



Rooted in Mainland China Serving Professionals Worldwide

A Reputable Publication Since 1982

China Plastic & Rubber Journal (CPRJ) is a professional bi-monthly Chinese journal published by Adsale Publishing Ltd since 1982. Adsale Publishing Ltd is a member of the Adsale Group, and is now a major China market trade journal publisher. Being appointed as the Official Publication of Chinaplas, Asia's No. 1 exhibition for the plastics and rubber industries, and paired with <http://plastics.2456.com>, the Official Website of Chinaplas, CPRJ is a powerful communication partner equipped with the most comprehensive marketing channels for advertisers to attain successful sales.



- **Publication:**
China Plastic & Rubber Journal (CPRJ)
- **Publisher:**
Adsale Publishing Ltd
(member of the Adsale Group)

- **First Publishing Year:**
1982
- **Language:**
Simplified Chinese with
English excerpts

- **Frequency:**
Bi-monthly (6 issues a year)
- **Circulation:**
29,670 copies per issue

High Editorial Competence

The in-depth knowledge and professional insights of our editorial team enables CPRJ to produce the most informative and expositional reports on the latest global technologies and their applications, industry trends, product news, market analysis, management intelligence, and much more. We insist on maintaining a balance between advertising and editorial space allocation to ensure the publication is the most readable of all magazines of its kind. Our editorial competence is further enhanced by the full editorial support of some renowned Chinese industry associations and overseas trade journals, namely China Plastics Processing Industry Association, The Plastics Trade Association of Shanghai, Guangdong Plastics Industry Association and *Macplas International*, the Official Publication of Assocomplast, Italy.



Maximum Marketing Exposure

Over 80,000 industry decision makers or influencers of significant companies make up CPRJ's readership. In addition to the controlled circulation of 29,670 copies per issue, CPRJ has extra distribution at more than 20 key global and local trade shows, including K, NPE and Chinaplas, etc, which maximizes its marketing coverage and enables us to refine our readership profile as well as providing us the opportunity to offer advertisers the chance to reach more than 1 million show visitors.



Valuable Global Partnership

Apart from being the Official Publication of Chinaplas, CPRJ works closely with over 10 leading organizers of plastics and rubber exhibitions and other well-known industrial associations, such as The Society of the Plastics Industry (NPE 2009), Messe Dusseldorf (K 2007), Plastindia Foundation (Plastindia 2009), Promaplast (Macplas 2007), VDMA, Assocomplast and British Plastic Federation, etc.

