



SWISS
CHINESE
CHAMBER
OF
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中國瑞士商會

**JOURNAL OF SWISSCHAM
CHINA & HONG KONG
2008 ADVERTISING KIT**

Managing International R&D in China
中國研發的國際管理

Editor: T. High, member of Executive Director Programme of the Swiss Chamber of Commerce in China
Editor: 高天德, 中國瑞士商會副會長
Cover: Under the cover with Free Distribution: Please see: 中國瑞士商會
Cover: 中國瑞士商會副會長
Cover: 中國瑞士商會副會長

China's New Wealth
中國新財富

News: China's New Wealth
新聞: 中國新財富
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The Looming Talent Shortage in China
中國管理人才短缺問題刻不容緩

Editor: ...
Cover: ...



Introduction

SwissCham China

SwissCham China is a vibrant non-profit and non-governmental organization established in 1995 that is moving at the speed of the China market, paving rapid steps to support Sino - Swiss business activities in the fastest growing global marketplace.

With English as its official language, SwissCham China has a **true international character**, one of which is much needed in supporting our country's overseas business activities.

The main goal of SwissCham China is to represent its members' interests and support their business activities by providing them value added services.

The Bridge

On August 1st, 2004, SwissCham China started a new era by launching its new quarterly magazine – "The Bridge". It is the only foreign chamber magazine **fully published in English and in Chinese**. This allows us to reach both the Western and the Chinese communities. The magazine links us therefore to a wider audience and helps facilitating a deeper communication and understanding of other cultures.

Since 2006 "The Bridge" is edited in close cooperation with all Swisscham chapters in **Beijing, Guangzhou, Shanghai and Hong Kong**.

"The Bridge" has a circulation of **6,000 copies** and is the official magazine of SwissCham China & Hong Kong focusing on different aspects related to Switzerland and China:

- ✓ Political and economic news
- ✓ Business and market trends
- ✓ Politicians and CEOs interviews
- ✓ Life and culture
- ✓ Chamber affairs and events
- ✓ Member news
- ✓ Useful contact information

The magazine's name "The Bridge" symbolizes the joint efforts of Switzerland and China to **create business opportunities**, bringing West and East closer together.

Readership and distribution

“The Bridge” is distributed in **major cities of China, Hong Kong and Switzerland** and reaches the following high quality readership groups by **direct mailing**:

- ✓ Swiss Community in China and Switzerland (Beijing, Shanghai, Guangzhou, Hong Kong, Zurich, Geneva and Lugano) and the Swiss government
- ✓ Western Community in China (Embassies, Consulates, Chambers of Commerce and other foreign NGOs)
- ✓ Chinese NGOs (Chambers of different industries, research institutions, culture exchange associations) and Governmental organizations in major cities
- ✓ State owned and local private companies or business entities

Additionally, the Bridge is displayed at many valuable **Public Places**, as Business Centers in Top Hotels, and chosen locations of interest for the Bridge.

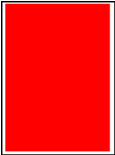
Finally, the journal is **available for download** from our website (www.swisscham.org/sha). Also, the **logo of our advertisers and sponsors** will appear on the SwissCham website with **direct link** to the company website.

Advertisers of “The Bridge”

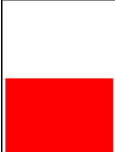


Advertisement formats and rates



We offer the following format possibilities (width x height in millimeters); **prices* are in RMB and per issue:**

	1 Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues	
Full page (A4 vertical, 210 x 285)							
	1. Outside back cover	20'800	19'200	18'300	17'500	16'700	15'800
	2. Inside front cover	18'600	16'910	16'400	15'610	14'900	14'120
	3. Inside back cover	15'300	14'100	13'500	12'900	12'230	12'000
	4. First page	14'200	13'100	12'500	12'000	11'400	11'800
	5. Opposite to Chairman	13'410	12'340	12'800	11'300	10'730	10'200
	6. After Contents	13'300	12'300	11'700	11'200	10'640	10'110
	7. Other full pages	12'300	11'400	11'000	10'400	9'850	9'400

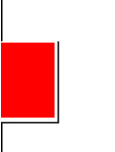
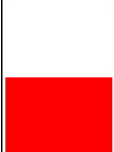
Half page (A5 horizontal, 210 x 142.5)

	Half page	7'600	7'000	6'700	6'400	6'100	5'800
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Quarter page

	Quarter page 1 (A6 vertical, 105 x 142.5)	6'500	6'000	5'700	5'500	5'200	4'930
	Quarter page 2 (1/4 A4 horizontal, 210 x 71.25)	6'500	6'000	5'700	5'500	5'200	4'930

Insert flyer (only for copies distributed in Beijing and Shanghai)

	or		Distribution	1 Issue
			Shanghai only	12'320
			Shanghai and Beijing	24'640

*please note that these prices do not include official invoicing

Advertisement specifications

Please submit your advertisement on a CD according to the format chosen and the following specifications:

Requirements for electronic file submission

The file has to be delivered on CD for PC in the following specifications and formats:

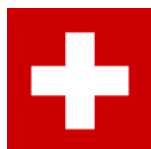
- ✓ Adobe Illustrator (.ai format) or Adobe Photoshop (.tif format) with the fonts included on the Disk.
- ✓ All images should be .tif, .eps or .jpg files with a resolution of at least 300 dpi.
- ✓ Color proof for color ad, black & white proof for black & white ad must be provided with the file.

Requirements for film (color separation)

Size: The size of the film must be as specified on page 4. The Printer cannot adjust the size of a film.

Proof: Color proof for color ad, black & white proof for black & white ad must be provided with the film.

Please note: Film artwork can only be used once; for multiple use, please store it on a CD



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