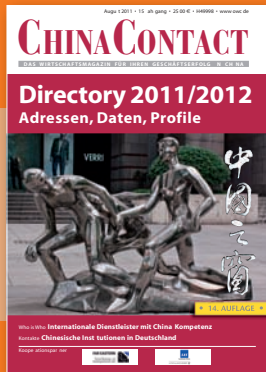


MEDIAKIT

2012



2 Publisher's Data

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ChinaContact is the leading German-language business magazine on Greater China. It informs about all relevant economic and legal framework conditions that are important for successful business in China. Each issue provides information on the investment environment of Chinese regions that are important for business. In addition to that the publication focuses on trends in the business relations between China and individual German Federal States, Austria and Switzerland – these topics are published as Special Issue with extra distribution.

Under the heading "APA aktuell" **ChinaContact** regularly publishes latest information provided by the Asia-Pacific Committee of German Business.

ChinaContact – the publication on China with the largest circulation in the German-speaking region – can be recommended for your advertising purposes in this market segment.

"As the person responsible for investors from countries and regions in Asia at the Free State of Thuringia's Department for Investment Promotion, Technology & International Relations, I am a subscriber of the business magazine ChinaContact, which in my opinion is one of the most important sources reporting about economic activities in China and which keeps me informed about all important developments."

Gilbert Metzger, Department for Investment Promotion, Technology & International Relations of the Free State of Thuringia

Contents:

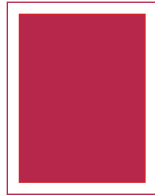
- ▶ Market and trend analyses
- ▶ Focus on industry-specific topics
- ▶ Comments, interviews, and background reports
- ▶ Contact data, hints on events, and book reviews
- ▶ Location profiles, portraits of regions and companies
- ▶ Personal particulars, Human Resource Management, Expat-Service
- ▶ Taxes, duties, business law
- ▶ Financing, economic development instruments
- ▶ Perspectives of Sino-German economic relations

Target Group:

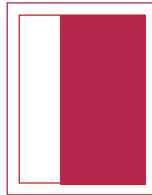
- ▶ ChinaContact addresses executives in companies from German-speaking countries with economic interest in China, Hong Kong, and Taiwan as well as their representative offices and subsidiaries in China.
- ▶ Customers are adequately targeted without wastage. Distribution is based on the magazine's delivery to subscribers in Europe and Asia as well as to German companies in China. ChinaContact is frequently present at symposia, conferences and conventions. In order to win new subscribers there are alternating mailings as well. Moreover, ChinaContact is distributed on Lufthansa flights from Germany to China/Hong Kong in the First and Business Class.



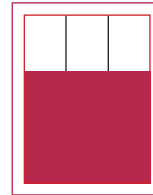
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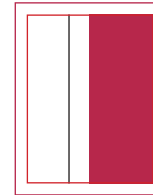
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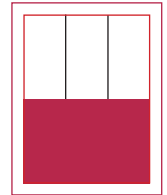
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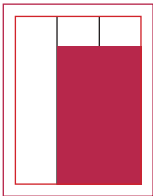
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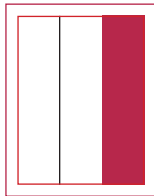
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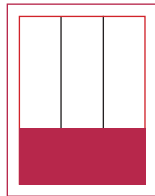
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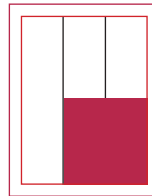
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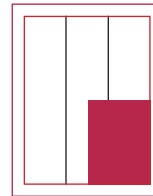
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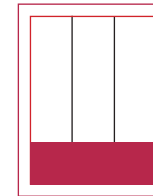
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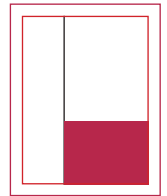
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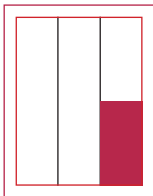
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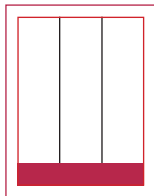
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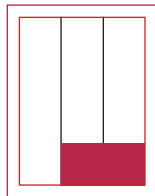
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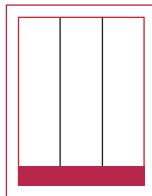
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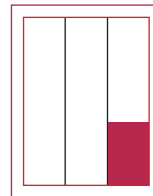
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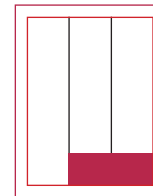
1/6 Page 2 columns
115 x 65 mm



1/8 Page horizontal
175 x 30 mm



1/8 Page 1 column
55 x 85 mm



1/8 Page 2 columns
115 x 42 mm

Technical Information

Paper Size (W x H):
210 mm x 297 mm
200 mm x 290 mm
(Extras)

Print Space (W x H):
175 mm x 265 mm

Bleed:
Paper size plus
3 mm reserve for
each cutting edge

Colour Ads:
Euro scale

Ad Size	Advertising Formats in mm		Advertising Rates in Euro		
	Width	Height	Black/White	+ 1 Additional Colour	Full Colour
Cover Page	210	297	—	—	3,600
1/1 Page	175	265	2,500	2,900	3,200
2/1 Page	395	265	4,900	5,600	6,300
2/3 Page horizontal	175	175			
2/3 Page vertical	115	265	1,800	2,200	2,500
1/2 Page horizontal	175	130			
1/2 Page vertical	85	265	1,500	1,700	1,900
1/2 Page 2 columns	115	195			
1/3 Page horizontal	175	85			
1/3 Page vertical	55	265	1,000	1,150	1,300
1/3 Page 2 columns	115	130			
1/4 Page horizontal	175	65			
1/4 Page vertical	85	130	800	950	1,100
1/4 Page 2 columns	115	90			
1/6 Page horizontal	175	42			
1/6 Page vertical	55	130	650	800	950
1/6 Page 2 columns	115	65			
1/8 Page horizontal	175	30			
1/8 Page 1 column	55	85	500	600	700
1/8 Page 2 columns	115	42			

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By volume

2 Pages: 3 %
 3 Pages: 5 %
 6 Pages: 10 %
 9 Pages: 15 %
 12 Pages: 20 %
 18 Pages: 25 %
 24 Pages: 30 %

By Frequency

3 Ads: 3 %
 6 Ads: 5 %
 9 Ads: 10 %
 12 Ads: 15 %
 18 Ads: 20 %
 24 Ads: 25 %
 30 Ads: 30 %

Discounts for ads placed simultaneously within a twelve-months period are calculated according to either the volume or the frequency discount formula.

Surcharges:

Bleed Advertisements: + 10 % of the B/W Rate
 Preferential Positioning: + 10 % of the B/W Rate

Supplements:

290 Euro per 1,000 / complete print run
 320 Euro per 1,000 / part of print run
 - at least 3,000 copies necessary

(up to 25 g individual weight) plus postage

Bound-in Inserts: 4 pages: 4,300 Euro
 8 pages: 4,900 Euro

Job Advertisements: 10 Euro per line of 30 characters

Technical Information

Paper Size (W x H): 210 mm x 297 mm
 200 mm x 290 mm (Extra)

Print Space (W x H): 175 mm x 265 mm

Bleed:

Paper size plus 3 mm reserve for each cutting edge

Colour Ads: Euro scale

Print Material: For more information pls visit
www.owc.de/download/Info-E.pdf

Print Material Service: Barbara Keizers
 Phone + 49 (0) 251 - 92 43 09-23
 E-mail satz@owc.de

Frequency of Publication:

ChinaContact is published monthly with an extent of 52 – 68 pages.

Circulation:


Certified by IVW

Print run: 9,000 copies
 Sold run: 7,240 copies
 Total number of distributed copies: 8,775 copies (IVW III/11)

Readership:

Each copy is read by 3.8 individuals, therefore each issue reaches more than 30,000 recipients.

53 % Board of Directors, Executive Board
 42 % Other executives
 5 % Private subscribers, students

Readers by Sector:

41 % Industry
 14 % Consulting / Law
 11 % Import / Export
 8 % Logistics
 6 % Finance sector / Banking industry
 5 % Associations / Ministries / Embassies
 4 % Research sector / Education sector
 4 % Trade fairs / Conventions
 2 % Travel sector / Hotels / Airlines
 5 % Private subscribers / Students / Miscellaneous

Size of Enterprise:

17 % more than 3,000 employees
 14 % 501 to 3,000 employees
 26 % 51 to 500 employees
 18 % 11 to 50 employees
 25 % up to 10 employees

(Source: OWC investigation)

Distribution by number of copies:

- ▶ 4,000 copies are distributed in Germany and in other European countries every month
- ▶ 3,000 copies are provided onboard of Lufthansa aircrafts
- ▶ 2,000 copies are distributed in China and in other asian countries

Distribution:

- ▶ Subscribers in Germany, Austria, Switzerland and China
- ▶ Distribution on Lufthansa flights from Germany to China/Hong Kong in the First and Business Class
- ▶ Distribution among German companies and institutions in the P.R. of China
- ▶ Alternating mailings to decision-makers in companies and organisations with economic interest in China and Taiwan as well as to members of Sino-German trade associations
- ▶ Presence at conferences, conventions, symposia, and trade fairs*
- ▶ Distribution via embassies, consulates, chambers of commerce, institutions for the development of Sino-German economic relations in Germany and in China

* *ChinaContact is distributed by up to 60 cooperation partners every month, who hand over the magazines to their members, business partners and to participants of symposia and conventions. Part of this network are the Chambers of Industry and Commerce in Germany, the Chambers of Industry and Commerce Abroad, business associations, embassies, consulates general, honorary consulates as well as the following organizers of trade fairs, conventions and events: AWZ-Bayern, Convent, Forum-Institut, Berlin Partner, BDI, Coface, Chinesischer Industrie- und Handelsverband e.V. in Deutschland, Deutsche Asia Pacific Gesellschaft e.V., Deutsch-Chinesische Wirtschaftsvereinigung, Düsseldorf China Center GmbH, Handelskammer Hamburg, InWEnt, Messe Berlin, Messe Düsseldorf, Messe Hannover, Messe München, SinaLingua*

Issue	Advertising Deadline	Print Material Deadline	Date of Publication	Editorial Focus	ChinaContact Special Portrait of Provinces
1/2012 January	Dec 9, 2011	Dec 16, 2011	Dec 30, 2011	Automotive Industry E-Mobility	Berlin-Brandenburg Beijing
2/2012 February	Jan 20, 2012	Jan 5, 2012	Feb 3, 2012	Transportation & Logistics Tourism	Bremen Taiwan
3/2012 March	Feb 10, 2012	Feb 17, 2012	March 2, 2012	Health Care Market Greater China Day	Hesse Guangdong
4/2012 April	March 9, 2012	March 16, 2012	March 30, 2012	Trade Fairs & Conventions Hannover Fair 2012: Partner Country China	Lower Saxony Anhui
5/2012 May	April 5, 2012	April 13, 2012	April 27, 2012	Transportation & Logistics Business Travel	Bavaria Shenzhen
6/2012 June	May 4, 2012	May 11, 2012	May 25, 2012	Urban Development Real Estate Market	Austria Hong Kong & Macao
7/2012 July	June 8, 2012	June 15, 2012	June 29, 2012	100 Questions and Answers for Business on China DCW-Symposium on China & German Business	Baden-Wuerttemberg Jiangsu
8/2012 August	July 13, 2012	July 20, 2012	Aug 3, 2012	Directory ChinaContacter, 15th Edition International Service Providers with Competence in China	HRM
9/2012 September	Aug 10, 2012	Aug 17, 2012	Aug 31, 2012	Trade Fairs & Conventions / Environmental Protection Technologies, Power Industry & Raw Materials	North Rhine Westphalia Chongqing
10/2012 October	Sep 7, 2012	Sep 14, 2012	Sep 28, 2012	Business Law & Taxes Logistics	Austria Taiwan
11/2012 November	Oct 5, 2012	Oct 12, 2012	Oct 26, 2012	Financing, Health Care Market Hamburg Summit: China meets Europe	Hamburg Shanghai
12/2012 December	Nov 9, 2012	Nov 16, 2012	Nov 30, 2012	Trade Fairs & Conventions 2013 Outlook	Switzerland Hong Kong & Macao
1/2013 January	Dec 7, 2012	Dec 14, 2012	Dec 28, 2012	Automotive Industry Food Processing Industry	Saxony Beijing

Permanent Rubrics

Industries + Markets
Financing
Calendar of Events
Business Travel
Kaleidoscope
Book Review
Human Resource
Management
Trade Fair News
News in Brief
Economic Policy
Business Law

■ APA aktuell –
 Information by the Asia-
 Pacific Committee of
 German Business

CC-Special: Readers are provided with information – compiled on at least 32 pages – about the respective markets. These specials are integrated part of the respective CC issue. In addition to that they are distributed as an offprint with a circulation of at least 3,000 copies.

CHINA CONTACT

THE GERMAN BUSINESS MAGAZINE ON CHINA



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- Crossmedia placements – any combination possible

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