

Excellence of Editorials and Circulation Ensure the success of your advertising investment

1. Metal Working Expert with 21 years of experience

- First published: 1987
- Language: Simplified Chinese with English extracts
- Frequency: 6 issues a year (Mar, May, Jul, Sept, Nov, Dec/Jan)
- Circulation: 25,138 copies to all provinces in China (Mail)

PLUS distribution to more than 27 key exhibitions



Content Focus on the Metalworking Industry:

Cover the latest technological advances in Mould Making, Machine Tools and Parts, Welding and Cutting Machines, Testing Instruments, Surface Treatment, Cutting Tools, Lubricants and Computer Software (CAD/CAM)

Target the Readers' Industry:

Moulds, Automotive/ Automobile Parts, Machine Tools and Parts, Electrical & Electronic Appliances, Clocks & Watches, Toys, Metal Products, Aerospace & Aviation, Ship Building, Train & Railway Transportation, Metalworking & Forming Tools, Metallurgy, Petrochemistry, Engineering Machinery, Medical Apparatus

2. High-quality editorial contribution with 1st hand information

To ensure that we retain high-quality readers in a long-term, we invite the best professionals and experts to contribute articles containing first-hand market information, and advanced technological reports.

Chow Yong Tai

Managing Director and Deputy Secretary of China Mold Industrial Association
Oct 06 issue - "Opportunities and Challenges for China Die & Mould Industry"
Dec06/Jan07 issue - "Review and Outlook on China's Die & Mould Market"

LI LI CI

Secretary General of Guangdong Mold Association
May 07 issue - "Current Status and Development Trend of Guangdong Mold Industry"

Liang Xun Xuan

Honorary Director of China Machine Tools Industrial Association
July 07 issue - "A Perspective on The China Machine Tool Industry"

Shen Zhuang Xing

Secretary General of China Machine Tools Industrial Association - Tool Branch
Dec06/Jan07 issue - "Analysis of the Production and Utilization of Modern High-Performance Cutting Tools in China: Issues & Suggestions"

Sheng Bo Hao

Professor of Beijing Machine Tool Research Institute
Mar & May 07 issue - "An Inquiry into Technologically Innovative Strategies of China's CNC Machine Tool"

3. Potent Global Partnership

- AMT - The Association for Manufacturing Technology
- AFM - Machine Tool Manufacturers' Association of Spain
- Czech Association of Engineering Technology
- ICE - Italian Trade Commission - Beijing Government Agency
- VDW - German Machine Tool Builders' Association
- China Machine Tools Industrial Association
- Beijing Machine Tool Research Institute
- Guangdong Die & Mould Industry Association
- China Mould Industrial Association

