

INTRODUCTION

ATA Journal for Asia on
Textile & Apparel
纺织及成衣 (亚洲版)
<http://textile.2456.com>

For the past few years, we have observed that advertisers are becoming increasingly eager to explore online advertising, particularly in view of the rapidly growing population of B2B Internet users in China. As of 31 Dec 2007, the number of Internet users reached 210 million. This brings China's ranking to second in the world after USA, with the number of users increasing by 100 every minute. (Source: CNNIC China Internet Network Information Center). Undoubtedly, e-marketing programs have become so significantly important that they are an accepted complement to other popular promotional tools, such as printed advertising and exhibitions.

Celebrating its 30th anniversary this year, Adsale Group, a pioneer in professional trade promotion, is glad to present an integrated marketing concept utilizing the best resources of our member companies, namely Adsale Publishing Ltd, Adsale Exhibition Services Ltd and Adsale Online.

Trend-setting "Printed Magazines + Internet Advertising" Package

We will introduce a "Printed Magazines + Internet Advertising" package in 2009, offering an unlimited horizon of opportunities with minimal time constraints to ensure that your marketing messages can be disseminated swiftly. Your printed ad will be converted into an e-advertisement (e-Ad), uploaded to Adsale's online textile portal <http://textile.2456.com> and randomly display next to articles without extra loading time. <http://textile.2456.com> has an average monthly page-view of over 420,000 in peak months. It delivers a weekly e-Newsletter to all Adsale registered members, thus directing more viewers to your e-Ad.



The established Chinese and English publication series devote to your successful marketing

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Annual Circulation: 98,016 copies
in Asia, audited by HKABC



A Reputable Publication since 1990

Journal for Asia on Textile & Apparel (ATA) is a professional bimonthly English journal published by Adsale Publishing Limited since 1990. With the audited circulation by HKABC, ATA Journal is distributed free to qualified professionals and decision-makers in the Asian textile markets, like *India, Pakistan, Bangladesh, Indonesia, Thailand, Vietnam, Malaysia, The Philippines, Turkey, Middle East, Japan, Korea, Hong Kong and Macau SAR, etc.*

- First published in **1990** - **ATA commemorates its 20th anniversary**
- Language: English
- Frequency: Bimonthly (6 issues a year)



中国 CTA 纺织及成衣

China Textile & Apparel

- First published in **1983**
- Language: Simplified Chinese with English excerpts
- Frequency: Bimonthly (6 issues a year)
- Annual Circulation: **187,200** copies in China

We are the only leading publisher covering the entire Asian region in both Chinese and English editions for textile industry.