



BusinessForum China

CHINA'S INDUSTRIES, ECONOMY AND BUSINESS ENVIRONMENT

MEDIA KIT | 2010

BusinessForum China
CHINA'S INDUSTRIES, ECONOMY AND BUSINESS ENVIRONMENT

From Made in China to
Designed in China

Investment Environment
Shanghai vs Hong Kong vs Singapore
The Long-term Impact of the
Economic Crisis on China

BusinessForum China
CHINA'S INDUSTRIES, ECONOMY AND BUSINESS ENVIRONMENT

A Balancing Act
China's Sports Industry at a Crossroads

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PROFILE



BusinessForum China provides pertinent information on different industrial sectors and offers in-depth articles that cover all aspects of doing business in China. It is the first source of information for international decision makers and all business people who want to keep track of the latest developments in the world's most dynamic economic hub.

Leading international managers in China share their knowledge with business leaders from all over the world. Each issue of **BusinessForum China** covers the most important aspects of China business: from accounting to law to marketing and sourcing, while cover topics provide detailed analyses of China's most relevant industries.

In **BusinessForum China** you will find:

- Up-to-date analyses of China's economy and markets
- Articles by and interviews with renowned experts
- Valuable insight into specific sectors of the Chinese market
- An essential calendar of forthcoming exhibitions and events
- The combined experience of Chinese and international professionals and academics
- A concise overview of the latest business news, legal developments and important business deals

Publication period	Bi-monthly
Language	English
Number of pages	80 +
Circulation	16,000 copies
Size	210 x 285mm
Binding	Perfect binding
Price in trade	EUR 6.00
Subscription rates	RMB 280.00 yearly (6 issues) in P.R. China

Shipping not included; subscription price outside PR China available on request

CONTENT

BusinessForum China is divided into four main sections:



Cover Topic

Each issue focuses on one current issue or major sector of the Chinese market. This topic is chosen with the needs and wishes of the international business community in mind. Cover topics usually comprise up to six articles.



Business Board

This section covers a variety of regular topics of general as well as special China interest, such as:

- Economic Analysis
- Investment
- Legal issues
- Banking & Financial Sector
- Tax & Accounting
- Marketing, IT & Web
- Supply Chain Management
- Environment
- Human Resources & Business Culture



Opinion

Internationally renowned experts regularly provide their personal views on the state of China's economy and on doing business in China.



Regulars

Every issue provides overviews of business and policy news from the previous two months, recent important business deals, as well as the latest developments in China's legal sphere. There is also a comprehensive list of upcoming fairs and exhibitions.

- News Round-up
- Provincial Data
- M&A Round-up
- Law Flash
- Exhibitions

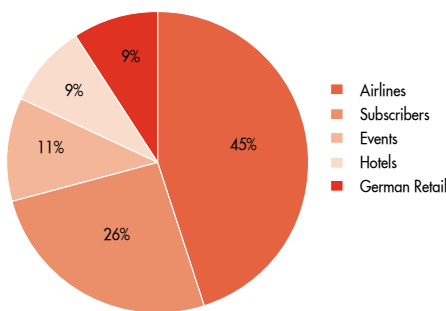
DATES 2010

Issue	Cover Topics 2010	Date of Publishing	Booking Deadline	Material Deadline
1/10	Aviation Industry	Jan. 2010	11 Dec. 2009	14 Dec. 2009
2/10	Greentech	Mar. 2010	05 Feb. 2010	08 Feb. 2010
3/10	China's Hinterland	May 2010	09 Apr. 2010	12 Apr. 2010
4/10	Infrastructure	Jul. 2010	11 Jun. 2010	14 Jun. 2010
5/10	Health Care & Medical Equipment	Sep. 2010	13 Aug. 2010	16 Aug. 2010
6/10	Chemical Industry	Nov. 2010	15 Oct. 2010	18 Oct. 2010
1/11	To be determined	Jan. 2011	10 Dec. 2010	13 Dec. 2010

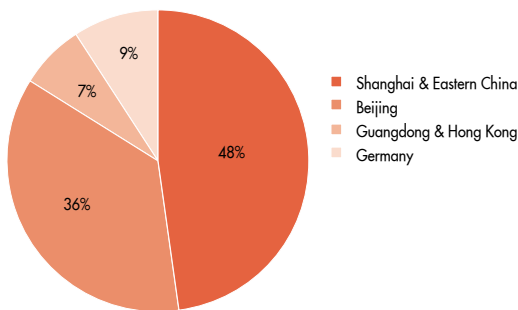
DISTRIBUTION

Our distribution channels include the business and first class lounges of Austrian Airlines and Lufthansa on the China to Europe route, more than twenty 5-star hotels throughout China, as well as trade fairs and conferences – such as the Economist Conferences or the Hamburg Summit, Europe’s leading summit on China-Europe relations. **BusinessForum China** is sold at airports and train stations in all major German cities.

BFC Distribution Channels



BFC Distribution by Region



READERSHIP

BusinessForum China is consulted by eminent business people both in China and abroad. It addresses investors and top managers by providing useful guidelines for both a general understanding of the market and specific business-related decisions. Managers of established companies in China or business professionals overseas interested in China consult the magazine for a thorough analysis of business topics.

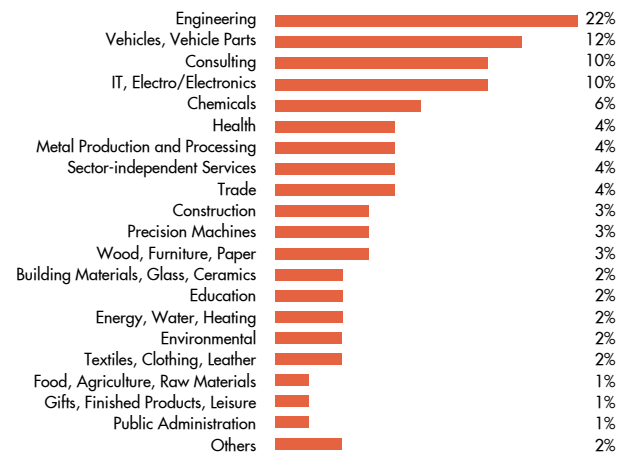
On-Flight Readership

Occupation: 95% Business Professionals (CEOs, General Managers, entrepreneurs)
 Main industries: Automotive, Chemicals, Pharma, IT, Hi-Tech
 Nationality: 55% Germans, 40% other Europeans (primarily Italians, Spanish, Swiss, Austrians), 5% Chinese
 Age group: 35-55 years
 Sex: 85% male, 15% female

Subscribers

26 per cent of our readers are subscribers, including managers of all member companies of the German Chambers of Commerce in China, various consulates and embassies, as well as other government and non-government institutions.

Subscriber Breakdown by Industry

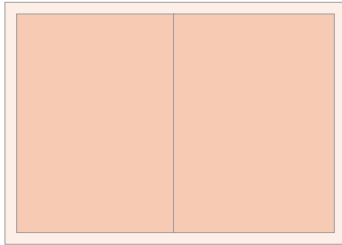


“BusinessForum China is our media of choice for finding professional business contacts in China.”

Helmut Broeker, Managing Director,
 Porsche (China) Motors Ltd.

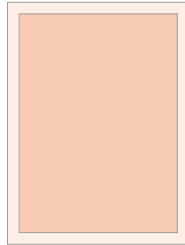
2010 AD RATES*

Main Articles



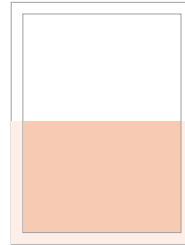
Double Page Spread

RMB 37,800
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 (excl. 3mm bleed allowance)



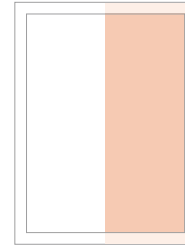
Full Page

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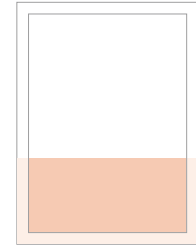
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RMB 9,500
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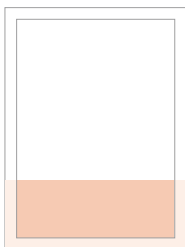
1/2 Page - Vertical

RMB 9,500
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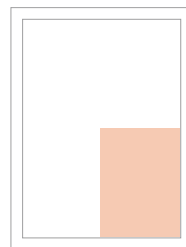
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RMB 6,300
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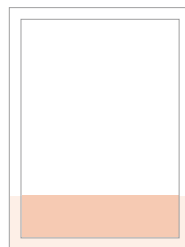
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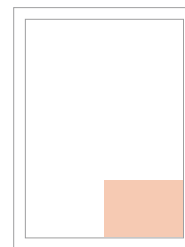
1/4 Page - Vertical

RMB 4,700
 Trim size 85 x 124.7 mm



1/6 Page - Horizontal

RMB 3,100
 Trim size 175 x 39 mm
 Bleed size 210 x 55 mm
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1/8 Page

RMB 2,300
 Trim size 85 x 60.2 mm

Special Placement

Inside Cover (front/back)

RMB 21,000

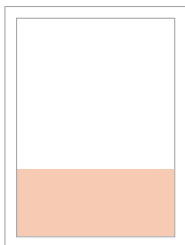
Back Cover

RMB 23,100

Page before Index

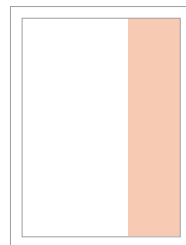
RMB 19,900

News Round-up



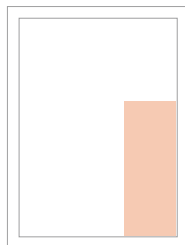
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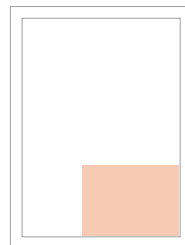
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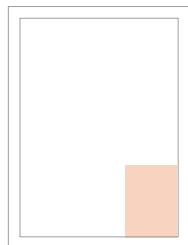
2/9 Page - Horizontal

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2/9 Page - Vertical

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1/9 Page

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*All prices exclude business tax (5.3% on 02 Nov. 2009)

Discounts

Discounts are calculated throughout the year based on placement frequency and are granted upon the total price package (basic fee plus mark-ups).

3 issues:	5%
4 issues:	7.5%
5 issues:	10%
6 issues:	15%

Member Discount

Members of the German Chamber of Commerce in China receive an additional 10% discount.

Combination Discount

Sponsors of **BusinessForum China** and **GC Ticker** and/or of the website www.china.ahk.de receive an additional 5% combination discount.

WEBSITE – www.bfchina.de



Full Banner
RMB 840/month
Size 468 x 60 px

Button 2
RMB 420/month
Size 120 x 60 px

Vertical Banner
RMB 630/month
Size 120 x 240 px

The online counterpart of the printed magazine is www.bfchina.de which also provides the magazine's content – including the current issue. The archives include all issues going back to January 2006. Enriched with functions like article search, current news, and free article downloads, the website completes the professional service of **BusinessForum China**. The website has established itself as a well-known source of quality business information among the German and international business communities in China as well as abroad. The website's prominent banner positions attract visitors' attention, serving as a basis for online and cross-media campaigns to a well-defined target group.

*Banners may be placed as rotating banners.
Special advertising placements are available on request.*

The number of unique visitors to www.bfchina.de is growing constantly and reached the 8,000 mark in October 2009. That same month, the website had

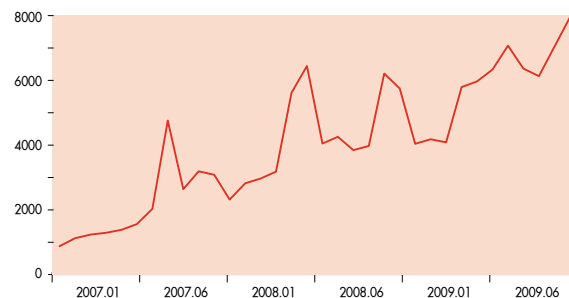
- 28,000 page views and
- 70,000 hits

Discounts

Placement in consecutive months:

- 3 months: 5%
- 6 months: 10%
- 12 months: 15%
- 24 months: 20%

Unique Visitors



“For me, BusinessForum China is the most comprehensive yet compact overview of the latest business developments in China.”

Uwe Stehrenberg, Relationship Manager,
Commerz Bank AG Shanghai Branch

Technical Requirements of Advertisement Materials

Colour code	CMYK
Film	Positive film (laterally inverted emulsion) Grid screen 175 lines/inch
Min. resolution	300 dpi for pictures and logos
File format	jpg, tif, pdf or eps <i>Films/pictures shall be provided by sponsors.</i>

Conditions of Payment

- All prices can be converted into EUR according to actual currency exchange rate by date of invoice.
- Payment will be processed within 30 days after date of invoice.
- If you choose to pay by bank transfer, you will be sent an official payment notice after the receipt of your order. Alternatively, you can pay in cash if you are in Shanghai.
- Full payment is due within five working days after receipt of the payment notice. Upon acknowledging receipt of your payment, an official receipt (invoice) shall be forwarded to you either via post or by direct delivery.

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 Web www.gic-verlag.de

Issuer

German Industry and Commerce Greater China | Shanghai
 25/F China Fortune Tower | 1568 Century Avenue
 200122 Shanghai | P.R. China
 Web www.bfchina.de

Sponsorship

Ms Ting CHEN
 Tel +86 (0)21 6875 8536 ext 1837
 Fax +86 (0)21 6875 8573 ext 5837
 Email sponsorship@bfchina.de

Subscription

Ms Jiayu JIANG
 Tel +86 (0)21 6875 8536 ext 1646
 Fax +86 (0)21 6875 8573 ext 5646
 Email jiang@bfchina.de

Editor

Christoph Schwanitz
 Tel +86 (0)21 6875 8536 ext 1653
 Fax +86 (0)21 6875 8573 ext 5653
 Email schwanitz@bfchina.de

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"It is challenging to keep up to date on the activity and opportunities in China's market. BusinessForum China's compilation of economic and business trends provides a relevant and helpful overview for foreign investors and companies doing business in China."

Chris Lu, CEO, Deloitte China

With support of the German Chamber Network in China: www.china.ahk.de

Shanghai

25/F China Fortune Tower
 1568 Century Avenue
 200122 Shanghai
 P.R. China

Hong Kong

Rm 3601/ Tower One
 Lippo Centre
 89 Queensway
 Admiralty | Hong Kong

Beijing

Unit 0811
 Landmark Tower
 B North Dongsanhuan Road
 100004 Beijing | P.R. China

South China

2915 Metro Plaza
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 510075 Guangzhou
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