

中国
CTA 纺织及成衣
China Textile & Apparel



2020

Media Kit
AdsaleCTA.com/MediaKit

Demonstrating your innovations at leading shows!



Interacting regularly with over 200,000 Adsale textile and apparel members



China Textile & Apparel (CTA)



ITMA Asia + CITME 2020 Show Guide



CTA eNewsletter



Webinar

Introduction

China Textile & Apparel (CTA) covers the most important textile and apparel events of 2020, including Interdye, ITM, ITMA Asia + CITME, CINTe Techtexil, Intertextile and ITME etc., through its print magazines, bilingual eNewsletters and official WeChat account. Reaching the Adsale textile database of over 200,000 members by print, online and social media platforms, CTA can help maximize advertisers and their products' exposure before and after the shows.

CTA held several successful webinars in 2018 and 2019 and we highly recommend its Webinar Services to you for 2020. Before and after mega shows, you can share your company's latest technology innovations and services with your target groups by inviting them to attend your webinars whenever they have a PC/mobile device at hand.

CTA will gladly provide clients a tailor-made promotions campaign through its database, print publications and bilingual eNewsletters, and WeChat platform. Contact us for a proposal!

China Textile & Apparel (CTA)



- First Issue: 1983
- Language: Simplified Chinese with English excerpts
- Frequency: 2 issues in 2020
- Reach: Over **31,200** Chinese readers per issue
- eBook: www.AdsaleCTA.com

CTA Bilingual eNewsletter



- Language: English, Simplified and Traditional Chinese
- Frequency: 8 issues in 2020 (Mar to Jun Sep to Dec)
- Reach: Over **200,000** textile and apparel buyers worldwide
- Latest Issue: www.AdsaleCTA.com

CTA 2020 Schedule

Month	eNewsletter (Bilingual)	Print
Mar	<ul style="list-style-type: none"> • Interdye Preview • INDEX Geneva Preview 	—
Apr	<ul style="list-style-type: none"> • Interdye Preview • YiWuTex Preview 	—
May	<ul style="list-style-type: none"> • ITM Turkey Preview 	• CTA May 2020
Jun	<ul style="list-style-type: none"> • SportTech Preview 	—
Sep	<ul style="list-style-type: none"> • Intertextile Shanghai Apparel Fabric Preview • CINTe Techtexil Preview 	—
Oct	<ul style="list-style-type: none"> • ITMA Asia + CITME Preview 	<ul style="list-style-type: none"> • ITMA Asia + CITME 2020 Show Guide • CTA Nov 2020
Nov	<ul style="list-style-type: none"> • ITMA Asia + CITME Review 	—
Dec	<ul style="list-style-type: none"> • ITME India Preview 	—

Editorial Plan

Column / Issue	May	October
Feature Story	Automation revives the Asian textile industry	The latest market outlook and manufacturing shift in Asia
Special Supplement	ITM 2020: Highlights and exhibits	ITMA Asia + CITME 2020: Highlights and exhibits
Market Focus	eCommerce revolutionizing the fast fashion industry	How do PLM solutions optimize textile manufacturing and supply chain?
Textile Technology		
• Spinning / Weaving	New technologies for weaving complex patterns	The development prospects of short-staple spinning
• Knitting	The applications of high performance needles	Innovative technology for knitted smart wearables
• Dyeing, Printing & Finishing	The game-changing digital printing technologies	Latest developments of denim finishing technology
• Testing & Quality Control	Transparency and traceability for textile supply chain	Digital tools enhance the process of testing and quality control
• Chemicals	New dyestuff for efficient dyeing process	Safe and non-toxic chemicals for textiles
• Technical Textiles / Nonwovens	Latest technology for nonwovens personal care and hygiene products	High-end applications of 3D technical textiles
Go Eco-Friendly	Sustainable production technology for home textiles	Zero waste fashion: Unlock the potential of recycled textiles
Shows Watcher	<p>China Interdye 2020 April 8 - 10 Shanghai, China</p> <p>ITM 2020 June 2 - 6 Istanbul, Turkey</p>	<p>Intertextile Shanghai Apparel Fabrics (Autumn Edition) Shanghai, China</p> <p>ITMA Asia + CITME 2020 October 15 - 19 Shanghai, China</p> <p>ITME 2020 December 10 - 15 Uttar Pradesh, India</p>
		<p>ITMA Asia + CITME 2020 Show Guide</p> <p>Booking Deadline 14 Aug 2020</p> <p>Ad Material Deadline 21 Aug 2020</p>
Corporate Interview	Interviews of management at textile enterprises	
Corporate News	New developments of textile enterprises	
New Products	Latest products from major textile technology suppliers	
Editorial Deadline	13 Mar 2020	3 Jul 2020
Booking Deadline	20 Apr 2020	14 Aug 2020
Ad Material Deadline	27 Apr 2020	21 Aug 2020

Note : The editorial plan may be amended without further notice. Please contact our editorial department for up-to-date information: cta.edit@adsale.com.hk

Advertiser in any print issue of CTA 2020 and/or ITMA Asia + CITME 2020 Show Guide will receive a digital ad in 4 issues of eNewsletter for **FREE**.

Advertisers in CTA May issue will receive a free online ad in every digital eNewsletter issue from March to June to July 2020. Advertisers in CTA October issue and/or ITMA Asia + CITME 2020 Show Guide will receive a free online ad in every digital eNewsletter issue from September to December 2020.

Print + eNewsletter Package

Print ad booking	Online ad in eNewsletter
Special position ad	One banner ad
Full page ad	One technology highlight ad <ul style="list-style-type: none"> ● Company name & logo ● Company introduction ● Hyperlink of company's website
Other ad formats	Suppliers' link

Bonus: Ads on the eBook will be posted on AdsaleCTA.com and delivered to subscribers via our digital CTA eNewsletter and WeChat.

BIG DISCOUNTS and SPECIAL OFFERS!

- Special ad position bookings will include a customized eBlast service of **5,000** emails
- Advertiser in both CTA May and October issues will receive editorial priority on the print CTA, ITMA Asia + CITME 2020, the digital CTA eNewsletter and CTA official WeChat account.
- **25% special discount** will be offered to customers who purchase advertisement in ITMA Asia + CITME 2020 Show Guide and CTA 2020 print issues simultaneously (not applicable to special position advertisements)

Support from Global Textile Industrial Leading Partners



Other Promotion Opportunities

CTA Bilingual eNewsletter

Prestige Sponsorship

- Publicize your company's latest news with a banner ad on the eNewsletter's top right hand corner
- Exclusive for ONE advertiser per issue
- Enjoy extra exposure at CTA WeChat Official Account
- US\$2,000 per issue (all languages)

TOP News!

- Publicize your company's latest activities, products and press releases at the top of the headline news section
- Exclusive for ONE advertiser per issue
- Enjoy extra exposure at our CTA WeChat Official Account
- US\$ 1,000 per issue (all languages)



- Video Ad:**
 - USD3,200 for 4 issues (all languages)
- Banner Ad**
 - US\$3,200 for 4 issues (all languages)
- Technology Highlight Ad**
 - US\$2,000 for 4 issues (all languages)
- Supplier's Link**
 - US\$1,000 for 4 issues (all languages)

Sample : AdsaleCTA.com/eNewsletter

Professional Advertorial Write-up Services

- Interview corporate management about new product offerings and the latest company news
- Interview your clients or business partners to share their experience of using your services and products
- Interviews will be published in CTA print issue, digital eNewsletter and WeChat
- Advertisers enjoy copyright permission to publish the articles on their own platforms
- About 800 Chinese words and 2 to 3 photos.

Package:

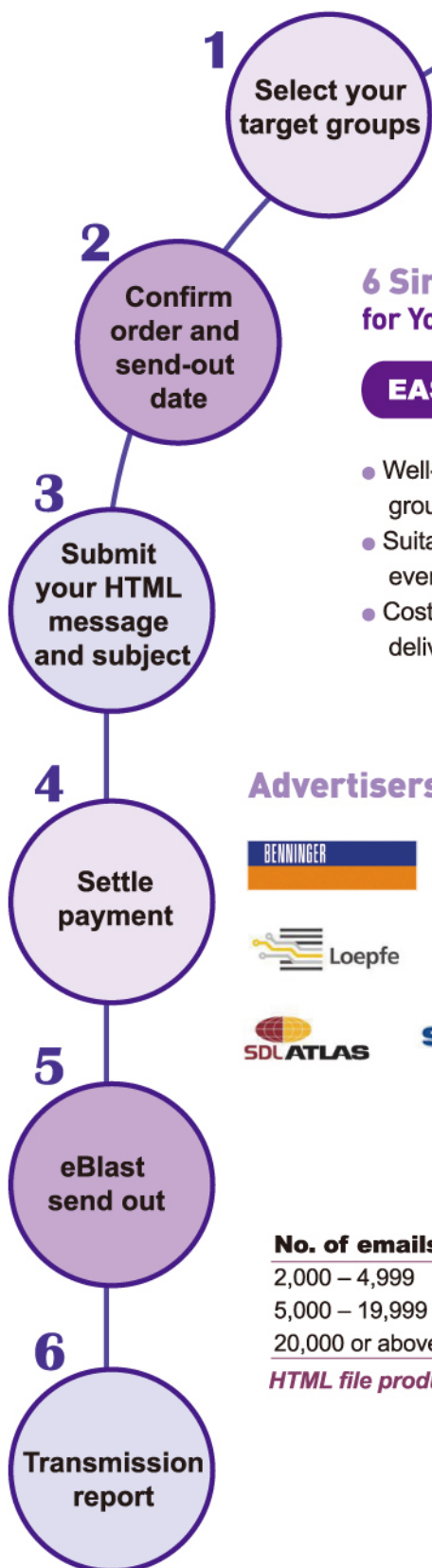
- Twice a year** US\$10,000
- Once a year** US\$6,000

* These figures are based on email or telephone interviews only. Individual quotations available for face-to-face interviews on request



eBlast Services

Access the Exclusive Database of Adsale Textile Members Worldwide



6 Simple Steps for Your Customised eBlast Services!

EASY FOCUSED FAST IMPACT

- Well-structured and updated database: select target groups by product category
- Suitable for new product launches, branding and special events promotion
- Cost effective: Guaranteed 100% successful email delivery rate

Advertisers (partial):



No. of emails	US\$/Email
2,000 – 4,999	\$0.3
5,000 – 19,999	\$0.25
20,000 or above	\$0.2

HTML file production cost of US\$200



Webinar@ CTA LIVE



Customize Your Webinar

Suitable for product launch, event promotion, technical solutions etc.

Anytime, anywhere - break geographic limitation, reach out to global buyers

Extensive exposure - benefit from Adsale and CTA's online and offline platforms

Cost effective - no need business trips for both host and attendees

Detailed report with attendee list - best tool to evaluate campaign

Video broadcasting - continue to influence throughout the year



Mobile Webinar Available !



Customized registration

- ✓ Audience screening
- ✓ Webinar flow management
- ✓ Interactive game/survey
- ✓ Analytic report
- ✓ Post-event video broadcasting

5 Simple Steps

Select your target audience →

Select your topic, date and time →

Submit below promotion materials →

Attend a simple training →

Host your own live webinar!

Volume Discount:

2 Webinars - 5% off

3 or more Webinars - 10% off

Powered by: **gensee**
展视互动

Promotion Package

- 30,000 eBlasts for target audience invitation
- Invitation through: CTA eNewsletter (Banner ad) / eblast services / CTA WeChat
- 60 minutes Webinar
- No show email follow up
- Video broadcasting for 12 months at www.AdsaleCTA.com

Package Rate: US\$5,400



Controlled Circulation

Reaching over 31,200 readers per issue

Interactive Circulation System:

Based on the following industrial sectors and advertisers' target groups, the reader list will be generated for free subscription



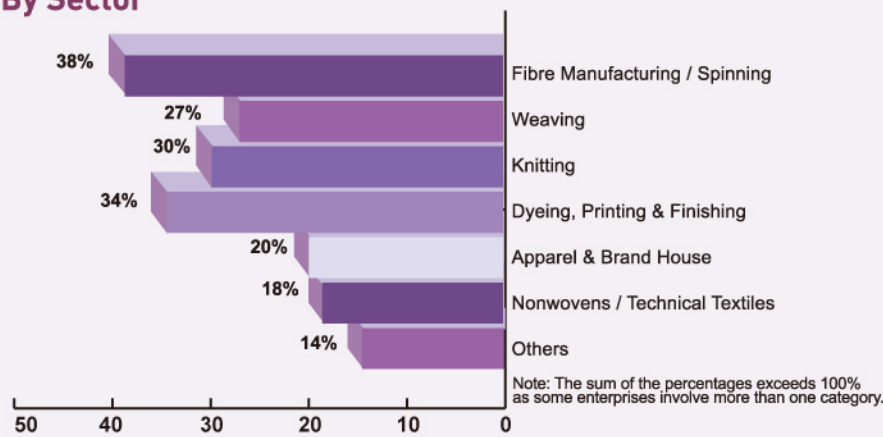
Reference information

Readers' record with email: **86%**

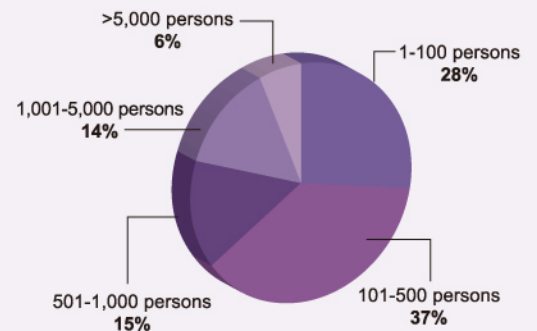
Readers' record with mobile phone no.: **75%**

No. of new reader data in the 1st half of 2019: **5,754**

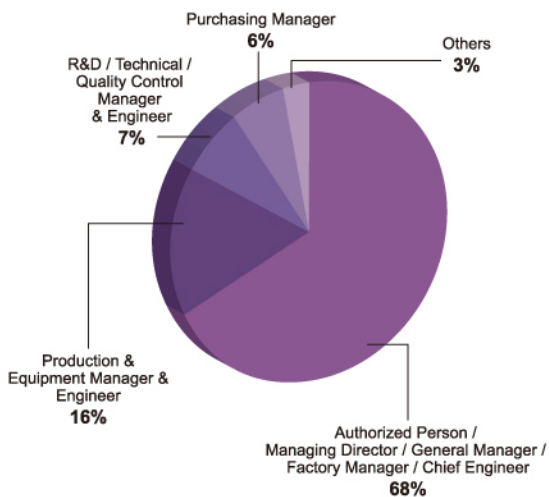
By Sector



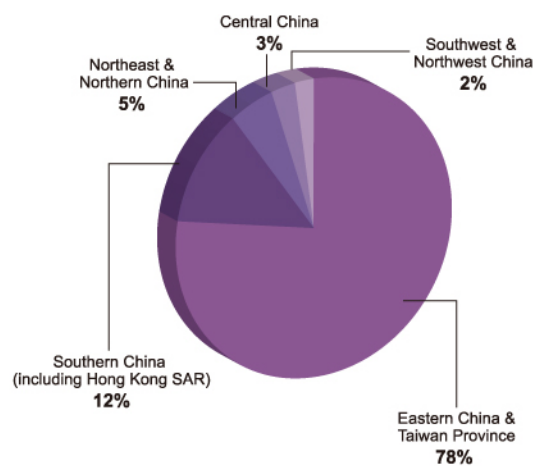
By Employment Size



By Job Function

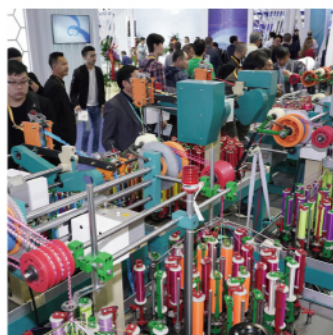


By Region



By Ownership

Joint-Venture	34%
Private	57%
State Owned	7%
Others	2%



Adsale Group

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Editorial

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Advertisers in the print issues of CTA 2020 will receive an online ad in 4 issues of the digital CTA eNewsletter at **NO EXTRA COST**.



Print + eNewsletter Package

Print ad booking	Online ad in eNewsletter
Special position ad	One banner ad
Full page ad	One technology highlight ad <ul style="list-style-type: none"> ● Company name & logo ● Company introduction ● Hyperlink of company's website
Other ad format	Suppliers' link

Bonus: Ads in the eBook will be AdsaleCTA.com, CTA WeChat platform and delivered via CTA eNewsletter

Advertising Rate (USD per package)

China Textile & Apparel (CTA) – Print + eNewsletter

Sections	Ad Items	1X	2X
Inside Pages	Full Page	5,680	5,460
	Junior Page	4,320	4,150
	1/2 Page	3,770	3,630
	1/3 Page	3,500	3,370
	1/4 Page	2,680	2,580
Special Positions Special position ad bookings will enjoy a customised eBlast service of 5,000 emails	Front Cover	9,200	8,840
	Gatefold at Inside Front Cover	10,210	9,810
	Inside Front Cover	7,990	7,670
	Next to Inside Front Cover	7,870	7,560
	Next to Content Page	7,750	7,450
	Next to Editors' Note	7,630	7,320
	Back Cover	8,530	8,200
	Gatefold at Inside Back Cover	9,470	9,100
Special Programs	Full Page Advertorial	3,410	3,280
	1/2 Page Advertorial	2,260	2,180
	1/3 Page Showcase	660	660

We provide write up and translation services for advertorial at US\$380

Special Offers:

1. Each print ad will receive an online ad in each of the 4 digital CTA eNewsletter issues. A print ad in CTA May or October issues means the online eNewsletter ad will run from March to June 2020, or September to December 2020 respectively.
2. Advertisers have priority for editorial inclusion in our print CTA issues, digital CTA eNewsletters and the CTA official WeChat account
3. **5% early bird discount** for adverts booked before 31 December 2019

Sizes of Magazine

- Trim size : 280mm (H) x 215mm (W)
Bleed size : additional 3mm outside the trim

- Type matter at least 5mm from each bleeding edge

AD SIZE		HEIGHT (mm)	WIDTH (mm)
(1) Full Page	Non-Bleed	248	185
(2) Full Page	Bleed*	280	215
(3) 1/2 Page	Vertical	248	90
(4) 1/2 Page	Vertical Bleed*	280	107
(5) 1/2 Page	Horizontal	115	185
(6) 1/3 Page	Vertical	248	58
(7) 1/3 Page	Vertical Bleed*	280	72
(8) 1/3 Page	Horizontal	75	185
(9) 1/4 Page	Vertical	115	90
(10) 1/4 Page	Horizontal	58	185
(11) Gatefold Pages	Bleed*	280	430
(12) Front Cover	Bleed*	215	215
(13) Junior Page Vertical	Non-Bleed	175	110

* For bleeding advertisement, additional 3mm outside the trim is required.
More detail information, please visit our website : AdsaleCTA.com/MediaKit

Artwork Production Charge

4C advertisement (include 2 photos only)	US\$150
2C advertisement (include 2 photos only)	US\$100

- Each ad page includes free insertion of 2 photos or logos
- Advertisers should supply detailed instructions for artwork production
- Advertisers will receive one preview of their artwork. With the exception of typographical errors, further amendments will be charge.
- Should advertisers fail to provide clear instructions or properly specify their layout requirements, we will handle the production at our discretion. We will not be liable for any errors in this respect and the advertiser is responsible for the cost of remedial work. An exception is made if the printing press publisher is answerable for errors

Terms & Conditions

- The discount for frequent advertisers is calculated by the combined number of advertisements in all Adsale publications
- Rates are based on the number of advertisements purchased in the past 12 months
- Colour printing in the rates table refers to the CMYK model - Cyan, Magenta, Yellow and Key (Black)
- For spot, metallic or fluorescent colours, an additional US\$800 per colour per page will be charged on top of the advertising rate
- Advertisement translation from English to Simplified Chinese is free of charge (excluding advertorials)
- We will levy a charge for other services such as ad design, artwork and production etc
- Text for advertorials should not contain more than 800 Chinese characters with 2-3 photos. We reserve the right to edit the content
- We will not bear any responsibility for errors in the published advertisements due to poor design or an incorrect file provided by the advertiser
- We reserve the right to dispose of advertising material not reclaimed after 2 years

Cancellation or Postponement

- There is no penalty for ad cancelled in writing at least 4 weeks before the material submission deadline. This does not apply to special position ads.
- For special position ads, we will accept a cancellation without penalty only if written notification is made at least 6 weeks before the material submission deadline
- Penalty fee equivalent to 50% of the advertising rate will be charged if notification of cancellation is received after the deadlines specified in (1) and (2)
- Deposits for cancelled issues are non-refundable
- Requests to postpone an ad are only accepted in writing on or before the material submission deadline and the ad must be published within one year of the original intended publication date. If advertising rates since change, postponed ads will be charged at the revised rate
- For non-delivery of advertising material or non-compliance with the cancellation/postponement deadlines, we reserve the right to forfeit the space booked or proceed with publication at our sole discretion. The advertiser shall remain liable for any charges due to the Editor's decision

Software Specifications

- Acceptable software programs include: PageMaker (version 6.5), Freehand (MX), Illustrator (CS 4), Photoshop (CS 4), Indesign (CS 4) and QuarkXpress (version 6.1) in both English and Chinese versions. Media must be clearly labeled with 'macOS Format' and include a complete list of files
- Unacceptable formats include: Windows / PC versions of the software in (1), Microsoft files of any type (Word, PowerPoint, Publisher and Excel), CAD, CorelDraw or any other programs not explicitly listed in (1)
- Multiple images / layers must be grouped so they remain in position
- Image resolution should be at least 300 dpi at actual print size. They must be saved as PDF or AI (with create outline format).
- Please upload advert files larger than 10MB to our FTP
- Colour ads must be submitted in CMYK (RGB files are not acceptable)
- Fonts must be included (both screen and PostScript)
- Ads must include process colour proof for printing

Specifications for Ready to Print Files

- Files must be in the AI or PDF format with crop marks (bleed adverts must have a bleed area)
- If advertisers do not submit files in the AI or PDF format, we cannot guarantee the printing quality
- Fonts must be embedded in the files
- Colour standard: CMYK. Please do not use Pantone for colour marking
- File resolution: 300dpi at actual print size
- Advertisers who need accurate colour matching must supply the offset colour proof. We cannot guarantee printing colour accuracy without this

ITMA ASIA + CITME 2020



National Exhibition and Convention Centre (NECC) – Shanghai, China
15 to 19 October 2020

ITMA ASIA + CITME has been held in Shanghai, China since 2008 and now takes place every two years. This mega high-quality event is a huge showcase of cutting-edge solutions for textile makers and is strongly supported by all nine CEMATEX European textile machinery associations, the China Textile Machinery Association (CTMA) and the Japan Textile Machinery Association (JTMA). Over 1,700 exhibitors are expected to take part in the show in 2020 in an exhibition space of more than 180,000 square meters, attracting over 100,000 trade visitors to the event from all sectors of the global textile industry.

CTA will publish the latest edition of its valued bilingual ITMA series show guide to provide media support to ITMA Asia + CITME 2020. This handy guidebook, the 13th edition of ITMA series show guide published by Adsale, details the show's floor plans, highlighting exhibitors' introductions and showground facilities, and features the show's latest technology and innovations, key exhibitors' interviews and updated textile industry market news.



Print + eNewsletter Package

Advertiser who book for an issue of ITMA Asia + CITME 2020 Show Guide will be eligible for an online ad in 4 issues of the CTA eNewsletter (September, October, November and December 2020 issues)



Print ad booking	Online ad in eNewsletter
Special position ad	One banner ad
Full page ad	One technology highlight ad ● Company name & logo ● Company introduction ● Hyperlink of company's website
Other ad format	Suppliers' link

Bonus: Ads in the eBook will be AdsaleCTA.com, CTA WeChat platform and delivered via CTA eNewsletter

Reach over 50,000 Chinese and Overseas readers

- Insert in CTA October 2020 issue and delivered to Chinese readers
- Deliver to selected groups of Asian buyers outside China
- Distributed onsite during ITMA Asia + CITME 2020 show period
- ebook will be launched at AdsaleCTA.com and official CTA WeChat account
- ebook version will be sent to Adsale textile & apparel members by emails and CTA eNewsletter



Thanks to our ITMA Asia + CITME 2018 Show Guide Advertisers:

A. Piovan, ACM Engineering, ACME, Autefa, Benninger, Biancalani, Bräcker, Corino Macchine, Macchine Carú, Danti Paolo, Datacolor, Dornier, Fadis, Giesse, Graf, Habasit, Jakob Müller, Kairos, Kern-Liebers, LGL, Loepfe Brothers, Loptex, Loris Bellini, Mario Corsta, Marzoli, MCS Dyeing & Finishing, Mesdan, MS Printing Solutions, Novibra, Pafasystem, Pentek, Ratti Luino, Rieter, Rite, Santex Rimar, SETEX, Sicam, Simet, SMIT, SSM, Staübli, Süssen, Taining, Taiwan Liu Chun, Technomeccanica Biellese, Thies, Three Circles, Tong Geng, Werner Mathis and etc

Advertising Rate

Ad Items	Size (H x W)	Package Rate (US\$)
Full Page Ad	280mm x 215mm (bleed)	3,875
1/2 Page Ad	Vertical: 280mm x 107mm (bleed) Horizontal: 115mm x 185mm	2,623
1/3 Page Ad	Vertical: 280mm x 72mm (bleed) Horizontal: 75mm x 185mm	2,190
1/4 Page Ad	115mm x 90mm	1,908
1/3 Page Showcase	248mm x 58mm - Standard format with company logo, contact details and description (max 60 words)	660
Booth Indicator	Approx. 30mm x 40mm - Standard format with company logo & company description	300

Special Positions

Special position ad bookings will enjoy a customised eBlast service of 5,000 emails

Front Cover	220mm x 160mm (bleed)	5,066
Inside Front Cover	Full Page: 280mm x 215mm (bleed)	3,988
Facing Inside Front Cover	Full Page: 280mm x 215mm (bleed)	4,190
Back Cover	Full Page: 280mm x 215mm (bleed)	4,320

Booking Deadline: 14 August 2020

Ad Material Submission Deadline: 21 August 2020



- 1 Each advertiser entitles to one online ad in CTA eNewsletter September to December 2020 issues (4 issues)
- 2 Each advertiser entitles to a booth indicator
- 3 Advertisers have priority to be covered in "ITMA Asia + CITME 2020 Preview" of CTA October issue, ITMA Asia + CITME 2020 Show Guide, CTA eNewsletter and official CTA WeChat account.
- 4 **25% off special discount** for those who books ad in CTA 2020 at the same time (not applicable to special position ads)
- 5 **5% early bird discount** for booking before 31 December 2019.

Contact Us Adsale Publishing Limited

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ADSALE 雅式®