

The 11th China International Machine Tool & Tools Exhibition



Show Website: www.cimes.net.cn/en

CIMES 2010 OFFICIAL VISITORS' GUIDE was impressively received and highly appreciated by exhibitors and audiences. We hereby present the

CIMES 2012 Official Visitors' Guide

• *The Official Media promoting you to 200,000 professional visitors**

Date: 12-16 June 2012

Venue: New China International Exhibition Center Beijing, China

Organizers: China National Machinery Industry Corp.
China National Machine Tool Corp.

Official Appointed Publisher:

Adsale Publishing Limited

Chinamac Journal (CMJ) and www.AdsaleCMJ.com

中国
CMJ 机械与金属
Chinamac Journal
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ADSALE 雅式®

CIRCULATION:

- **A convenient guide** (print and online) will be distributed onsite, enabling visitors to find their targeted exhibitors and exhibits
- **30,000 copies** will be distributed to overseas and domestic visitors at CIMES 2012
- Distribution points: reception hall of CIMES 2012, all information counters, VIP visitors' lounges, concurrent events, CMJ booth, and other official spots.

CONTENT:

- • Show information & floor plans • Exhibitors list • Highlights of notable exhibitors and exhibits
- Useful travel information.

LANGUAGE:

- Chinese with English excerpts

BOOK SIZE:

- 280mm(w) x 215mm(h) (same as CMJ)

6 - in - 1 Package for CIMES 2012	
Advertising items	Coverage
1. One Ad in "CIMES 2012 Official Visitors' Guide"	30,000 copies to be distributed to overseas and domestic visitors at CIMES 2012
2. One Booth Indicator in "CIMES 2012 Official Visitors' Guide"	
3. One Advertorial in CMJ Jun/Jul 2012 issue , CIMES 2012 Preview	<ul style="list-style-type: none"> • Controlled circulation: a total of 50,276 copies to readers of targeted industries for 2 issues. • Bonus distribution at CIMES 2012
4. One Advertorial in CMJ Aug/Sep 2012 issue , CIMES 2012 Review	
5. One Technical Highlight Ad in CIMES 2012 Pre-show eNewsletter, 2 issues	To be delivered in Apr, May and Jun respectively, to over 250,000 registered members of www.AdsaleCMJ.com from the machine building and metalworking industries
6. One Technical Highlight Ad in CIMES 2012 Post-show eNewsletter, 1 issue	
Extra Exposure: Full content of "CIMES 2012 Official Visitors' Guide" and all issues of CMJ will be uploaded to www.AdsaleCMJ.com along with CIMES 2012 pre-show and post-show eNewsletters.	<ul style="list-style-type: none"> • Enjoy over 937,306 monthly page-views at www.AdsaleCMJ.com. • All content is available for download in the iTunes App Store and the Android Market.

Advertising Rate

Ad. Space	Ad. Size		6-in-1 Package (includes items 1-6)	4-in-1 Preview Package (excludes items 4 & 6)
Full page	Bleed - 280mm x 215mm		USD4,400	USD3,320
Half page	Horizontal:	Bleed - 115mm x 185mm	USD3,200	USD2,350
	Vertical:	Non-bleed - 248mm x 90mm Bleed - 280mm x 107mm		
1/4 page	Horizontal:	115mm x 90mm	USD1,600	USD1,160
	Vertical:	58mm x 185mm		
Special Positions (refers to positions in CIMES 2012 Official Visitors' Guide only)				
Front cover	217mm x 160mm		USD5,450	USD4,260
Inside front cover (p.2)	Bleed - 280mm x 215mm		USD4,900	USD3,750
Facing inside front cover (p.3)	Bleed - 280mm x 215mm		USD5,100	USD3,950
Inside back cover	Bleed - 280mm x 215mm		USD4,750	USD3,550
Back cover	Bleed - 280mm x 215mm		USD5,100	USD3,950

Remarks:

1. Special positions in CIMES 2012 Official Visitors' Guide will be handled on a **first-come, first-served** basis.
2. For customized quotations, please feel free to contact us. We will be glad to discuss and work out a tailor-made package that best suits your promotional purpose and your budget. Also, feel free to contact us about special positions in CMJ's 2012 issues.
3. Production cost is not included.
4. **Booking Deadline: 30 Apr. 2012**

The special package is available for both exhibitors and non-exhibitors of CIMES 2012. 5% early bird discount for booking before 31 Dec. 2011.

Contact us:

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