

## China Economic Review's **LOGISTICS GUIDE**

**China's only comprehensive publication covering the entire logistics industry**

### **The Publication**

China Economic Review (CER), the leading name in China business news is proud to present the 'China Logistics Guide.' Included are the contact details of all the essential logistics providers in China including freight forwarders, airlines, shippers and many more, all finally located in one simple reference guide.

CER's China Logistics Guide is distributed to and read by company decision makers searching for logistical solutions.

### **Recognition**

The Society of Publishers in Asia Awards for Editorial Excellence

2007: **Winner, Excellence in Explanatory Reporting** (November 2006 cover story on innovation)

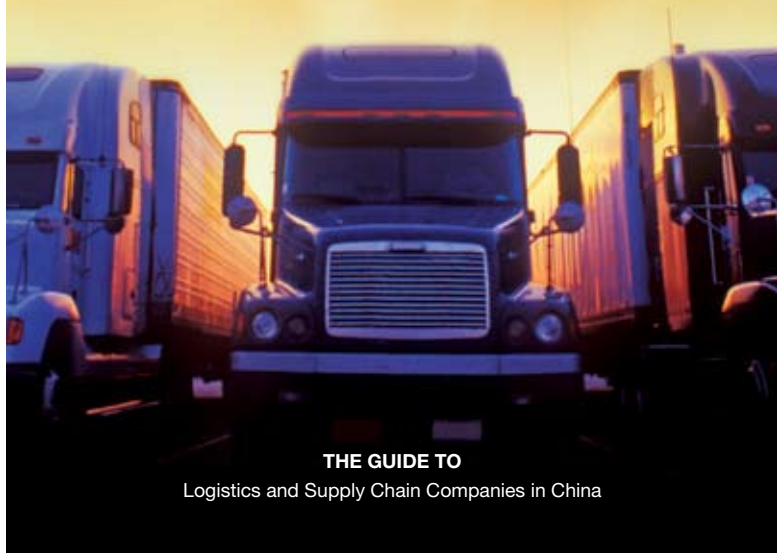
"Excellent survey of China's innovation potential, which is perhaps the most important angle on China's economic future. A stellar example of regional economic analysis."

2008: **Honorable Mention, Excellence in Business Reporting** (December 2007 cover story on corporate bonds)

"An admirably clear explanation of the development of China's corporate bond market, with enlightening insights on the bureaucratic actors behind the policy shifts and their interests. A fine example of how to write and present an article on what could have been a dry and complex topic."

Our ability to ensure that the China Logistics Guide will be available in retail bookstores throughout mainland China, Hong Kong, Southeast Asia and Australia as well as online at [www.chinaeconomicreview.com](http://www.chinaeconomicreview.com) and numerous events and summits, gives all our advertisers the opportunity to gain visibility and reach highly influential business people.

# China LOGISTICS Guide 2010/2011



**THE GUIDE TO**  
Logistics and Supply Chain Companies in China

### **Readership**

The readers of China Economic Review's Logistics Guide are high net worth individuals committed to working and trading in China for the long term. These individuals work in Fortune 500 companies in the manufacturing and import/export businesses.

### **Distribution**

The CER's China Logistics Guide has the most strategic distribution in the market. The distribution is controlled through 3 channels and involves over 2,500 copies of the China Logistics Guide being sent, free of charge to:

- Key companies within China's supply chain industry, including warehousing, shipping, forwarding and transportation firms.
- Select end-users of logistics services – top multinational corporations and Fortune 500 firms as well as 5 star hotels and business centers.
- Every major logistics conference and exposition in mainland China and Hong Kong.

### **Market**

China is the world's...

- Third-largest economy after the US and Japan. China's GDP was US\$4.4 trillion in 2008, up 9% on the previous year.
- Number 4 destination for foreign direct investment in 2008. Investment was US\$92.4 billion in 2008, up 23.6% on the previous year.
- Second-largest exporter. Exports were worth US\$1.4 trillion in 2008, up 17.2% on the previous year. Imports grew 18.5% to reach US\$1.1 trillion.
- Largest internet market, with 298 million users as of December 2008.
- Fourth largest in the world after the US, Japan and Germany, in terms of high net worth individuals. At the end of 2008, there were 364,000 people in China with more than US\$1 million in investible assets, down 11.8% on the previous year \*

\* According to the Capgemini-Merrill Lynch World Wealth Report 2009.

Source: UNCTAD, World Bank, National Bureau of Statistics, China, Jones Lang Lasalle, Ministry of Industry and Information Technology

**Circulation**

Print Run	2,500
-----------	-------

**Sectors**

**CHINA LOGISTICS GUIDE COVERS EVERY SECTOR OF THE LOGISTICS INDUSTRY**

- Airlines
- Airport, Harbor & Station Operators
- Associations & Consultants
- Construction companies
- Express
- Forwarders
- IT Resources
- Land Transportation
- Logistics Equipment Supplier
- Logistics Industrial Parks
- Logistics Services (Custom Brokers, Air Carriers & Service Companies)
- Non-Vessel Operating Common Carriers
- Shipping Companies
- Warehousing
- Third Party Logistics & Supply Chain Solution

**Quality**

The China Logistics Guide has comprehensive contact information for over 2,000 logistics companies in China. Every entry includes the English and Chinese company name, address, phone and fax numbers, emails and key contact individuals for every China branch as well as the HQ location and website.

Each year our dedicated team of researchers revise the publication to ensure each entry is accurate and up-to-date.

**Advertising Rates & Dimensions 2010**

Position	Size	Price
Outside Back Cover	146mm x 206mm	RMB50,000
Bookmark	69mm x 193mm	RMB40,000
Inside Front Cover	146mm x 206mm	RMB20,000
Inside Front Cover 2	146mm x 206mm	RMB20,000
Inside Back Cover	146mm x 206mm	RMB20,000
Full Page	146mm x 206mm	RMB12,000
Half Page	120mm x 80mm	RMB 5,000
Logo	41mm x 41mm	RMB 2,000

**China Economic Review**

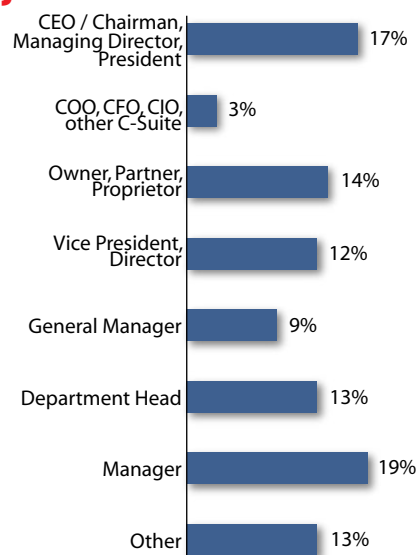
**Sales Department:**

Account Manager of Logistics: Laura Coughlin  
 Email: laura.coughlin@sinomedia.net  
 Direct: +86 21 5187 9633 x836  
 Mobile: +86 15026689362

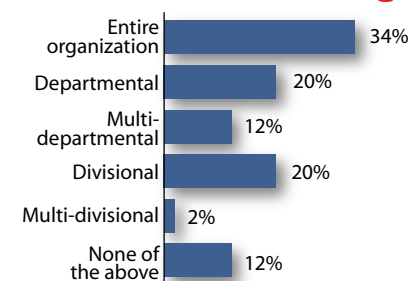
General sales contact:  
 E-mail: adsales@sinomedia.net  
 Tel: +86 21 5187 9633  
 Fax: +86 21 5385 8953

**Reader Profile**

**Job title**

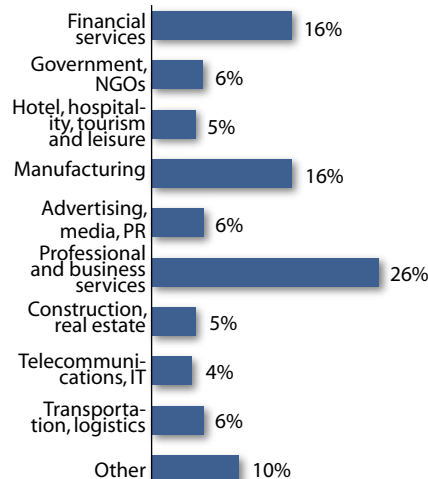


**Level of decision-making**



CER readers tend to work at or near the top of their organizations.

**Readers' Industry**



CER readers work across a wide spectrum of industries.