



# 2010 Media Guide

## Profile

Export Guide for the District Heating and Cogeneration Industry in China

### Language

Chinese

### Publisher

EW Messen und Kongresse GmbH

### Target Group

Utilities, Engineering/Consulting Companies, Authorities, Research Institutes, Component Suppliers

### Distribution

China

### Method of Distribution

- Direct mailing to Target Group by Industrial Construction Magazine Agency (China)
- Bonus Distribution at Trade Fairs, Conferences

### Frequency

2 Issues per year

### Magazine Format

210 mm wide, 285 mm high

Type Area: 185 mm wide, 268 mm high

### Circulation

4,000 copies

## Editorial Topics in each Issue

### Power Plant Technology, Heat Generation, Cogeneration

Gas turbines, steam turbines, CHP plants, boiler systems, combustion equipment, control systems, fuel treatment, heat exchanger, pump systems, flue gas cleaning, instrumentation and control technology, IT solutions, power plant rehabilitation, financing, renewable energies

### Pipeline Construction, Piping Systems, Network Operation

Preinsulated pipes, flexible pipes, leakage detection, pressure maintenance, water conditioning, asset management, quality

management, instrumentation and control technology, rehabilitation, financing, IT solutions

### Consumer Installations, Heat Substations

Heat substations, heat storage, hot water generation, heat exchanger, pressure maintenance, water conditioning, instrumentation and control technology

### Heat/Cold Metering, Billing

Heat meters, temperature sensors, flow sensors, calculator units, heat cost allocators, remote metering, billing, IT solutions

## Time Schedule

**I/10** Date of Publication: 05.03.2010  
Closing Date: 12.02.2010

### Bonus Distribution:

#### ISH China 2010

March 10–12, 2010 in Beijing  
[www.ishchina.com](http://www.ishchina.com)

#### 10th China International Heating, Ventilation & Air-conditioning Expo

March 15–17, 2010 in Beijing  
[www.cihe-hvac.com](http://www.cihe-hvac.com)

#### International Heating, Boiler, Air-Conditioning, Energy Saving and Emission Reduction Technical Equipment Expo

April 1–4, 2010 in Changchun  
[www.wdexpo.com.cn/](http://www.wdexpo.com.cn/)

**II/10** Date of Publication: 13.08.2010  
Closing Date: 23.07.2010

### Bonus Distribution:

#### International Indoor Heating System Technology and Products Expo

August 17–20, 2010 in Shanghai

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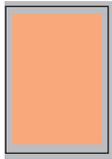
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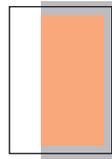
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(Specifications: width x depth in mm; Rates: basic price b&w and 2-, 3- and 4-colour surcharges)

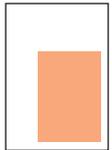


**1/1 Page**  
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 With bleed<sup>2</sup>: 213 x 291

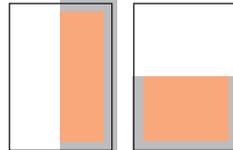


**2/3 Page (vertical)**  
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Basic price (b&w)	2c	3c	4c	Basic price (b&w)	2c	3c	4c
1,795.00 €	310.00 €	620.00 €	930.00 €	1,465.00 €	240.00 €	480.00 €	720.00 €

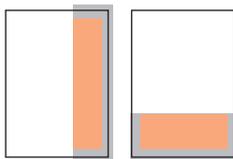


**Junior Page**  
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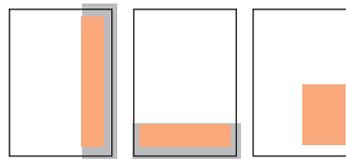


**1/2 Page (vertical)**  
 Type area: 90 x 268  
 With bleed<sup>2</sup>: 106 x 291  
**1/2 Page (horizontal)**  
 Type area: 185 x 132  
 With bleed<sup>2</sup>: 213 x 145

Basic price (b&w)	2c	3c	4c	Basic price (b&w)	2c	3c	4c
1,250.00 €	240.00 €	480.00 €	720.00 €	995.00 €	240.00 €	480.00 €	720.00 €

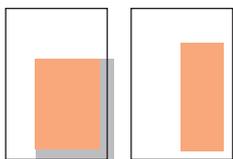


**1/3 Page (vertical)**  
 Type area with bleed<sup>2</sup>: 146 x 291  
**1/3 Page (horizontal)**  
 Type area: 185 x 88  
 With bleed<sup>2</sup>: 213 x 98

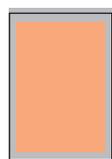


**1/4 Page (vertical, 1 column)**  
 Type area: 42 x 268  
 With bleed<sup>2</sup>: 58 x 291  
**1/4 Page (horizontal)**  
 Type area: 185 x 66  
 With bleed<sup>2</sup>: 213 x 74  
**1/4 Page (vertical, 2 column)**  
 Type area: 90 x 132

Basic price (b&w)	2c	3c	4c	Basic price (b&w)	2c	3c	4c
845.00 €	200.00 €	400.00 €	600.00 €	570.00 €	200.00 €	400.00 €	600.00 €



**Cover page: full colour image**  
 Type area with bleed<sup>2</sup>: 138 x 180  
**Advertisement next to content (page 5)**  
 Type area: 90 x 268



**Inside front cover, back cover**  
 Basic price (b&w) subject to discount: 2,150.00 €  
**Inside back cover**  
 Basic price (b&w) subject to discount: 1,790.00 €

Basic price (b&w)	4c	4c
2,360.00 €	930.00 €	930.00 €

<sup>2</sup> Please note! The formats with bleed all include 3 mm trimming allowance on the outer edges.

## Special PR-Advertising Offer!

For a better and more informative introduction of your company, your services and your products we offer:

**Advertisement**

**District heating units that are both customer-designed and standardised. How does that add up, Cetetherm?**

The world's foremost manufacturer of district heating systems, Cetetherm is producing in the area of tailoring district heating units according to the very specific requirements of a customer using standard components. Customers are offered pre-designed custom-made designs. This includes before a start-up even left the factory.

With their modern pre-fabricated district heating systems, Cetetherm Group President Bernd Bräutigam has created the production of district heating units in a way, so that the production process is as simple as possible. The production of district heating units is a highly automated process. The production of district heating units is a highly automated process. The production of district heating units is a highly automated process.

**Optimal flexibility in the district heating networks**

Since the district heating networks are highly flexible, they can be adapted to the specific requirements of the customer. This is achieved through the use of standard components and the ability to tailor the system to the customer's needs.

**World's foremost supplier and developer of district heating units**

Cetetherm has been supplying district heating units for over 50 years. The company's expertise in this field is well known and has led to a reputation for reliability and quality.

**Contact:**  
 Cetetherm AG  
 D-32221 Bielefeld  
 Phone: +49 (0) 52 1 70 20 00  
 Fax: +49 (0) 52 1 70 20 20  
 Email: info@cetetherm.com

**1/1 Page Company Profile (4c)**  
 Type area: 185 x 268 mm  
 Text-length: 3,800 signs (with blanks, without illustrations)  
 Fixed Price: 1,900 € (not subject to discount)

**Advertisement**

**The Firm Foundation for PREVEK Success Was Laid As Early As 1955**

The firm foundation for PREVEK success was laid almost half a century ago and over the years, we have built form experience and expertise of our customers.

**Our Product Solutions**

PREVEK products are our long-standing product group. They are used in the industry for the production of pipes for high-pressure applications. They are used in the industry for the production of pipes for high-pressure applications.

**Secure**

In addition to ordinary pipes, we also offer special pipes for high-pressure applications. These pipes are made of high-quality materials and are designed to withstand high pressures.

**We are Reliable and Customer-oriented**

Since we have a long history of providing high-quality products, we are confident that we can meet the needs of our customers. We are committed to providing excellent customer service and support.

**Contact:**  
 PREVEK AG  
 D-32221 Bielefeld  
 Phone: +49 (0) 52 1 70 20 00  
 Fax: +49 (0) 52 1 70 20 20  
 Email: info@prevek.com

**1/2 Page Company Profile (4c)**  
 Type area: 185 x 132 mm  
 Text-length: 2,100 signs (with blanks, without illustrations)  
 Fixed Price: 1,100 € (not subject to discount)

## Special Combination Rate!

1/1 Page Company Profile (4c) +  
 1/1 Page Standard Advert (4c)  
 Fixed Price: 4,400 € (not subject to discount)

1/2 Page Company Profile (4c) +  
 1/2 Page Standard Advert (4c)  
 Fixed Price: 2,655 € (not subject to discount)

<sup>1</sup> Effective date: 01.01.2010 – Status October 2009 – Subject to modification without notice