

Media Data Media- Informationen

2009



- 1 Brief description: Chinese language technical publication for technical experts in Chinese textile industry, Chinese research institutes, ministries and technical colleges. Melliand CHINA is published monthly.
- 2 Editors: Hu Xuechao (Editor-in-Chief)
Dong Hua University
1882 Yanan Road (West)
Shanghai, China
Deutscher Fachverlag, Frankfurt/Germany
Claudia van Bonn
- 3 Total circulation: 7,000 copies distributed in the Republic of China
- 4 Format: 210 mm wide, 285 mm deep

- 1 Kurzcharakteristik: Chinesisch-sprachige Fachzeitschrift für die Faser- und Textilfachleute in chinesischen Textilbetrieben und -fabriken, chinesischen Forschungsinstituten, Ministerien und Hochschulen. Melliand CHINA erscheint monatlich.
- 2 Redaktion: Hu Xuechao (Chefredakteur)
Dong Hua University
1882 Yanan Road (West)
Shanghai, China
Deutscher Fachverlag, Frankfurt
Dipl.-Ing. Claudia van Bonn
- 3 Tatsächlich verbreitete Auflage: 7.000 Exp. verbreitet in der Volksrepublik China
- 4 Zeitschriftenformat: 210 mm breit, 285 mm hoch

Verbreitung nach Branchen Distribution by branches

Spinnerei / spinning	478
Weberei / weaving	347
Wirkerei/Strickerei / knitting	138
Chemiefasern / chemical fibers	276
Veredlung / finishing	425
Textilmaschinenbau / textile machinery industry	516
Vliestechnik / nonwovens technology	174
Technische Textilien / technical textiles	229
Konfektion / making up	207
Niederlassungen ausländ. Firmen / subsidiaries	360
Forschungsinstitute / research institutes	170
Universtitäten und Fachschulen / universities	175
Verwaltung / public services	326
Belegexemplare / specimen copies	150
Gesamt / total	3.971

Abonnierte Exemplare nach Regionen Subscribed copies by region

Shanghai	293	Fujiang	148	Ningxia	5
Beijing	169	Hunan	43	Taiwan	93
Tianjing	24	Hubei	71		
Chongqing	24	Henan	69		
Innere Mongolei	28	Guangdong	241	Abonnierte Exemplare nach Regionen	
Shaanxi	32	Guangxi	24	Subscribed copies by region	3.029
Hebei	107	Guizhou	4		
Liaoning	88	Hainan	8		
Jilin	28	Sichuan	59	Verbreitung nach Branchen	
Heilongjiang	38	Yunnan	4	Distribution by branches	3.971
Jiangshu	557	Shanxi	30		
Anhui	43	Guanshu	12		
Shandong	301	Qinhai	2		
Zejiang	360	Xinjiang	32		
Jiangxi	20	Hongkong	72	Gesamt / Total	7.000

5 Formats and net advertising rates / Formate und Anzeigennettopreise:

Size / Format	Width x Depth Breite x Höhe		EURO
			Basic Rate Grundpreis
1/1 Page / Seite	178 (210*) x 240 (285*)	4c	2.490,00
		b/w, s/w	1.640,00
½ Page / Seite			
vertical / hoch	87 (105*) x 240 (285*)	4c	1.245,00
horizontal / quer	178 (210*) x 120 (148*)	b/w, s/w	820,00
1/3 Page / Seite			
vertical / hoch	55 (73*) x 240 (285*)	4c	830,00
horizontal / quer	178 x 85	b/w, s/w	548,00
1/4 Page / Seite			
vertical / hoch	87 x 120	4c	685,00
horizontal / quer	178 x 60	b/w, s/w	455,00
1/8 Page / Seite			
vertical / hoch	88 x 60	4c	358,00
horizontal / quer	178 x 30	b/w, s/w	235,00

Add 4 mm at all outer edges for bleed advertisements (Bleed*)

Beschnittzugabe bei angeschnittenen Anzeigen 4 mm an allen Außenkanten (Anschnitt*)

6 Special positions:

Front cover (4c)	EURO 3,000.00
Type area: 185 mm wide, 200 mm deep	
Inside Front Cover (4c)	EURO 2,800.00
Back Cover (4c)	EURO 2,800.00
1st right-hand page	EURO 2,800.00

7 Discounts: for space booked within one year

Series discount		Volume discount	
3 Insertions	3%	1 Page	3%
6 Insertions	5%	3 Pages	5%
9 Insertions	10%	6 Pages	10%
12 Insertions	15%	9 Pages	15%
24 Insertions	20%	12 Pages	20%

8 Printing material:

Please send in films with a pre-press proof.

Please note: If any editing or translation is required, the digital advertisement file should be submitted on CD-ROM together with a pre-press proof. The following software programs can be used: PAGEMAKER, PHOTOSHOP.

6 Preise für Sonderplatzierungen:

Titelseite (4c)	EURO 3.000,00
Satzspiegel: 185 mm breit, 200 mm hoch	
2. Umschlagseite (4c)	EURO 2.800,00
4. Umschlagseite (4c)	EURO 2.800,00
1. rechte Anzeigenseite	EURO 2.800,00

7 Rabatte: bei Abnahme innerhalb von 12 Monaten (Insertionsjahr)

Malstaffel		Mengenstaffel	
3 Anzeigen	3%	1 Seite	3%
6 Anzeigen	5%	3 Seiten	5%
9 Anzeigen	10%	6 Seiten	10%
12 Anzeigen	15%	9 Seiten	15%
24 Anzeigen	20%	12 Seiten	20%

8 Druckunterlagen: Bitte senden Sie fertige Lithos mit einem farbverbindlichen Proof. Bitte beachten: Sofern eine Bearbeitung oder Übersetzung notwendig ist, sollte die digitale Anzeigendatei auf CD-ROM zusammen mit einem farbverbindlichen Proof geliefert werden. Folgende Software Programme können verarbeitet werden: PAGEMAKER, PHOTOSHOP.

Issue / Deadlines	Main topics	Conferences/ Trade Shows
1 January Publication date Jan. 05, 2009 Orders: Dec. 05, 2008 Printing material Dec. 10, 2008	New fiber developments Spinning Knitting Dyeing, printing, finishing Technical textiles Industry news	Heimtextil 2009 Jan. 14-17, 2009, Frankfurt/Germany Domotex 2009 Jan. 17-20, 2009, Hanover/Germany
2 February Publication date Feb. 06, 2009 Orders: Jan. 07, 2009 Printing material Jan. 09, 2009	New fiber developments Spinning / Weaving / Knitting, warp knitting Textile floorcoverings Dyeing, printing and finishing / Industry news	
3 March Publication date March 06, 2009 Orders: Feb. 06, 2009 Printing material Feb. 09, 2009	New fiber developments Spinning Dyeing, printing, finishing Nonwovens Technical textiles / Industry news	Polyamide Chain 2009 March 23/24, 2009, Zurich/Switzerland 20th Int. Flock Symposium 2009 March 30-31, 2009, Berlin/Germany
4 April Publication date April 05, 2009 Orders: March 05, 2009 Printing material March 09, 2009	New fiber developments Spinning / Weaving / Knitting Dyeing, printing, finishing Industry news	Texmac India 2009 April 15-18, 2009, New Delhi/India IMB 2009 April 21-24, 2009, Cologne/Germany
5 May Publication date May 05, 2009 Orders: April 06, 2009 Printing material April 08, 2009	New fiber developments Spinning / Weaving Nonwovens Dyeing, printing, finishing Industry news	EATP Spring Conference 2009 May 11-12, 2009, Vienna/Austria ACHEMA 2009 May 11-15, 2009, Frankfurt/Germany
6 June Publication date June 05, 2009 Orders: May 05, 2009 Printing material May 08, 2009	New fiber developments Spinning Knitting, warp knitting Dyeing, printing, finishing Technical textiles Industry news	ITM 2009 June 6-10, 2009, Istanbul/Turkey ShanghaiTex 2009 June 12-15, 2009, Shanghai/PR China Techtextil & Avantex 2009 June 16-18, 2009, Frankfurt/Germany Polyester & Intermediates Conference June 2009, Frankfurt/Germany

7 July Publication date July 05, 2009 Orders: June 05, 2009 Printing material June 09, 2009	New fiber developments Spinning / Weaving / Nonwovens Techtextil report Dyeing, printing, finishing Industry news	
8 August Publication date Aug. 07, 2009 Orders: July 06, 2009 Printing material July 09, 2009	New fiber developments Spinning / Weaving / Knitting Dyeing, printing, finishing Technical textiles Industry news	
9 September Publication date Sept. 05, 2009 Orders: Aug. 05, 2009 Printing material Aug. 07, 2009	New fiber developments Spinning / Weaving / Knitting Dyeing, printing, finishing Global textile machinery trade Industry news	48. Man-Made Fibers Congress 2009 Sept. 16-18, 2009, Dornbirn/Austria
10 October Publication date Oct. 05, 2009 Orders: Sept. 04, 2009 Printing material Sept. 08, 2009	New fiber developments Spinning / Texturing Weaving / Knitting Dyeing, printing, finishing Industry news	PEPP 2009 October 13-15, 2009, Zurich/Switzerland Techtextil India October 10-12, 2009, Mumbai/India
11 November Publication date Nov. 06, 2009 Orders: Oct. 06, 2009 Printing material Oct. 09, 2009	New fiber developments Spinning / Weaving / Knitting Dyeing, printing, finishing Industry news	Aachen-Dresden International Textile Conference Nov. 26-27, 2009, Aachen/Germany
12 December Publication date Dec. 05, 2009 Orders: Nov. 05, 2009 Printing material Nov. 09, 2009	Global fiber markets Spinning / Weaving / Knitting Dyeing, printing, finishing Nonwovens Industry news	Polyester & PET Chain 2009 Dec. 09-11, 2009, Zurich/Switzerland

Rights of editorial selection and amendment reserved

**Berlin, Bremen, Hamburg,
Niedersachsen, Nordrhein-
Westfalen, Schleswig-Holstein,
Neue Bundesländer**

**Deutscher Fachverlag
Dagmar Henning**
Anzeigenbereichsleitung
Mainzer Landstraße 251
D-60326 Frankfurt/Main
Tel.: +49 69 7595-1722
Fax: +49 69 7595-1720
Dagmar.Henning@dfv.de

Mehtap Acar
Anzeigenverkauf
Tel.: +49 69 7595-1811
Fax: +49 69 7595-1720
Mehtap.Acar@dfv.de

Britta Röder
Anzeigenverkauf
Tel.: +49 69 7595-1721
Fax: +49 69 7595-1720
Britta.Roeder@dfv.de

Verlagsvertretungen Inland

**Hessen, Rheinland-Pfalz,
Saarland**

Verlagsbüro Ilse Klaus
Finkenweg 10
D-55624 Rhaunen
Tel.: +49 6544 990073
Fax: +49 6544 990074
Ilse.Klaus@t-online.de

Baden-Württemberg

**G. Fahr
Verlags- und Pressebüro**
Marktplatz 10
72654 Neckartenzlingen
Tel.: +49 7127 3084
Fax: +49 7127 21478
info@verlagsbuero-fahr.de

Bayern

**G. Fahr
Verlags- und Pressebüro**
Breitenbergstr. 17
D-87629 Füssen
Tel.: +49 8362 5054990
Fax: +49 8362 5054992
info@verlagsbuero-fahr.de

Your National and International Contacts Ihre Ansprechpartner im In- und Ausland

Austria

**G. Fahr
Verlags- und Pressebüro**
Breitenbergstr. 17
D-87629 Füssen
Tel.: +49 8362 5054990
Fax: +49 8362 5054992
info@verlagsbuero-fahr.de

France

Int. Media Press & Marketing,
Marc Jouanny
16, rue Saint Ambroise
F-75 011 Paris
Telefon: +33 1 43 55 33 97
Telefax: +33 1 43 55 61 83
marc-jouanny@wanadoo.fr

Switzerland/Italy

Exportwerbung AG
Gino Baretella/Silvia Saracino
Mutschellenstrasse 18
CH-8002 Zürich
Telefon: +41 44 8803545
Telefax: +41 44 8803546
info@exportwerbung.ch

USA, Canada

Textile Media Services
Michael M.T. Chang
382 Morrish Road
Toronto Ontario M1C 1G1 Canada
Tel.: +1 416 2878888
Fax: +1 416 2879999
textilemedia@rogers.com

Japan

Mrs. Ishiguro
IS Co., Ltd. Senshoku Keizai
Shimbun
Building Valley-4, 10-9
Tanimachi 4 - Chome Chuo-Ku
Osaka 540-0012 Japan
Tel.: +81 6 69412400
Fax: +81 6 69430279
net@textileinfo.com

Deutscher Fachverlag GmbH

IBP International Business Press

Subsidiary of

Deutscher Fachverlag GmbH

Mainzer Landstr. 251

60326 Frankfurt am Main

Postadresse:

60264 Frankfurt am Main

Tel.: +49 69 7595-01

Fax: +49 69 7595-2999

Internet: www.dfv.de

Rainer Miserre

Verlagsleitung / Vertriebsleitung

[Publishing director/](#)

[Distribution manager](#)

Tel.: +49 69 7595-1291

Fax: +49 69 7595-1290

Rainer.Miserre@dfv.de

Heidrun Dangl

Gesamtleitung

Anzeigen und Marketing

Technische Fachzeitschriften

[Advertising and marketing director](#)

[Technical publications](#)

Tel.: +49 69 7595-2563

Heidrun.Dangl@dfv.de

Anzeigen

[Advertising department](#)

Dagmar Henning

Anzeigenbereichsleitung

[Advertising manager](#)

Tel.: +49 69 7595-1722

Fax: +49 69 7595-1720

Dagmar.Henning@dfv.de

Mehtap Acar

Anzeigenverkauf

[Advertising sales](#)

Tel.: +49 69 7595-1811

Fax: +49 69 7595-1720

Mehtap.Acar@dfv.de

Britta Röder

Anzeigenverkauf

[Advertising sales](#)

Tel.: +49 69 7595-1721

Fax: +49 69 7595-1720

Britta.Roeder@dfv.de

Heike Straßburger

Anzeigenservice

[Advertising service](#)

Tel.: +49 69 7595-1819

Fax: +49 69 7595-1820

Heike.Strassburger@dfv.de

Redaktion

[Editorial department](#)

Dipl.-Ing. Claudia van Bonn

Chefredaktion

[Editor-in-Chief](#)

melliand INTERNATIONAL

melliand CHINA

Tel.: +49 69 7595-1393

Fax: +49 69 7595-1390

Claudia.vanBonn@dfv.de

1. "Advertising order", in the sense of the following General Terms and Conditions, refers to the agreement to publish one or more than one advertisement or presentations in any form of an Advertiser or other space buyer in a printed publication for purposes of circulation.
2. In the event of doubt, advertisements are to be requisitioned for publication within one year after the conclusion of the contract. If the right to requisition individual advertisements is granted under the terms of the transaction, then the order must be carried out within a period of one year from the publication of the first advertisement, insofar as the first advertisement is requisitioned and published within the timer period designated in Clause 1. According to the contract the advertiser has the right to requisition advertisements within the time period of the contract, beyond the number of advertisements originally agreed upon.
3. The prices of the advertisements are consequent on the Publisher's Advertising Rate Card in effect at the time the contract is concluded. If the advertisement rate should change after the conclusion of the contract, the Publisher is entitled to charge the price according to the price list valid at the time of publication; this does not apply to business transactions with non-traders, insofar as no more than 4 months have elapsed between the conclusion of the contract and the time of publication. Advertising agencies and advertising agents are prohibited from passing on the agent's fees granted by the Publisher wholly or in part to their clients.
4. If order should not be carried out owing to circumstances for which the Publisher is not responsible, then the Advertiser must reimburse the Publisher for the difference between the discount granted and that corresponding to the actual sales, regardless of any further legal obligations. No claims on the part of the Advertiser shall ensue in the event of force majeure on the side of the Publisher.
5. In the calculation of quantities ordered, millimetres of text lines shall be converted into millimetres of advertisement corresponding to the price.
6. Orders for advertisements and other advertising media which are placed with the declared intention of being published only in specific issues, in specific editions or in specific places in the publication, must be submitted to the Publisher early enough that the Advertiser can be informed before the closing date if the order cannot be executed in this manner. Classified advertisements shall be printed in the respective column, and do not require an express agreement to this effect.
7. Text advertisements are advertisements having at least two sides bordering on text and not on other advertisements. The Publisher is entitled to mark with the word "Advertisement" those advertisements whose editorial design is such that they are not readily recognizable as advertisements.
8. The Publisher reserves the right to refuse advertising orders - including individual requisitions under the terms of a transaction - and advertising supplement orders on the basis of their technical form or their origin, in accordance with uniform, objectively justified principles; the same applies if the contents violate laws or official regulations, or if the publication is unacceptable to the Publisher. This also applies to orders placed with agencies, receiving offices or representatives. Orders for presentations in any form are not binding for the Publisher until a sample of the advertising supplement has been submitted and approved. Advertising or presentations in any form which in form or appearance give the reader the impression that they are an integral part of the newspaper or magazine, or which contain outside advertising, will not be accepted. The Advertiser will be informed immediately if an order is refused.
9. The Advertiser is responsible for the punctual delivery of the advertising copy and reliable printing data or the advertising supplements. The Publisher guarantees the quality of the printing customary for the assigned publication

General Terms and Conditions of Deutscher Fachverlag for Advertisements and Advertising Supplements

within the limits set by the printing data. The Publisher will immediately apply for new printing data if the originals are seen to be unsuitable or damaged.

10. If the print of the advertisement is completely or partially illegible or false or is incompletely printed, thus constituting a considerable error, the Advertiser may claim a correct substitute advertisement, or a price reduction to the extent that the purpose of the advertisement has been impaired. If the Publisher should exceed a reasonable period of time set for the publication of the substitute advertisement or if it should once again be incorrect, then the Advertiser has the right to a price reduction or a cancellation of the order. Indemnity claims from positive breach of obligation, negligence in contracting and tort are excluded - especially in the case of orders placed by telephone; indemnity claims from impossibility of performance and default are restricted to the replacement of the foreseeable loss and, in the amount, to the remuneration to be paid for the advertisement or advertising supplement in question. This does not apply to premeditation and gross negligence on the part of the Publisher, its legal representatives or vicarious agents or injury to life, body or health. A liability of the Publisher for damages owing to the lack of warranted qualities remains unaffected. Furthermore, the Publisher is not liable for gross negligence of vicarious agents in commercial business transactions; in the remaining cases, the liability towards merchants for gross negligence is restricted in its extent to the foreseeable damage up to the amount of the remuneration for the advertisement in question. Complaints must be put forward within 4 weeks of receiving the invoice and receipt - unless the defects are not obvious.

11. Proofs shall be delivered only when expressly requested. The Advertiser shall bear the responsibility for the correctness of the returned proofs. The Publisher shall take into account all error corrections of which it shall be informed within the period set at the time of forwarding the proofs.

12. If no specific size is stipulated, the actual print size customary for the type of advertisement will be used as a basis for pricing.

13. In the event that the Advertiser does not make an advance payment, the invoice will be sent immediately, if possible, however, 14 days after the publication of the advertisement.

The invoice is to be paid within the period evident from the price list, beginning from the time of receipt of the invoice, unless, in individual cases, another method of payment has been agreed upon or an advance payment has been made. Any discounts for advance payment shall be granted in accordance with the price list.

14. Interest and collection expenses will be charged if there is a delay in payment or a respite. In the event of default, the Publisher may postpone the further execution of the current order until payment has been made and request advance payment for the remaining advertisements. If there is reasonable doubt regarding the Advertiser's ability to pay, the Publisher is entitled, even during the term of the transaction, to make the publication of further advertisements dependent upon advance payment of the amount charged and settlement of unpaid bills, regardless of previously agreed terms of payment.

15. Upon request, the Publisher shall deliver a specimen of the advertisement with the invoice. Depending on the type and size of the advertisement, the specimens shall be delivered as clippings, entire pages or entire issues. If a specimen can no longer be procured, a legally binding certification from the

Publisher regarding the publication and distribution of the advertisement shall serve as a substitute.

16. The Advertiser shall bear the costs for the production of ordered printing data and drawings, and for considerable changes in previously determined versions, which the Advertiser may request or be responsible for.

17. In the case of a transaction involving several advertisements, a claim to a reduction in price may result from a reduction in the circulation if the total average circulation in the insertion year beginning with the first advertisement is less than the average amount stated in the price list or otherwise, or - if no circulation amount is stated - is less than the average circulation of issues sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A reduction in circulation shall grant the right to a price reduction only if it amounts to

20 % for a circulation of up to	50,000
15 % for a circulation of up to	100,000
10 % for a circulation of up to	500,000
5 % for a circulation of more than	500,000.

Claims to price reductions are excluded, however, if the Publisher has informed the Advertiser in due time of the drop in circulation and has offered the Advertiser the choice of withdrawing from the contract.

18. In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the replies as would a responsible businessman. Registered and express letters will only be forwarded by ordinary post. The replies to keyed advertisements shall be kept for 4 weeks. Replies which are not collected within this period shall be destroyed. The Publisher shall return valuable documents without being obligated to do so. The Publisher can be granted the right in a specific contract to open incoming offers as a representative on behalf of, and in declared interests, of the customer. Letters which exceed the permissible DIN A4 size, as well as goods, books, catalogues and packages, will be excluded from onward transmission and will not be accepted. Any acceptance or onward transmission can, however, be agreed by way of exception if the customer bears the charges/costs incurred as a result.

19. Printing data shall be returned to the Advertiser only if expressly requested. Should the Publisher store the data, without actually being obligated to do so, then this obligation will end after three months.

20. Discount credit notes and supplementary discount charges shall principally not take place until the end of the insertion year.

21. Placement confirmations are only conditionally valid and may be cancelled for technical reasons. In such cases, the Publisher may not be made liable.

22. Advertising orders are subject to German law. The place of fulfillment is the principal place of business of the Publisher. The place of jurisdiction for legal proceedings involving business transactions with merchants, bodies corporate or special assets is the principal place of business of the Publisher. Insofar as claims of the Publisher are not put forward by collection procedure, the place of jurisdiction for non-traders shall be determined according to their place of residence. It shall be agreed that the place of jurisdiction shall be the principal place of business of the Publisher if the place of residence or customary place of abode of the Advertiser, including non-traders, is unknown at the time that the legal proceedings are instituted or if the Advertiser's place of residence or customary place of abode should be moved outside the purview of the law after closing the contract.