

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 Features

Testing
Latex products

Raw Materials & Additives

Fluorosilicone rubber
Reinforcing agent

Special Reports

Natural rubber
Outlook 2009

JULY

Technology Features

Extrusion process
Sealing parts

Raw Materials & Additives

HNBR
Colorants agent

Special Reports

Rubber for construction section

MARCH

Technology Features

Molding processing
Auto rubber parts

Raw Materials & Additives

SSBR
Crosslinking agent

Special Reports

Rubber for food industry

SEPTEMBER

Technology Features

Calendering
Rubber rolls

Raw Materials & Additives

Silastic
Dispersing agent

Special Reports

Tires & RubberTech 2009 shoe preview

MAY

Technology Features

Curing process
Conveyor belt

Raw Materials & Additives

Fluoro rubber
Antireversion agent

Special Reports

Rules & standards

NOVEMBER

Technology Features

Mixing
Green tires

Raw Materials & Additives

TPE
Coupling agent

Special Reports

Rubber for medical industry

2010 ADVERTISING RATES

		6X	3X	1X
1 page	4/color	\$2,010	\$2,180	\$2,400
1 page	B/W	1,430	1,550	1,700
2/3 page	4/color	1,710	1,850	2,040
2/3 page	B/W	1,200	1,300	1,430
1/2 page island	4/color	1,510	1,640	1,800
1/2 page island	B/W	1,060	1,150	1,260
1/2 page	4/color	1,330	1,440	1,580
1/2 page	B/W	930	1,010	1,110
1/3 page	4/color	1,070	1,160	1,270
1/3 page	B/W	750	810	890
1/4 page	4/color	920	1,000	1,100
1/4 page	B/W	640	700	770