

太阳能国际 solar international China

www.solar-intl-china.net



下棋不只是一场胜负游戏，它还需要博弈技巧
太阳能行业也一样



2011/12 媒体信息
Media Information

太阳能国际 solar international China

A PV Management Magazine



概述

Introduction

2011/ 12 媒体信息 Media Information

随着中国制造商在全球的扩张，加上中国成为全球产业的新兴市场，中国太阳能和光伏产业也在快速增长。任何对中国技能和质量的顾虑，早已因为登上全球市场质量领导地位的中国品牌公司的数量增加而消失。

对于一些中国以外的人，中国看似进入市场和市场需求出现了千载难逢的扩展机遇。虽然中国为太阳能光伏企业提供了机会，但是并不像其他地区那样容易和明显。一些企业会有错误的假设：中国不断增长的市场定能接受他们或他们的产品。事实上，在中国做生意需要更好地理解政府对新行业的做法，而且最重要的是为该地区提供实际需要的产品和技术。

中国政府一直在以优异的成绩积极主动推动制造业和市场的增长，启动了一个全国范围的价值链，使中国能够参与全球任何地区的激烈竞争。新进入中国市场的外企会误认为中国市

场的巨大增长必定是一个契机，并没有发现这种增长是补贴还是需求的结果。很多的公司做出了错误的假设：中国市场并不是很理智，但事实是那里对已经上市的产品兴趣不大。

中国将成全球太阳能和光伏产品的最大的市场和制造国，很显然，那些提供技术和 / 或设备支持中国的制造商提高产量和生产更好产品的企业将能从中受益。此外，信息灵通者及能直接向中国产业核心提供公司信息的能力，将是任何拓展中国太阳能及光伏市场的成功关键。

《太阳能国际》是 Solar International 的“姊妹”媒体。它在中国拥有 10,000 名读者（6000 名印刷杂志 + 4000 名电子杂志），并在各重要行业展会期间增加发行。《太阳能国际》对希望进入利润丰厚的中国市场的太阳能光伏公司是最有效和最有针对性的平台。

The rapid growth of the solar and PV industries has occurred in the same time frame as the global expansion of China as both a manufacturer and emerging market place for the global industry. Any fears once expressed about the skill and quality of China has long since disappeared with Chinese branded companies sitting atop the global market place as leaders of quality as much as quantity.

For those outside China it appears a land of golden opportunity and prime for expansion. Although China is presenting opportunities for solar and PV companies the access and demand is not as obvious or clear cut as in other regions. Some companies make the mistake of assuming that the Chinese growing market's capable or desiring of accepting companies or their products. Doing business in China requires a greater understanding of the government's approach to new industry, and most importantly providing the products and/or technologies that is actually wanted in the region.

The government has been pro-active in subsidizing both manufacturing and market growth with excellent results that have initiated a country wide value chain enabling the country to take on any region in the competitive stakes.

Newcomers to the area mistake large market growth in China as an opportunity and fail to discover if the growth is a result of subsidy or demand. With so much variety and breadth some companies make the mistake of assuming the Chinese market is not very discerning but the truth is there will be little interest in products that are already available.

China will be the world's largest market and manufacturer for solar and PV products, obviously companies which provide technologies and/or equipment to support Chinese manufacturers to enhance production and better products will benefit. In addition, insider knowledge along with the ability to take a company message direct to the Chinese industry will be key to the success for anyone hoping to impact on the growing solar and PV markets in the region.

Solar International China is the “sister” title to Solar International. It has a circulation of 10,000 readers (6,000 print + 4,000 digital) with additional copies at leading industry events across the region. Solar International China will be the most effective and targeted platform for companies in solar industry wishing to influence the lucrative China markets.



太阳能国际 international solar China

A PV Management Magazine

 **发行**
Circulation

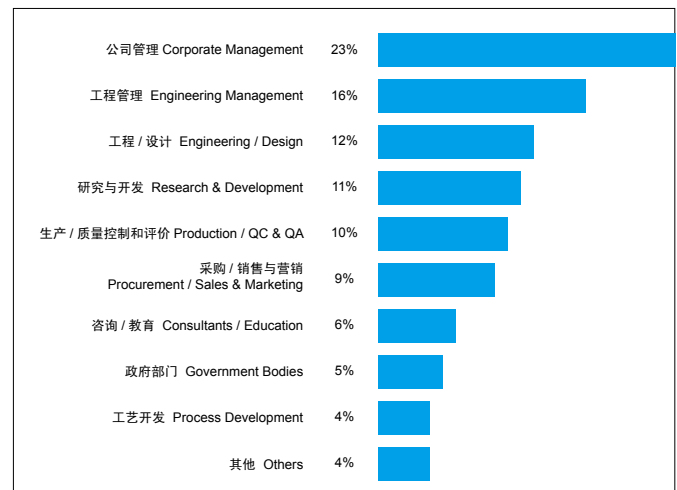
2011/ 12 媒体信息
Media Information



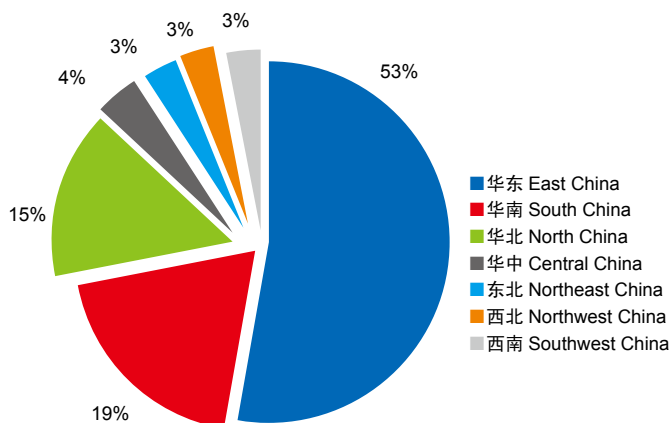
《太阳能国际》是中国太阳能及光伏产业专业人士的重要信息源泉。每期发行量 10,000 册(印刷版 6,000, 电子版 4,000), 免费送给合格的中国读者。

Solar International China Edition is the primary information source for professionals working in solar and PV industries in China. It has a circulation of 10,000 copies (6,000 print + 4,000 digital) distributed to qualified individuals in China.

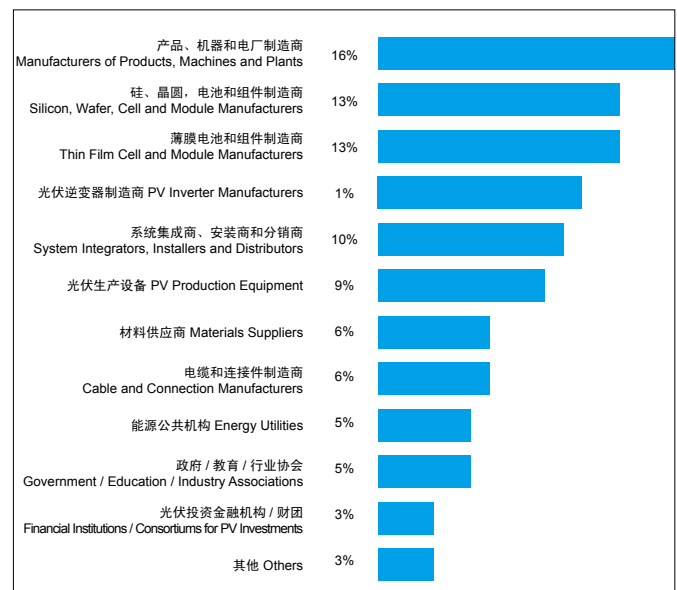
按读者的工作性质 / Breakdown by Job Function



按地区分布 / Breakdown by Geography



按读者所在单位类型 / Breakdown by Industry



太阳能国际 international solar China

A PV Management Magazine



编辑计划 Editorial Calendar

2011/ 12 媒体信息 Media Information

编辑计划 / Editorial Calendar

期刊 Issue	主题	Theme
Dec 2011 Mat.close 21/11/2011	<ul style="list-style-type: none"> • 太阳能电池检测 • CIGS 太阳能电池 • 材料 • 光伏电池工艺 	<ul style="list-style-type: none"> • Metrology & inspection for solar cells • CIGS solar cells • Materials • Processes in PV cells
Mar 2012 Mat.close 05/03/2012	<ul style="list-style-type: none"> • 太阳能电池制造挑战 • 光伏面板划线技术 • 提升转换效率 • 离网型、在网型电网解决方案 	<ul style="list-style-type: none"> • Solar cell manufacturing challenges • PV panels—scribing technology • Increasing efficiency • Off & on grid solutions
May 2012 Mat.close 30/04/2012	<ul style="list-style-type: none"> • 激光技术实现太阳能制造 • 薄膜技术新进展 • 聚光光伏技术 • 转换器 / 逆变器 	<ul style="list-style-type: none"> • Laser technology: enabling solar manufacturing • New development in thin film technology • Concentrated PV technologies • Converters / Inverters
Sep 2012 Mat.close 31/08/2012	<ul style="list-style-type: none"> • 柔性、薄膜技术 • 满足制造执行系统需求的检测 • 光伏设备和材料 • 光吸收器 	<ul style="list-style-type: none"> • Flexible and thin film technologies • Metrology meets MES • PV equipment & materials • Light absorbers
Dec 2012 Mat.close 21/11/2012	<ul style="list-style-type: none"> • 太阳能电池结构 • 光伏电池和组件测试 • 光伏组件和安装系统 • 光伏建筑一体化 	<ul style="list-style-type: none"> • The evolution of solar power architectures • PV cell and module testing • PV modules and mounting systems • BIPV technologies

电子快讯编辑计划 / eFocus Editorial Calendar

发送日期 Distribution Date	主题 Topic	发送日期 Distribution Date	主题 Topic
2011			
15 Nov	<ul style="list-style-type: none"> • PV integration • 光伏集成技术 	15 Dec	<ul style="list-style-type: none"> • PV cell and module testing • 光伏电池和组件测试
2012			
30 Jan	<ul style="list-style-type: none"> • PV solar power market • 光伏市场预测 	30 Jul	<ul style="list-style-type: none"> • PV equipment & materials • 光伏设备与材料
29 Feb	<ul style="list-style-type: none"> • Solar cell manufacturing • 太阳能电池制造 	29 Aug	<ul style="list-style-type: none"> • Off & on grid solutions • 离网和在网解决方案
29 Mar	<ul style="list-style-type: none"> • BIPV • 光伏建筑一体化 	28 Sep	<ul style="list-style-type: none"> • Organic cells • 有机光伏电池
30 Apr	<ul style="list-style-type: none"> • Converters/Inverters • 转换器 / 逆变器 	29 Oct	<ul style="list-style-type: none"> • PV cell and module testing • 光伏电池和组件测试
29 May	<ul style="list-style-type: none"> • PV processes • 光伏工艺 	29 Nov	<ul style="list-style-type: none"> • Thin film technologies • 薄膜技术
29 Jun	<ul style="list-style-type: none"> • CIGS solar cells • CIGS 太阳能电池 	28 Dec	<ul style="list-style-type: none"> • Concentrated PV technologies • 聚光光伏

广告价格 Advertising

2011/ 12 媒体信息 Media Information

广告类型 (4 色) / Space Unit (Four Color)

	Rmb		(£)		(€)		(US\$)	
	1x	4x	1x	4x	1x	4x	1x	4x
整版 Full Page	19,600	17,600	1,690	1,520	1,910	1,720	2,770	2,490
1/2 版 岛形 Half Page Island	16,700	15,100	1,440	1,300	1,630	1,470	2,370	2,130
1/2 版 横 / 直 Half Page H/V	15,400	13,800	1,330	1,190	1,500	1,350	2,180	1,960
1/3 版 横 / 直 1/3 Page H/V	11,300	10,100	970	870	1,100	990	1,590	1,430
1/4 版 直 1/4 Page V	9,200	8,200	800	710	900	810	1,310	1,170

* 广告翻译 / 排版服务 (每页或小于一页) Ad translation/ layout service (per page or fractional) Rmb 700 / £ 60 / € 70 / US\$100

特殊版位 / Premium Positions

	Rmb	(£)	(€)	(US\$)
封面内页 Cover II	28,000	2,410	2,730	3,960
封底内页 Cover III	22,500	1,930	2,190	3,170
封底 Cover IV	31,200	2,680	3,030	4,300
第一页 Page One	28,000	2,420	2,730	3,960
目录对页 Facing Table of Content	23,500	2,030	2,300	3,330
其他特别位置 Other Specified Positions	+ 10%			

网上横幅广告价格 / Online ad Banner Rate

位置 Position	尺寸 Ad Size (pixels)	价格 / 月 Price/ Month			
		Rmb	(£)	(€)	(US\$)
Banner 1	150 x 90	5,040	440	500	720
Banner 2	150 x 90	3,780	330	380	540
Banner 3,4,5	150 x 90	2,520	230	250	360
Banner 6 (leaderboard)	728 x 90	8,910	770	860	1,260
Banner 7	240 x 240	6,390	550	620	900
Page Peel 8 (Page Peel & Dog Ear)	712 x 544 + 100 x 75	9,630	830	930	1,350

电子快讯广告价格 / eFocus ad Rate

位置 Position	尺寸 File Size	大小 File Size	价格 / 月 Price/ Month			
			Rmb	(£)	(€)	(US\$)
Top banner	300 x 60 (px)	20 K	7,020	610	690	990
Banner 1	300 x 60 (px)	20 K	5,400	470	530	770
Banner 2	300 x 60 (px)	20 K	4,050	360	400	590
Banner 3	300 x 60 (px)	20 K	4,050	360	400	590
Text ad 1	Max. 110 Chinese Character		5,400	470	530	770
Text ad 2	Max. 110 Chinese Character		4,050	360	400	590

网上横幅广告价格 Online ad Banner Rate












电子快讯广告价格 eFocus ad Rate





广告规格 Mechanical Specifications

2011/ 12 媒体信息 Media Information

	跨版 Spread Page	整版 Full Page	1/2 版纵向 1/2 Page Vertical	1/2 版横向 1/2 Page Horizontal	1/2 版岛型 1/2 Page Island	1/3 版纵向 1/3 Page Vertical	1/3 版横向 1/3 Page Horizontal	1/4 版纵向 1/4 Page Vertical	1/4 版横向 1/4 Page Horizontal
有效面积 Live Area (Non-Bleed)	 400mm x 277mm 15.75" x 10.9"	 190mm x 277mm 7.48" x 10.9"	 76mm x 240mm 2.99" x 9.45"	 168mm x 113mm 6.61" x 4.45"	 113mm x 183mm 4.45" x 7.2"	 46mm x 240mm 1.81" x 9.45"	 168mm x 73mm 6.61" x 2.87"	 76mm x 112mm 2.99" x 4.41"	 168mm x 52mm 6.61" x 2.05"
裁切尺寸 (Trim)	420mm x 297mm 16.54" x 11.69"	210mm x 297mm 8.27" x 11.69"	86mm x 250mm 3.39" x 9.84"	178mm x 123mm 7" x 4.84"	123mm x 193mm 4.84" x 7.6"	56mm x 250mm 2.2" x 9.84"	178mm x 83mm 7" x 3.27"	86mm x 122mm 3.39" x 4.8"	178mm x 62mm 7" x 2.44"
出血尺寸 (Bleed)	426mm x 303mm 16.77" x 11.93"	216mm x 303mm 8.5" x 11.93"							

请通过电邮, 速递或 FTP 上传提交广告订单及物料。
Send your booking orders & ad materials by email, courier or FTP upload.

行政及销售办公室 Administration & Sales Offices

行政人员 Administration

China Office (中国办公室)
Medianchor Company
W 3/F 541 Tower,
Bagua Three Road,
Shenzhen
Tel: 86-755-83202525

Publisher (社长) - China
Tom Tsui (徐绍汉)
tomt@medianchor.com

Editor in China (总编辑)
Tom Tsui (徐绍汉)
tomt@medianchor.com

UK Office (英国办公室)
Angel Business
Communications Ltd.
6 Bow Court,
Fletchworth Gate,
Burnsall Road, Coventry,
CV56SP, UK
Tel: +44 (0)1923 690200

Chief Operating Officer
Stephen Whitehurst
stephen.whitehurst@angelbc.com
Tel: +44 (0)2476 718970

销售人员 Sales Offices

Asia (亚洲)
Tom Tsui (徐绍汉)
tomt@medianchor.com

China (中国)
Abin Jia (贾志斌)
abin@action-new.net
Tel: 86-755-83202525

Taiwan (台湾地区)
Monica Liu (刘方美)
monica@arco.com.tw
Tel: 886-223965128 x 204

Japan (日本)
Katsuya Watanabe
kwatanab@crocus.ocn.ne.jp
Tel: 81-3-6823-8994

Korea (韩国)
Lucky Kim
semieri@semieri.co.kr
Tel: 82-2-574-2466

Singapore (新加坡)
Joanna Wong
triplesinternational@gmail.com
Tel: 65-63395596 / 65-90626227

US (美国)
Janice Jenkins
jjenkins@brunmedia.com
Tel: 724-929-3550

Tom Brun
tbrun@brunmedia.com
Tel: 724-539-2404

Europe (欧洲)
Jackie Cannon
jackie.cannon@angelbc.com
Tel: +44 (0) 1923 690205

Shehzad Munshi
sm@angelbcl.co.uk
Tel: +44 (0)1923 690215

Martin Jennings
martin.jennings@angelbc.com
Tel: +44 (0) 1923 690222