

The Only Official On-site Newspaper

CPRJ publishes the official CHINAPLAS Show Daily - The only on-site newspaper that covers exhibition news and fresh industry topics every show day.



Chinese Edition



International Edition
(in English)



Floor Plan Edition



Mid-show eNews
(Mobile friendly issues, Bilingual)

THREE editions are available to fit visitors' needs:

	Circulation			Language	Contents
	Day 1	Day 2	Day 3 & 4		
The Chinese Edition	20,000	18,000	18,000	Chinese	An editorial section consists of show highlights, concurrent events, introduction to exhibits, interview of exhibitors and recommended visit on CHINAPLAS
The International Edition	18,000	12,000	10,000	English	
The Floor Plan Edition	56,000			Chinese	All hall plans, exhibitor list and location highlights.

Distribution

- Total **152,000** copies are distributed by **100+** on-site staff members at **60+** hottest spots including visitor's reception counters, main gangways, hall entrances, VIP lounges, magazine distribution spots and CPRJ stands, etc.
- All three editions are uploaded in ChinaplasOnline.com & AdsaleCPRJ.com and also sent to Adsale's plastics members via eNewsletter.
- **188,779** page view of eCopy and e-Ad in 2019



Scan to Read eCopy



Thanks to our 2019 advertisers! (Partial)

ARBURG, AVIAN, BORCHE, BSG GEAR, CHENG YU, CHUAN LIH FA, CHUMPOWER, DAVIS STANDARD, DEMAG, DORNIER, ENTEX, EREMA, FCS, GRECO, HAITIAN, JTS, KIEFEL, KRAIBURG, MAGUIRE, MILLIKEN, MULTITECH MACHINERY, NETSTAL, NHH, POLYPLASTICS, POLYSTAR, PIOVAN, SIKORA, TUNGYU, XINDA TALC, YIZUMI, ZERMA...

ROP Ad (4C)	Ad Size (Height X Width)		Price (USD) Per Ad, Per Edition			
	Non-bleed	Bleed	1 X	2X	3X	4X or above
Full Page	350 X 256mm	376 X 282mm	4,400	3,520	3,080	2,640
[Advertorial] Full Page*		-	2,640	2,112	1,848	1,584
Spread	350 X 532mm	376 X 558mm	8,800	7,040	6,160	5,280
Half Page	Vertical: 350 X 125mm	Vertical: 376 X 138mm	2,500	2,000	1,750	1,500
[Advertorial] Half Page*	Horizontal: 175 X 260mm	Horizontal: 186 X 282mm	1,500	1,200	1,050	900
1/3 Page	Vertical: 350 X 90mm Horizontal: 120 X 256mm	-	2,000	1,600	1,400	1,200
1/4 Page (Quarter) / Showcase	170 X 125mm	-	1,250	1,000	875	750
Special Positions — Ad rate (USD) per day per edition						
Front Cover (Half Page)	Horizontal: 160 X 265mm	-	6,650			
Inside Front (Full Page)	350 X 256mm	376 X 282mm	6,380			
Inside Back (Full Page)			6,380			
Back Cover (Full Page)			7,250			

* Advertorial writing-up, one-stop creative & production services are offered at charge. For more information, please refer to the last page.

Floor Plan Edition — Ad rate for 4 days

ROP Ad (4C)	Ad Size (Height X Width)		Price (USD)
	Non-bleed	Bleed	
Full Page	350 X 256mm	376 X 282mm	5,980
Junior Page	248 X 185mm	254 X 191mm	4,600
Half Page	Horizontal: 175 X 260mm	Horizontal: 186 X 282mm	3,390
1/3 Page	Vertical: 350 X 90mm Horizontal: 120 X 256mm	-	2,750
1/4 Page	170 X 125mm	-	1,695
1/4 Showcase	170 X 125mm	-	960
Booth Indicator	40 X 55mm	-	350
Special Positions — Ad rate (USD) for 4 days			
Front Cover (Junior Page)	248 X 185mm	-	9,000
Inside Front / Next to Inside Front (Full Page)	350 X 256mm	376 X 282mm	8,500
Inside Back / Next to Inside Back (Full Page)			8,500
Back Cover (Full Page)			9,600
Facing specific floor plan ad page (20% Surcharge included)	350 X 256mm	376 X 282mm	7,176

Remarks 1. Size of Show Daily: 370mmH X 276mmW
2. Artwork production will be provided at charge
3. B/W, 2C and 4C Ad will be charged at the same rate

Booking Deadline: 28 Feb 2020

Materials Deadline: 5 Mar 2020