



# Introduction

## Promotion Opportunities and Highlights in 2011

**CIMT 2011 Preview and Review in CMJ**

- Preview: Feb/Mar 2011
- Review: Apr/May 2011



**CIMT 2011 Visitors' Guide**

- The 3rd edition of CIMT Visitors' Guide series published by CMJ since 2007
- A functional and comprehensive guide for buyers/visitors of CIMT 2011



**CIMT 2011 eNewsletter**

- 2 issues before the show and 1 issue after the show
- To be distributed to over 247,000 online machine building and metalworking readers



**MEDTEC China 2011 - Show Preview**

- CMJ - Official Metal Industry Media Partner; CPRJ - Official Plastic Industry Media Partner
- Over 6,000 copies to be distributed onsite to medical industry professionals



**2011 Seminar on Advanced Manufacturing Technology and Cutting Tools Aug 2011, Shanghai**

- Organized by Institute of Advanced Technology and Cutting Tools (IATCT), CMJ is the Co-organizer
- 2010 edition attracted over 300 professionals from cutting tools, machine tool, automotive, aviation and other related industries to attend
- As co-organizer, CMJ would launch a series promotional campaign and provide a comprehensive promotional package for sponsors



## The Synergy of Various Marketing Modes

There are so many options to make your advertisement exciting, interactive, and eye-catching to your target customers. We offer magazine and website advertising, email marketing, videos, and interactive promotion campaigns.



- Printed Magazines**
- Reach all Chinese readers
  - Tell your innovation stories and advertise to promote awareness and image



- Conferences**
- Meet customers face-to-face and have business discussions



- Mobile Media**
- Short messages reach customer personally



- Websites**
- Reach all website members
  - Update your corporate news and products and hyperlink to your website



- Videos**
- A good way to demonstrate products or make introductions in a more lively way



- E-mail Marketing**
- A quick email note reaches your customers' desk-top

**Advertising with Adsale is easy and trouble-free. We guarantee your satisfaction!**