

RUBBER WORLD FOR CHINA



Published 6 times each year, **Rubber World for China** provides 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.

With a current annual growth of over 7% in its GDP and its recent entry into the WTO no other market in the world is experiencing the growth of China.

A Circulation of more than 9,200 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.

JANUARY

Technology Processing

Antioxidants
NBR

Processing Machinery

Mixing

Special Reports

Indian Tire Industry

MARCH

Technology Processing

Vulcanization Accelerators

Processing Machinery

Extruding

Special Reports

Chinaplas 2012 Show Preview

Trade Show & Conference

China International Rubber & Tire Expo

MAY

Technology Processing

Coupling Agents
Silicone Rubber

Processing Machinery

Mixing & Weighing System

Special Reports

Top 10 Tire Brand

Trade Show & Conference

Chinaplas 2012

JULY

Technology Processing

Reinforcing Agent
Fluoro Rubber

Processing Machinery

Tire Builder

Special Reports

Additive

SEPTEMBER

Technology Processing

Rubber Processing Oil
EPDM

Processing Machinery

Injecting

Special Reports

Tires & RubberTech 2012 Show Preview

Trade Show & Conference

CITEXPO 2012

NOVEMBER

Technology Processing

Dispersion Agents, TUP

Processing Machinery

Testing

Special Reports

Outlook 2013

Trade Show & Conference

APPLAS 2012, Tire & RubberTech China
2012 + Show Daily

2012 ADVERTISING RATES

		6X	3X	1X
1 page	4/color	\$2,110	\$2,290	\$2,520
1 page	B/W	1,500	1,630	1,790
2/3 page	4/color	1,800	1,940	2,140
2/3 page	B/W	1,260	1,370	1,500
1/2 page island	4/color	1,590	1,720	1,900
1/2 page island	B/W	1,110	1,210	1,320
1/2 page	4/color	1,400	1,510	1,660
1/2 page	B/W	980	1,060	1,170
1/3 page	4/color	1,120	1,220	1,330
1/3 page	B/W	790	850	940
1/4 page	4/color	970	1,050	1,160
1/4 page	B/W	670	740	810