

RUBBER WORLD FOR CHINA



Published 6 times each year, **Rubber World for China** has served the China rubber industry for nine years. Providing in depth coverage of the latest technologies, materials and applications from around the world having applications in the Chinese market. Supported by an Editorial Advisory Board, Rubber World for China provides practical solutions and applications relevant to the Chinese market. **Rubber World for China** is presented in simplified Chinese and traditional Chinese, reaching Chinese speaking decision makers in Greater China and the regions.

A Circulation of more than 10,800 directed to chemists, formulators, production engineers, plant managers and all levels of senior management bringing them the latest in technical and manufacturing processes as well as market developments. Plus an additional 9,000 digital edition subscribers for a total of 19,800 in readership.

<u>Issue</u>	<u>Tech Feature</u>	<u>Raw Materials & Aditives</u>	<u>Special Reports</u>	<u>Bonus Show Distribution</u>
FEBRUARY <i>Closing date:</i> 1/19/17	Fluid Mixing Technology AEM	Anti-aging Agent	China GRTAE 2017 Preview	YES
APRIL <i>Closing date:</i> 3/24/17	OCA for Optical Components Silicone Gels	LNBR	ChinaPlas 2017 Preview	YES
JUNE <i>Closing date:</i> 5/24/17	Rubber Seal Development Hose Testing Methods	Kaolin for Rubber	Management of Rubber Enterprises	-
AUGUST <i>Closing date:</i> 7/24/17	EPDM Crosslinking of Special Elastomers	Flame Retardant	Domestic Tire Makers Eye Overseas Expansion	YES
OCTOBER <i>Closing date:</i> 9/29/17	NBR/PVC Blends Automated Sample Feeding Technology	Intermediate	Rubber Tech China 2017 Preview	YES
NOVEMBER <i>Closing date:</i> 10/24/17	Filler Reinforcement of Rubber Tack Testing	Anti-Scorch Agent	Buyer's Guide 2018	YES

2017 ADVERTISING RATES

		1X	3X	6X
1 page	4/color	\$2,995	\$2,720	\$2,495
1 page	B/W	2,120	1,935	1,790
2/3 page	4/color	2,525	2,305	2,135
2/3 page	B/W	1,790	1,625	1,505
1/2 page island	4/color	2,260	2,045	1,880
1/2 page island	B/W	1,575	1,440	1,310
1/2 page	4/color	1,970	1,800	1,655
1/2 page	B/W	1,390	1,260	1,165
1/3 page	4/color	1,585	1,450	1,320
1/3 page	B/W	1,115	1,020	935
1/4 page	4/color	1,380	1,250	1,155
1/4 page	B/W	960	880	795