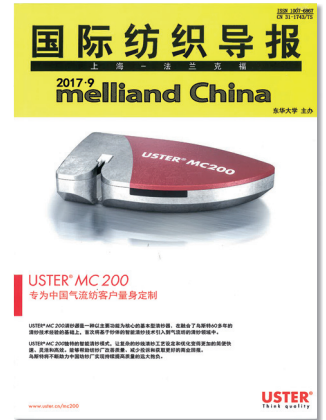


- 1 Brief description: Chinese language technical publication for technical experts in Chinese textile industry, Chinese research institutes, ministries and technical colleges. **melliand CHINA** is published monthly.
- 2 Editors: Hu Xuechao (Editor-in-Chief)
Dong Hua University
1882 Yanan Road (West)
200051 Shanghai/China
Deutscher Fachverlag, Frankfurt/Germany
Claudia van Bonn
- 3 Total circulation: 7,000 copies distributed in the Peoples Republic of China
- 4 Format: 210 mm wide, 285 mm deep

- 1 Kurzcharakteristik: Chinesisch-sprachige Fachzeitschrift für die Faser- und Textilfachleute in chinesischen Textilbetrieben und -fabriken, chinesischen Forschungsinstituten, Ministerien und Hochschulen. **melliand CHINA** erscheint monatlich.
- 2 Redaktion: Hu Xuechao (Chefredakteur)
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Dipl.-Ing. Claudia van Bonn
- 3 Tatsächlich verbreitete Auflage: 7.000 Exp. verbreitet in der Volksrepublik China
- 4 Zeitschriftenformat: 210 mm breit, 285 mm hoch



**Verbreitung nach Branchen
Distribution by branches**

Spinnerei / spinning	500
Weberei / weaving	330
Wirkerei/Strickerei / knitting	140
Chemiefasern / chemical fibers	300
Veredlung / finishing	400
Textilmaschinenbau / textile machinery industry	500
Vliesstofftechnik / nonwovens technology	330
Technische Textilien / technical textiles	300
Konfektion / making up	200
Niederlassungen auslând. Firmen / subsidiaries	300
Forschungsinstitute / research institutes	150
Universitâten und Fachschulen / universities	150
Verwaltung / public services	200
Belegexemplare / specimen copies	100
Gesamt / total	3.900

**Abonnierte Exemplare nach Regionen
Subscribed copies by region**

Shanghai	314	Hubei	70	Abonnierte Exemplare nach Regionen Subscribed copies by region	3.100
Beijing	160	Henan	70		
Tianjin	24	Guangdong	300	Verbreitung nach Branchen Distribution by branches	3.900
Chongqing	24	Guangxi	24		
Innere Mongolei	28	Guizhou	4	Gesamt / Total	7.000
Shaanxi	32	Hainan	8		
Hebei	100	Sichuan	65		
Liaoning	88	Yunnan	4		
Jilin	28	Shanxi	30		
Heilongjiang	38	Guanshu	12		
Jiangshu	600	Qinai	4		
Shandong	300	Xinjiang	60		
Zhejiang	360	Hongkong	32		
Jiangxi	20	Ningxia	5		
Fujiang	160				
Hunan	43	Taiwan	93		

2018 Media Data / Media-Informationen

**Rate Card No. 22 effective January 1, 2018
Anzeigenpreisliste Nr. 22 gültig ab 01.01.2018**

5 Formats and net advertising rates / Formate und Anzeigennettopreise:

Size / Format	Width x Depth Breite x Höhe		EURO
			Basic Rate Grundpreis
1/1 Page / Seite	178 (210*) x 240 (285*)	4c	2.490,00
		b/w, s/w	1.640,00
½ Page / Seite			
vertical / hoch	87 (105*) x 240 (285*)	4c	1.245,00
horizontal / quer	178 (210*) x 120 (148*)	b/w, s/w	820,00
1/3 Page / Seite			
vertical / hoch	55 (73*) x 240 (285*)	4c	830,00
horizontal / quer	178 x 85	b/w, s/w	548,00
1/4 Page / Seite			
vertical / hoch	87 x 120	4c	685,00
horizontal / quer	178 x 60	b/w, s/w	455,00
1/8 Page / Seite			
vertical / hoch	88 x 60	4c	358,00
horizontal / quer	178 x 30	b/w, s/w	235,00

Add 4 mm at all outer edges for bleed advertisements (Bleed*)

Beschnittzugabe bei angeschnittenen Anzeigen 4 mm an allen Außenkanten (Anschnitt*)

- 6 Special positions:
 - Front cover (4c) EURO 3,000.00
 - Type area: 185 mm wide, 200 mm deep
 - Inside Front Cover (4c) EURO 2,800.00
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 - 1st right-hand page EURO 2,800.00

- 7 Discounts: for space booked within one year

Series discount	Volume discount
3 Insertions 3%	1 Page 3%
6 Insertions 5%	3 Pages 5%
9 Insertions 10%	6 Pages 10%
12 Insertions 15%	9 Pages 15%
24 Insertions 20%	12 Pages 20%

8 Printing material: Please note: If any editing or translation is required, the digital advertisement file should be submitted together with a pre-press proof. The following software programs can be used: Adobe InDesign, Adobe Illustrator, Adobe Photoshop.

- 6 Preise für Sonderplatzierungen:
 - Titelseite (4c) EURO 3.000,00
 - Satzspiegel: 185 mm breit, 200 mm hoch
 - 2. Umschlagseite (4c) EURO 2.800,00
 - 4. Umschlagseite (4c) EURO 2.800,00
 - 1. rechte Anzeigenseite EURO 2.800,00

- 7 Rabatte: bei Abnahme innerhalb von 12 Monaten (Insertionsjahr)

Malstaffel	Mengenstaffel
3 Anzeigen 3%	1 Seite 3%
6 Anzeigen 5%	3 Seiten 5%
9 Anzeigen 10%	6 Seiten 10%
12 Anzeigen 15%	9 Seiten 15%
24 Anzeigen 20%	12 Seiten 20%

8 Druckunterlagen: Bitte beachten: Sofern eine Bearbeitung oder Übersetzung notwendig ist, sollte die digitale Anzeigendatei zusammen mit einem farbevidentlichen Proof geliefert werden. Folgende Software-Programme können verarbeitet werden: Adobe InDesign, Adobe Illustrator, Adobe Photoshop.

2018 Media Data / Media-Informationen

Issue / Deadlines	Main topics	Conferences/ Trade Shows
1 January Publication date: Jan. 25, 2018 Orders: Dec. 27, 2017 Printing material: Jan. 02, 2018	New fiber developments / Spinning / Knitting Dyeing, printing, finishing Technical textiles Industry news	Heimtextil 2018 January 9-12, 2018 in Frankfurt/Germany Domotex 2018 January 12-15, 2018 in Hanover/Germany
2 February Publication date: Feb. 23, 2018 Orders: Jan. 24, 2018 Printing material: Jan. 30, 2018	New fiber developments / Spinning / Weaving Knitting, warp-knitting Textile floorcoverings / Dyeing, printing and finishing Industry news	12th Intl. Exhibition of Textile Industry Sitex February 15-18, 2018 in Isfahan/Iran
3 March Publication date: March 23, 2018 Orders: Feb. 21, 2018 Printing material: Feb. 27, 2018	New fiber developments / Spinning / Texturing Dyeing, printing, finishing Nonwovens Technical textiles Industry news	Outlook Asia 2018 March 14-15, 2018 in Singapore Domotex asia/Chinafloor March 20-22, 2018 in Shanghai/China 34th Intern. Cotton Conference 2018 March 21-23, 2018 in Bremen/Germany
4 April Publication date: April 25, 2018 Orders: March 26, 2018 Printing material: March 30, 2018	New fiber developments / Spinning / Weaving Knitting Dyeing, printing, finishing Industry news	ITM 2018 April 14-17, 2018 in Istanbul/Turkey Hightex 2018 April 14-17, 2018 in Istanbul/Turkey
5 May Publication date: May 25, 2018 Orders: April 25, 2018 Printing material: May 01, 2018	New fiber developments / Fiber raw materials PA, PET, PP and cellulosic fiber trends Fiber production / Spinning / Weaving Fibers for nonwovens / Dyeing, printing, finishing / Industry news	Asian Nylon Symposium 2018 May 7/8, 2018 in Kuala Lumpur/Malaysia
6 June Publication date: June 26, 2018 Orders: May 28, 2018 Printing material: June 02, 2018	New fiber developments / Spinning / Weaving / Knitting Dyeing, printing, finishing Technical textiles Industry news	ANEX 2018 June 6-8, 2018 in Tokyo/Japan Achema 2018 June 11-15, 2018 in Frankfurt/Germany
7 July Publication date: July 25, 2018 Orders: June 25, 2018 Printing material: June 29, 2018	New fiber developments / Spinning / Weaving Nonwovens Dyeing, printing, finishing Industry news	
8 August Publication date: Aug. 24, 2018 Orders: July 25, 2018 Printing material: July 31, 2018	New fiber developments / Spinning / Weaving / Knitting Dyeing, printing, finishing Technical textiles Industry news	57th Man-Made Fibers Congress Dornbirn September 12-14, 2018 in Dornbirn/Austria Taiwan Intl. Textile & Garment Machinery Exh. September 13-16, 2018 in Taipei/Taiwan
9 September Publication date: Sept. 25, 2018 Orders: Aug. 26, 2018 Printing material: Aug. 31, 2018	New fiber developments / Spinning / Knitting / Weaving Textile finishing Global textile machinery trade Industry news	ITMA Asia + CITME 2018 October 26-30, 2018 in Shanghai/China
10 October Publication date: Oct. 25, 2018 Orders: Sept. 25, 2018 Printing material: Sept. 29, 2018	Fiber raw materials / New fiber developments High-performance fibers Project list: new polymer and chemical fiber plants Texturing / Spinning / Weaving / Knitting Dyeing, printing and finishing Industry news	JEC Asia 2018 November 14-16, 2018 in Seoul/Korea Filtrex Asia 2018 November 19/20, 2018 in Shanghai/China
11 November Publication date: Nov. 26, 2018 Orders: Oct. 27, 2018 Printing material: Nov. 02, 2018	New fiber developments / Spinning Weaving / Knitting Dyeing, printing, finishing / Nonwovens Industry news	
12 December Publication date: Dec. 24, 2018 Orders: Nov. 24, 2018 Printing material: Nov. 29, 2018	Global fiber markets / Spinning / Weaving / Knitting Dyeing, printing, finishing Nonwovens Industry news	

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