

# ICIS China Industry Update - ICIS行业通讯

## Reach Chinese chemical industry professionals



Template subject to change without notice

- Reach an audience of 160,000 Chinese chemical industry professionals
- Communicate your message to your target audience in Chinese
- Deliver your marketing message directly to the inboxes of your target audience

### Audience

ICIS China Industry Update audience is formed of:

- Over 21,000 subscribers to ICIS China reports (Chemease, C1 Energy and Papease)
- ICIS China industry contacts

### Description

**Circulation:** 160,000

**Frequency:** Monthly

**Average open rate:** 12.8%

**Content:** The newsletter provides its readers with the latest news and views on the chemical and energy industries in China. It includes news on the most important events, latest exhibitions and research as well as interviews and in-depth analysis by its authoritative experts.

### Advertising opportunities

Ad unit	Size (px)	Price for single e-newsletter \$
Top Banner	728 x 90	3,000
Square Banner	290 x 150	2,500
Bottom Buttons	209 x 70	900

Purchase a top or square banner in the newsletter and you will get an advertising landing page with up to 250 words translated in Chinese with a link to the destination of your choice.

Note: Advertising rate includes translation of your advertisement into Chinese.

### Advertising delivery requirements

Advertisement and landing page copy and images must be submitted to us at least two (2) weeks before publication. GIF, animated GIF and JPEG images are accepted. Rich media files are not accepted. File size should not exceed 30k.

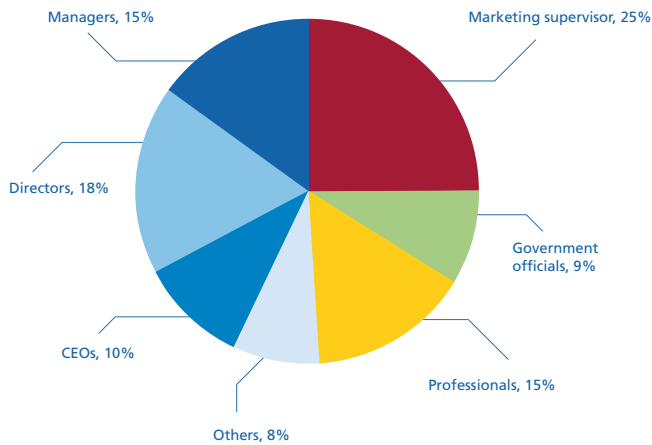
All advertisements are accepted subject to RBI's standard terms and conditions which can be found at <http://www.reedbusiness.co.uk/adtermsandconditions>



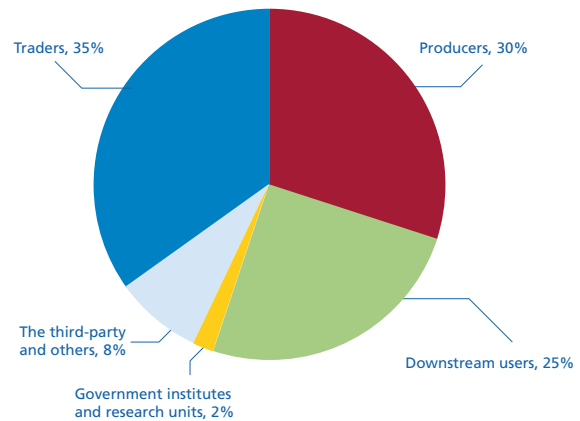
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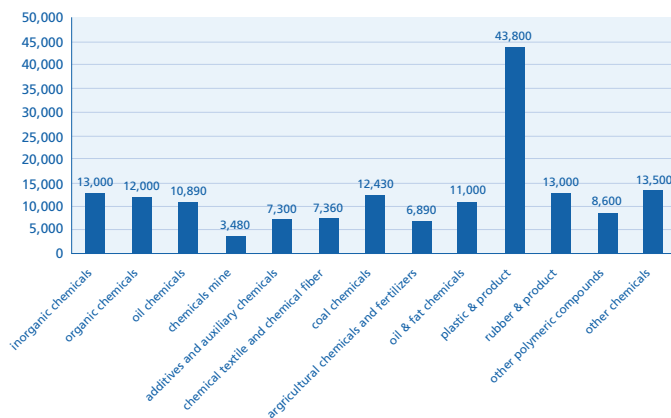
#### Job Title



#### Job Function



#### Industry Section



#### Geographic Areas

