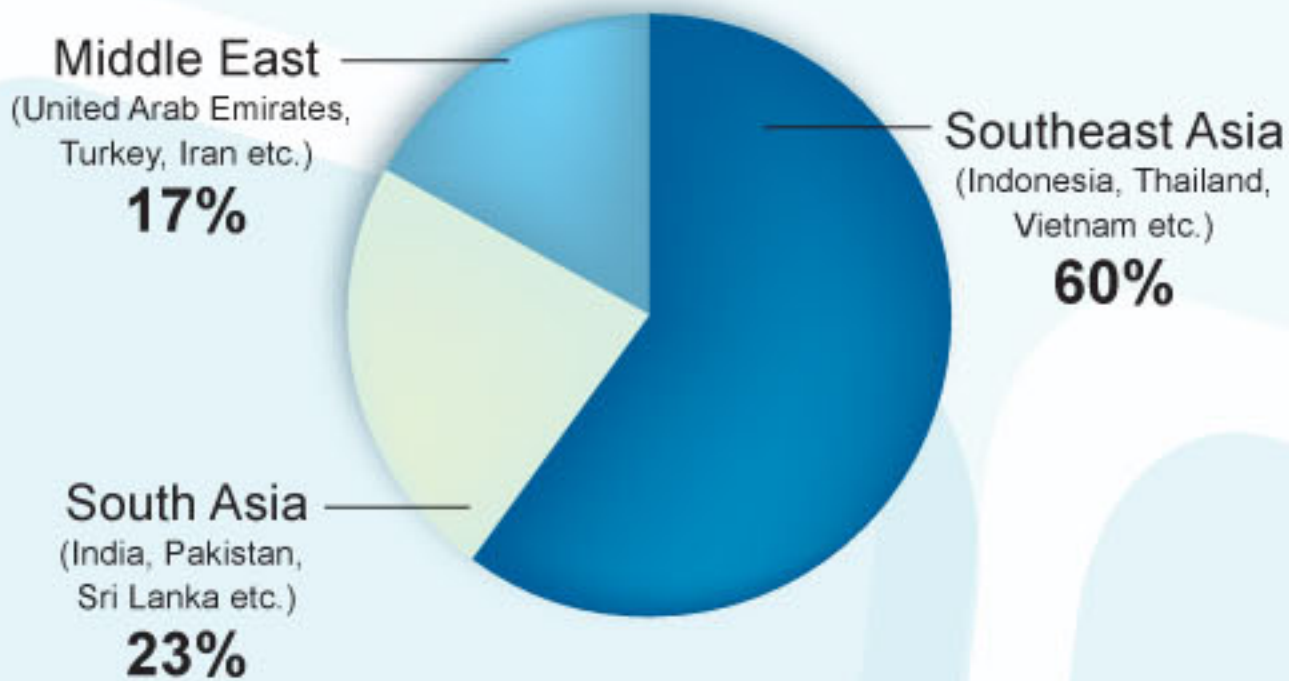
### ● Exhibition Express

A must-read for plastics trade fair goers, with reports on the globe's most important international trade fairs and also regional trade fairs.

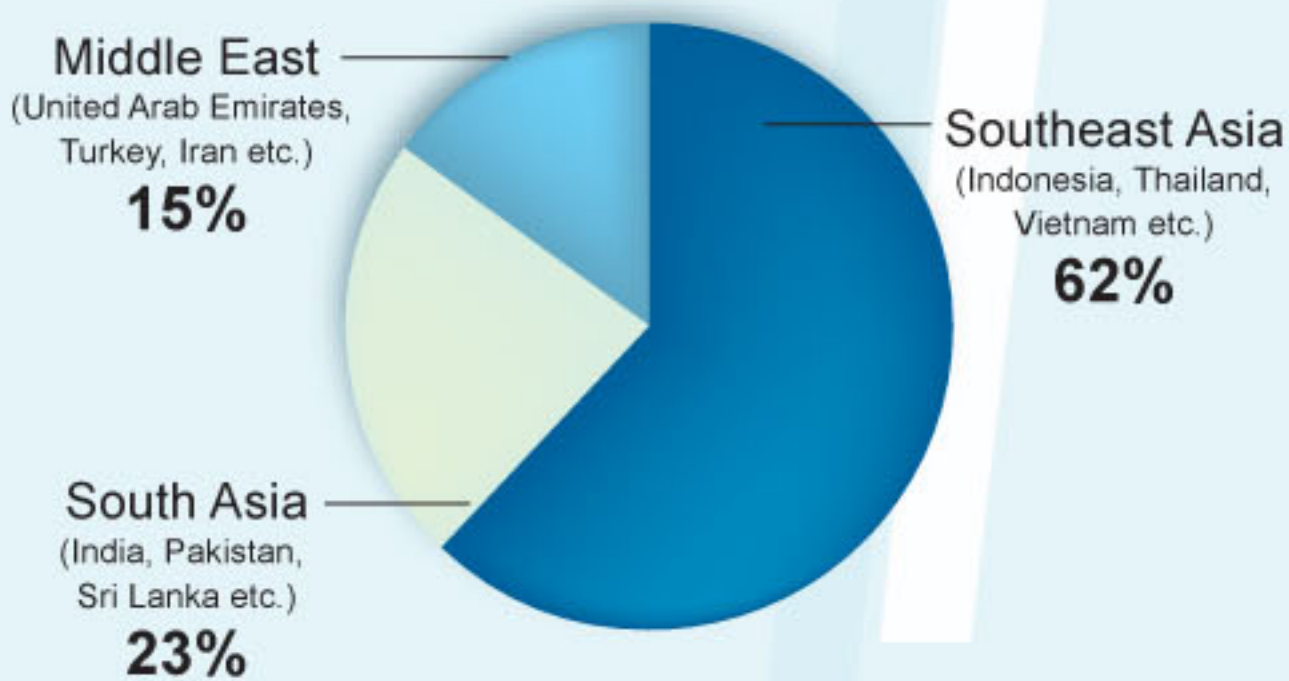
## Circulation

- **10,000** printed copies & **5,000** CD-ROM copies
- Electronic version at <http://plastics.2456.com>
- Bonus distribution at influential global plastics & rubber exhibitions and conferences
- Pairing with eCPRJ Newsletter English version

### Subscribers by Countries



### Web Subscribers by Countries



## Equipped with Cost-effective Advertising Features

### 1. Greater China Suppliers Classified Page

A convenient sourcing guide for outstanding Chinese manufacturers and suppliers to approach potential buyers with a precision that brings excellent results.



### 2. Chemical & Raw Materials / Machinery & Equipment Supplement (1/4 Page Showcase)

Provides reliable information about worldwide manufacturers and suppliers, which enables buyers to source the finest products over the world.



## Supported by Online Advertising Features

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- \* Randomly displayed next to articles
- \* An enlarged e-Ad is linked to respective advertiser name and shown in a pop-up window
- \* Half a year validity



### 1) e-Ad at <http://plastics.2456.com>

With a maximum of **500,000** monthly page-views, <http://plastics.2456.com> is a popular trade news platform for Chinese and overseas plastics players. Advertisers' e-Ad will be uploaded there to further enhance the marketing exposure.

### 2) eCPRJ Newsletter

Delivers the hottest news and editorials to **30,000** web subscribers. Options like banners and buttons are available to maximize advertisers' online presence.

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