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THE BRIDGE

MAGAZINE OF SWISSCHAM CHINA BEIJING | SHANGHAI | GUANGZHOU | HONG KONG



ADVERTISING KIT 2011

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 & 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 such as on board of **Swiss Air Lines flights** from Zurich to Hong Kong in **business and first class**.


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.

Our Bridge Sponsors

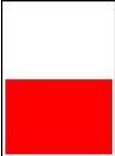


Advertisement Formats & Rates

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, 210+3+3 x 285+3+3)							
	1. Outside back cover	27'010	24'850	23'770	22'690	21'615	20'520
	2. Inside front cover	24'200	22'220	21'250	20'290	19'320	18'355
	3. Inside back cover	19'860	18'270	17'490	16'690	15'895	15'090
	4. First page	18'430	16'965	16'225	15'485	14'740	14'015
	5. Opposite to Chairman	17'435	16'035	15'345	14'640	13'940	13'255
	6. After Contents	17'290	15'900	15'210	14'520	13'825	13'145
	7. Other full pages	16'005	14'715	14'080	13'440	12'985	12'160

Half page (A5 horizontal, 210+3+3 x 139)

	Half page	9'845	9'065	8'665	8'270	7'885	7'480
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Quarter page

	Quarter page 1 (A6 vertical, 104+3 x 125)	8'420	7'755	7'415	7'070	6'735	6'400
	Quarter page 2 (1/4 A4 horizontal, 210+3+3 x 62)	8'420	7'755	7'415	7'070	6'735	6'400

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

	Distribution	1 Issue
	Shanghai only	16'015
	Shanghai & Beijing	32'030

*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

Advertising and Circulation Contact

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