

# Australia China Connections media kit 2010

## Circulation & Readership Summary

### › INTRODUCTION

**Australia China Connections** magazine is the only magazine devoted exclusively to Australia China trade issues. Published bimonthly, **Australia China Connections** provides essential insight into the changing relationship between Australia and China and its implications for businesses that prosper between the two countries.

With an extensive mix of news and analysis, case studies of companies that have been successful doing bilateral business, contributions from top officials and academics, and the latest statistics and figures, **Australia China Connections** keeps readers fully up to date on issues and events that impact the business and political relationship between Australia and China.

Our new Mandarin section informs our expanding Chinese business community in China and Australia about relevant issues relating to Australia and Australian businesses working in China.

### › CIRCULATION

20,000 copies distributed throughout the region on a bimonthly basis.

We are currently undertaking a circulation audit with Australia's leading circulation monitoring agency, CAB.

#### Circulation by country

Australia	30%
People's Republic of China	45%
Hong Kong	10%
Airlines, hotels and restaurants	15%

### › READERSHIP

With an estimated pass-on factor of 3.5, more than 70,000 people read **Australia China Connections** within business and government in Australia, Hong Kong and the People's Republic of China.

### › AUDIENCE

Our readers represent the full breadth of the Australia China Community, drawn from business and trade, government, education, and cultural sectors, they are interested in all aspects of the Australia China relationship. Specifically they include:

- Members of the Australia China Business Council
- Members of the Australian Chambers of Commerce in Beijing, Shanghai, Guangzhou and Hong Kong
- Austrade offices in China and Australia
- Members of CPA Australia and National Institute of Accountants in China
- Australian Consulate Offices in China and Hong Kong
- Members of the Australia China Alumni Association
- Business migration, including members of the 163 Club Australia

### › AIRLINE EXPOSURE

Australia China Connections is carried in the magazine racks on Qantas flights between Hong Kong and Australia and is available in the Qantas business lounge in the Hong Kong international airport.

Air China, China Southern, China Eastern and Singapore Airlines flights from Australia to China carry **Australia China Connections**.

Cathay Pacific's airport lounge in Australia offers our magazine to business travellers.

Read us...online

[www.chinaconnections.com.au](http://www.chinaconnections.com.au)

*Australia China Connections* is published by Australia China Connections Pty Ltd

**AUSTRALIA:** PO Box 275, Flinders Lane, Melbourne, VIC 8009

**PUBLISHING:** Carl Jetter: [ P ]: +61 3 9650 1598 [ E ]: carlj@chinaconnections.com.au

**EDITORIAL:** Sophie Loras: [ P ]: +86 10 6500 3146 [ E ]: sophiel@chinaconnections.com.au

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*Representing: The Australia China Business Council, AustCham Beijing and AustCham Shanghai*



› **EDITORIAL**

**Australia China Connections** editorial is designed to provide our readership with insight into the changing dynamics of the relationship between Australia and China.

Through a lively mix of news and analysis, case studies of companies that have been successful doing bilateral business between the two countries, contributions from top officials and academics, and the latest statistics and figures, our objective is to keep our readers fully up to date on issues and events that impact the business and political relationship between Australia and China.

Our Mandarin section is informing our Chinese readers in China and Australia about the many issues of relevance to their Aus/China business interests, which is dedicated separate content to our English section.

› **CONTRIBUTORS**

Each issue of **Australia China Connections** features a combination of insightful commentary and analysis, including our regular columns from:

- Sophie Loras, our China editor reporting from Beijing and Shanghai and beyond;
- Rowan Callick, Asia Pacific Editor for *The Australian* newspaper;
- Willy Lo Lap Lam, long time Hong Kong-based China watcher, CNN correspondent and *South China Morning Post* journalist;
- Cecilia Fan, our Beijing-based 'Echo Wall' - giving the Chinese perspective on how business is done in China;
- Regular updates and case studies on the progress of Australian participation at Shanghai's World Expo 2010;
- Australia China trade statistics

**REPRESENTING: THE AUSTRALIA CHINA BUSINESS COUNCIL – AUSTCHAM BEIJING & AUSTCHAM SHANGHAI**

› **2010 FEATURES LIST:**

**March/April 2010**

**Tourism and Travel:**

The Australian tourism industry suffered a testing 2009, impacted by the global financial crisis, the H1N1 virus and political strains in the Australia-China relationship. As we enter a new year we look at how the situation is improving and what the future holds for inbound Chinese tourism to Australia.

**May/June 2010**

**Education:**

In 2009, China sent almost 130,000 students to Australia, the largest number in the world. We look at the spectrum of schools, from secondary through to university, public and private, domestic and international education to explore how Australia can retain its hold on this lucrative market.

**Shanghai World Expo 2010:**

This issue also includes a special view on Australian involvement at Shanghai World Expo as the city opens its doors to an anticipated 70 million visitors.

**July/August 2010**

**Financial Services and Investment:**

In this issue we look at services foreign enterprises can offer in China and what regulatory changes are on the cards to make this sector more accessible. We also look at the opportunities being created by China's ongoing investments into Australia, especially in the resources sector.

**ACAA Awards:**

The Australia China Alumni Association recognises the exceptional achievements of Australian alumni in China at the ACAA Awards in Shanghai.

**September/October 2010**

**Sustainability:**

As China leads a green revolution we look at the innumerable opportunities for businesses in the sustainability sector, from design and architecture, to renewable energies and cutting edge technologies.

**Bio-tech:**

In this issue we also look at the multitude of bio-technology collaborations between Australia and China.

**November/December 2010**

**Search, selection and relocation:**

Is it really so difficult to find the right people to do the right job in China? And what is the best way to find and retain them? As the Chinese market matures and becomes more localised we also look at how recruitment trends for expatriates in China are changing.

**Agriculture:**

From dairy cows to GM crops, Australian businesses are making some interesting inroads in the China agri-business sector.

**January/February 2011**

**Design and Build:**

Foreign construction companies in China face one of the most competitive industries in the world. We look at how Australian architects, designers and construction companies are projecting themselves in niche markets.

**Mongolia:**

Australian companies are picking up lucrative business in resource rich Mongolia.

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## 2010 Advertising Rates

(valid to December 31, 2010)

## BONUS

Magazine advertisers booking a minimum of 3 issues receive 6 months of FREE website advertising on [WWW.CHINACONNECTIONS.COM.AU](http://WWW.CHINACONNECTIONS.COM.AU)

### > DISPLAY RATES in Aus\$ and RMB (Colour or Mono)

Number of ad. insertions booked

Size	1X		3x		6x		12x	
Full page	\$5,600	RMB 35,250	\$5,330	RMB 33,580	\$5,060	RMB 31,850	\$4,800	RMB 30,240
2/3 page	\$3,925	RMB 24,730	\$3,730	RMB 23,500	\$3,540	RMB 22,300	\$3,365	RMB 21,200
1/2 page	\$3,225	RMB 20,300	\$3,065	RMB 19,300	\$2,910	RMB 18,350	\$2,765	RMB 17,420
1/3 page	\$2,145	RMB 13,500	\$2,035	RMB 12,820	\$1,930	RMB 12,150	\$1,830	RMB 11,530
1/4 page	\$1,600	RMB 10,000	\$1,530	RMB 9,640	\$1,450	RMB 9,150	\$1,380	RMB 8,700
1/6 page	\$980	RMB 6,175	\$930	RMB 5,860	\$885	RMB 5,500	\$840	RMB 5,300
<b>Premium advertising space</b>								
Inside or centre spread	\$11,750	RMB 74,025	\$11,180	RMB 70,435	\$10,620	RMB 66,900	\$10,000	RMB 63,000
Double page spread	\$10,700	RMB 67,400	\$10,160	RMB 64,000	\$9,650	RMB 60,800	\$9,170	RMB 57,750
Back cover	\$6,730	RMB 42,400	\$5,820	RMB 36,650	\$6,085	RMB 38,335	\$5,775	RMB 36,350
Inside back cover	\$6,175	RMB 38,900	\$6,400	RMB 40,300	\$5,570	RMB 35,000	\$5,300	RMB 33,400
Junior page	\$3,500	RMB 22,000	\$3,330	RMB 21,000	\$3,170	RMB 19,950	\$3,000	RMB 18,900
Double page banner	\$3,210	RMB 20,225	\$3,050	RMB 19,200	\$3,160	RMB 19,900	\$2,755	RMB 17,350
Single page banner	\$1,755	RMB 11,000	\$1,650	RMB 10,400	\$1,440	RMB 9,000	\$1,370	RMB 8,650

All rates on this page are quoted exclusive of GST

### > LOOSE INSERTS (Supplied and delivered to our mailing house in Hong Kong)

**Standard size:** <207mm x 278mm, <25 grams  
**Cost:** 25 cents/copy @20,000 copies A\$5,000 RMB 31,500  
**Targeted distribution:** i.e. China only available on request  
**Design and printing:** Available on request

### > CHARGES FOR DESIGNING OF ADVERTISEMENTS

1/6 – 1/4 – 1/3 page = A\$200      1/2 – 2/3 – full page = A\$350

### > DEADLINES

**Frequency and publication date:** 1st of the month in January, March, May, July, September, November 2010  
**Booking Deadline:** 5 weeks prior to publication (i.e. Nov 20, Jan 20, Mar 20, May 20, etc)  
**Material Deadline:** 4 weeks prior to publication (i.e. Nov 20, Jan 20, Mar 20, May 20, etc)

### > ADVERTISING ENQUIRIES

Carl Jetter [T] 61 (3) 9650 1598 [M] 0411 643 332 [E] [carlj@chinaconnections.com.au](mailto:carlj@chinaconnections.com.au)  
 Brigitte McNamara [T] 61 (3) 9650 1598 [M] 0449 198 822 [E] [brigitte.mcnamara@chinaconnections.com.au](mailto:brigitte.mcnamara@chinaconnections.com.au)

**10% discount to  
all members of:**

- Australia China Business Council
- AustCham Beijing
- AustCham Shanghai

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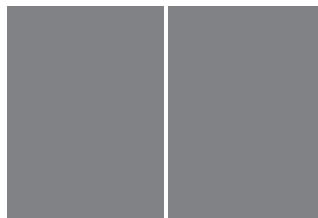
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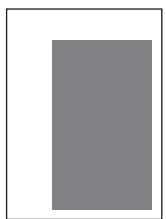
## Advertisement Sizes



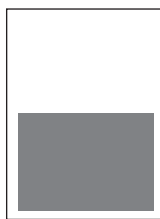
**Full Page**  
 Material: 207mm x 278mm  
 Type: 183mm x 227mm  
 Bleed: 217mm x 288mm



**Double Page Spread**  
 Material: 414mm x 278mm  
 Type: 390mm x 254mm  
 Bleed: 424mm x 288mm



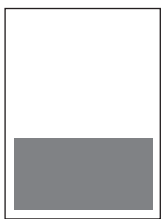
**2/3 Page**  
 Material: 121mm x 258mm  
 Type: N/A  
 Bleed: N/A



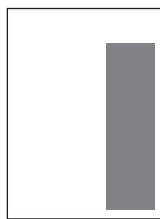
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 Material: 183mm x 125mm  
 Type: N/A  
 Bleed: N/A



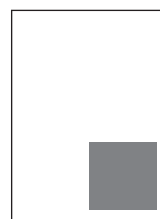
**1/2 Page Vertical**  
 Material: 92mm x 258mm  
 Type: N/A  
 Bleed: N/A



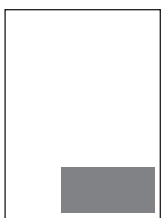
**1/3 Page Horizontal**  
 Material: 183mm x 85mm  
 Type: N/A  
 Bleed: N/A



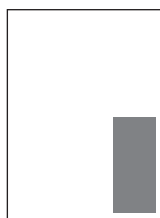
**1/3 Page Vertical**  
 Material: 59mm x 258mm  
 Type: N/A  
 Bleed: N/A



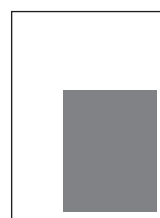
**1/6 Page Square**  
 Material: 87mm x 87mm  
 Type: N/A  
 Bleed: N/A



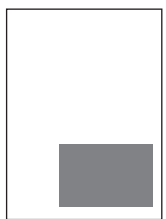
**1/6 Page Horizontal**  
 Material: 121mm x 60mm  
 Type: N/A  
 Bleed: N/A



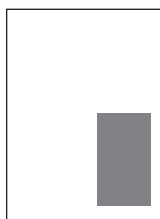
**1/6 Page Vertical**  
 Material: 59mm x 125mm  
 Type: N/A  
 Bleed: N/A



**Junior Page**  
 Material: 121mm x 180mm  
 Type: N/A  
 Bleed: N/A



**1/4 Page Horizontal**  
 Material: 121mm x 85mm  
 Type: N/A  
 Bleed: N/A



**1/4 Page Vertical**  
 Material: 87mm x 125mm  
 Type: N/A  
 Bleed: N/A



**Single Page Banner**  
 Material: 207mm x 62mm  
 Type: 183mm x 52mm  
 Bleed: 217mm x 72mm

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## Advertisement Sizes

### Australia China Connections Trim Size 207mm x 278mm

Advertisement Dimensions	Material Size (WxH)	Type/Live Area	Bleed Size
Full Page	207mm x 278mm	183mm x 258mm	217mm x 288mm
2/3 Page	121mm x 258mm	N/A	N/A
1/2 Page Vertical	92mm x 258mm	N/A	N/A
1/2 Page Horizontal	183mm x 125mm	N/A	N/A
1/3 Page Vertical	59mm x 258mm	N/A	N/A
1/3 Page Horizontal	183mm x 85mm	N/A	N/A
1/4 Page Vertical	87mm x 125mm	N/A	N/A
1/4 Page Horizontal	121mm x 85mm	N/A	N/A
1/6 Page Vertical	59mm x 125mm	N/A	N/A
1/6 Page Horizontal	121mm x 60mm	N/A	N/A
1/6 Page Square	87mm x 87mm	N/A	N/A
<b>Premium advertising space</b>			
Junior Page (1/2 page island)	121mm x 180mm	N/A	N/A
Double Page Spread	414mm x 278mm	386mm x 258mm	424mm x 288mm
Double Page Banner	414mm x 62mm	386mm x 52mm	424mm x 72mm
Single page Banner	207mm x 62mm	183mm x 52mm	217mm x 72mm

## Advertising Material Specifications

### › IMAGE & LOGO REQUIREMENTS

Digital copy is ONLY acceptable using following software:

- QuarkXpress/InDesign/Photoshop/Illustrator/Acrobat
- Adobe Photoshop TIFF, JPG or EPS at 350dpi
- PDF files must be supplied as CMYK

#### TRANSFER MEDIUM

- CD ROM
- Email (8mb max)
- Files on disk should include:  
InDesign/Photoshop/Illustrator/QuarkXpress/Acrobat documents with all linked images and fonts. Please supply screen and printer fonts or convert to curves/paths.

*CDs will not be returned unless specified.  
Any unused images supplied will not be stored.*

### › PDF REQUIREMENTS

If you are supplying a hi-res pdf:

- Files created in Photoshop should be saved in either a TIFF or EPS format.
- Logos supplied as Illustrator eps files should be CMYK only – not SPOT or RGB. Please convert all fonts to curves/paths.
- When saving files in EPS format, use a composite format and do not select DCS.
- Minimum resolution is 350dpi.
- Images must be supplied at a size no smaller than the size they are to be printed at.
- Do not apply any image compression such as LZW.
- Monotone images should be saved as greyscale.
- Pictures should not be enlarged greater than 150%.

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**Monthly e-news**

Our monthly e-news is distributed to 20,000 email addresses within Australia (7,000), China (10,000) and Hong Kong (3,000).

Our e-news is providing news snippets and opportunities for commercials and banner ads.

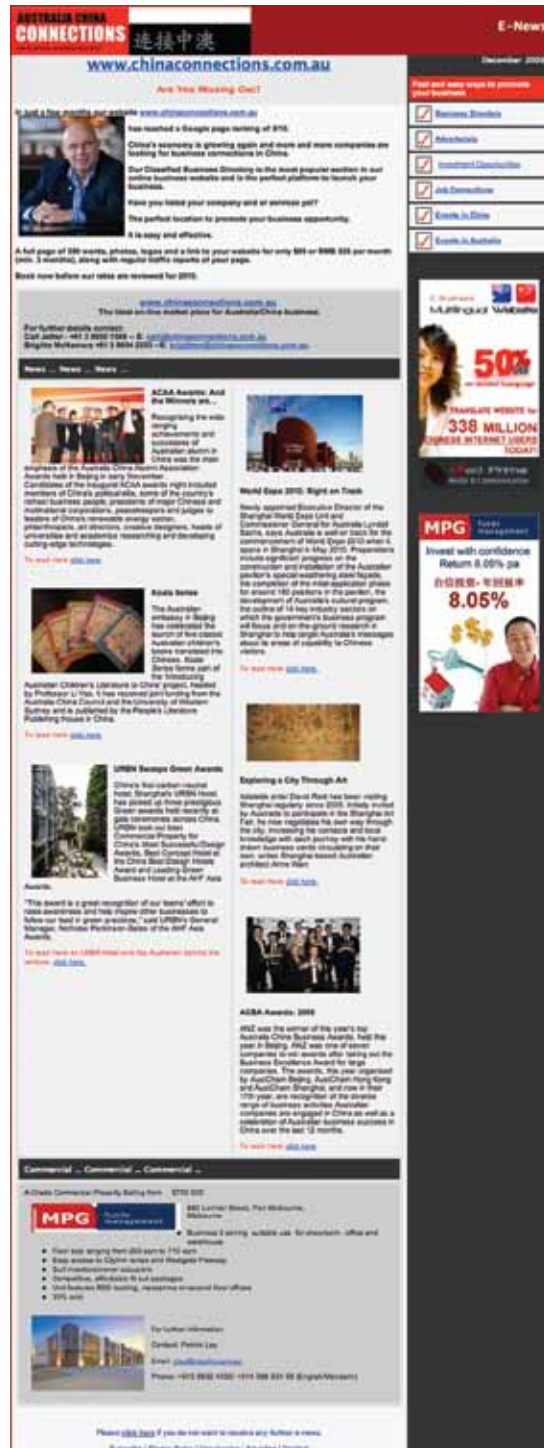
Your banner ads can be linked to your existing advertising on our or your website.

**Advertising rates**

**Commercials:**  
max 200 words AS1,500 or 0.075 cents/email

**Banner ads:**  
170 x 280 px AS1,000 or 0.050 cents/email

Discount applies for website and magazine advertisers.



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## Advertisers

### › WE VALUE THE SUPPORT OF THE FOLLOWING REGULAR ADVERTISERS:

Air China	Invest Australia
American Independent Capital group	Kempinski Hotel
Austar Group	Kerry Logistics
Austrade	Leighton Asia
Australia Post	Mider
Beijing BISS International School	Park Trent
BlueScope Steel	Rendezvous Hotel
China Eastern Airlines	Shanghai Community International School
China Southern Airlines	Shanghai Ying Jie Trading
Elders China	Source Company
Export Finance & Insurance Corporation	South Pacific Institute
Great Stone Wines	The Longemont Hotel
Harrow International School	Toll Holdings
Hong Kong Trade Office	URBN hotel
Hooker Cockram	Westpac

### › OUR BROAD READERSHIP INCLUDES DISTRIBUTION TO THE FOLLOWING PARTNERSHIPS:

#### Association members of:

Australia China Business Council in Australia  
163 Club in Australia  
AustCham Beijing  
AustCham Shanghai  
AustCham Hong Kong & Macau  
AustCham – South China  
Australia China Alumni Association in China  
Certified Practising Accountants in China

#### Others:

All Austrade offices in China  
Australian Embassy and consulates in China  
All Austar Group offices and customers  
Chinese Embassy in Australia  
Chinese Consulate in Melbourne

#### Airlines:

Air China  
Cathay Pacific  
China Eastern  
China Southern  
Qantas  
Singapore Airlines

#### Hotels in Shanghai:

Hotel Equatorial  
Hotel Rendezvous  
The Longemont  
URBN Hotel  
Westin Bund

#### Hotels in Beijing:

China World  
Kempinski Hotel  
Park Plaza  
Raffles Hotel  
The Hilton Hotel  
The Westin Hotel



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Subscription Form



# AUSTRALIA CHINA CONNECTIONS ONLINE

Our new website is now live

[www.chinaconnections.com.au](http://www.chinaconnections.com.au)

For full access to all the content from Australia China Connections

- This issue, and our archives
- Continuously updated Australia China News

## SUBSCRIBE NOW

Please tick one:

- ONE YEAR SUBSCRIPTION  AU\$65  HK\$390  RMB 390 Total = RMB/HK\$/AU\$ \_\_\_\_\_  
TWO YEAR SUBSCRIPTION  AU\$95  HK\$570  RMB 570 Total = RMB/HK\$/AU\$ \_\_\_\_\_

### COMPANY/PERSONAL DETAILS

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

TELEPHONE: \_\_\_\_\_

FACSIMILE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

MAIN INDUSTRY IN WHICH YOUR COMPANY OPERATES: \_\_\_\_\_  
\_\_\_\_\_

### PAYMENT DETAILS (please choose one)

ENCLOSED IS A CHEQUE, made payable to Australia China Connections Pty Ltd

I WILL DEPOSIT MY A\$ PAYMENT to the Australia China Connections account in Australia.

Details: Westpac Bank BSB: 033 146 Account: 317 052

PLEASE CHARGE MY:  Mastercard  Visa Expiry: \_\_ / \_\_

CARDHOLDER'S NAME: \_\_\_\_\_

CARDHOLDER'S SIGNATURE: \_\_\_\_\_

CARD #:

Please FAX or POST this form, together with your payment, to Connections Publications Pty Ltd

Inquiries: [info@chinaconnections.com.au](mailto:info@chinaconnections.com.au)

**SUBSCRIBE AND FAX TO +61 3 9650 6832 (AUSTRALIA)**

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