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国际 炼油与石化

HYDROCARBON CHINA

MEDIA DETAILS 2013

康贝阿伦
CRAMBETH ALLEN



中国石化出版社
China Petrochemical Press

WHY YOU SHOULD ADVERTISE IN *HYDROCARBON CHINA*

- *Hydrocarbon China* is the only international, Chinese language magazine dedicated to China's refining, gas and petrochemical processing industries.
- *Hydrocarbon China* provides in-depth case studies on international developments of relevance to the decision makers and engineers in China's refining and petrochemical industries
- *Hydrocarbon China* has a circulation of 8,000, of which 5,000 copies are distributed by the China Petrochemical Press of SINOPEC to the most important managers, engineers and decision makers

in its vast network of refineries and petrochemical complexes, head and regional offices and research and design institutes, as well as the plants of other major operators, including Petrochina, CNOOC and Joint Ventures.

- *Hydrocarbon China* is received by key management and technical personnel throughout China's refining and petrochemical industries, providing advertisers with the perfect print medium to promote products and services directly to China's hydrocarbon processing industry decision makers, in their own language.

TOTAL AVERAGE NET CIRCULATION: 8,000

TOTAL READERSHIP WITHIN CHINA: 32,000

Readership figure based on modest pass-on rate of four readers per copy

HYDROCARBON CHINA IS READ BY

Members of the Expertise Club
General Managers
Vice General Managers
Vice Presidents
Chiefs of Technical Committees
Directors of Plants

Vice Directors of Plants
Directors of Engineering
Directors of Production
Directors of Projects
Directors of Operations
Directors of Procurement

Heads of Process
Chief Engineers
Vice Chief Engineers
Vice Directors and Directors
of Units/Departments/Workshops

WITHIN COMPANIES INCLUDING

- Shanghai Petrochemical Company
- Shanghai Gaoqiao Company
- Mao Ming Company
- Jinling Company
- Zhenhai Refining and Petrochemical Company
- Beijing Yanshan Company
- Qilu Company
- Wuhan Petrochemical Company
- Wuhan Refinery Plant
- Yangzi Petrochemical Company
- Jinan Company
- Jinnan Refinery Plant
- Shijiazhang Refining and Petrochemical Company
- Qing Dao Refining Corporation
- Fujian Refining and Petrochemical Company Limited
- Zhongyuan Petrochemical Corporation Limited
- Jingmen Refinery Plant
- Jiujiang Refinery Plant
- Baling Refinery Plant

- Changling Refinery Plant
- Anqing Refinery Plant
- Luoyang Refinery Plant
- Cangzhou Refinery Plant
- Tianjing Company
- Tahe Refinery Plant
- Huizhou Dayawan Refinery
- Nanhai Refining Project
- Sinopec Engineering Incorporation
- Sinopec Luoyang Petrochemical Engineering Corporation
- Sinopec Research Institute of Petroleum Processing
- Sinopec Beijing Research Institute of Chemical Industry
- Sinopec Fushun Research Institute of Petroleum and Petrochemical
- Sinopec Shanghai Research Institute of Petrochemical Technology
- Sinopec Economic & Development Research Institute (EDRI)
- CNPC Refining & Marketing Company

- Daqing Refining and Petrochemical Company
- Fushun Petrochemical Company
- Jinzhou Petrochemical Company
- Jinxi Refining & Chemical Complex
- Liaoyang Petrochemical Company
- Lanzhou Petrochemical Company
- Dalian East Pacific Refining and Petrochemical Company
- Jilin Petrochemical Company
- Xinjiang Dushanzi Petrochemical Company Limited
- Taizhou Petrochemical Company
- Yumen Refinery Plant
- Sichuan Chengdu Petrochemical Company Limited
- China Huanqiu Contracting & Engineering Corporation (HQCEC)
- CNPC Planning & Engineering Institute (CPPEI)
- CPEC Research Institute of Economic & Technology

Q4 (DEC-JAN-FEB) ISSUE

- Hydrogen Management
- Hydrocracking/Hydrotreating
- Lubes • GTL/GTL
- Catalyst Advances • FCC
- Steam Cracking
- Catalytic Reforming • Shale Gas
- Processing
- Combustion Systems
- Heat and Energy Saving • Recovery
- Flare Systems
- Tail Gas Treatment
- Diesel Maximisation
- Pumps & Valves
- Asset Management & Reliability
- Water Treatment/Management
- Modelling & Monitoring

ADVERTISING CLOSING DATE: 24 November 2012

Q2 (JUN-JUL-AUG) ISSUE

- Catalyst Improvements
- ULSD Production
- Turnaround Software Packages
- Clean Fuels
- Gas Treating Technology
- Minimising Capital Costs
- Opportunity Crudes Processing
- Heat Integration
- SOx/NOx Control
- Reactor/Vessel Design
- Heat and Energy Balance
- Column Internals
- Distillation and Fractionation
- Utilities
- Synthesis Gas from Refinery Residues
- Oil/Water Separation

ADVERTISING CLOSING DATE: 25 May 2013

Q1 (MAR-APR-MAY) ISSUE

- Resid Upgrading • Heavy Feed Processing
- Sulphur Removal
- Catalyst Technology • Hydrocracking
- Hydrotreating • Visbreaking
- Crude/Vacuum Unit
- Clean Fuels • FCC Pretreatment
- Diesel Maximisation
- Hydrogen Production and Recovery
- LNG and GTL • Gasification
- Optimisation
- Asset Management
- Emissions Control
- Unit Safety & Reliability
- Revamps • Water Treatment
- Biofuels • Analysers

BONUS DISTRIBUTION: Refining China 2013

ADVERTISING CLOSING DATE: 23 February 2013

Q3 (SEP-OCT-NOV) ISSUE

- FCC • Diesel Maximisation
- Hydrogen Production
- GTL/CTL • Control Valves
- Test and Measurement
- Heavy and Sour Crudes Processing
- NOx/SOx Emission Control
- Technology of Catalytic Olefins
- Pumps and Valves
- Processing Natural Gas with High Levels of CO₂ and H₂S
- Membrane Separation
- Adsorption Separation
- Trays & Packings
- Fluid Handling
- Compressor
- Heat Exchanger
- Maintenance & Turnaround

ADVERTISING CLOSING DATE: 31 August 2013

EDITORIAL SUBMISSIONS

Hydrocarbon China is the leading technology magazine dedicated to China's refining, petrochemical and gas processing industries. We pride ourselves on the editorial independence, timeliness and accuracy of the articles in *Hydrocarbon China*. So, if you are a technology or service provider with a story of success in plant operations, or a plant professional with a development that has enhanced the performance of your site and you want to share the achievement, we want to hear from you.

Ideas and proposals for articles should be sent to the Editor along with a brief synopsis of your story.

We provide full editorial support for our authors at every stage of the writing and production processes to ensure that the published article meets the high standards that our readers expect from *Hydrocarbon China*.

We also welcome all your news and views of new technology and new projects.

Your contact for all editorial matters is Sally Zhang, Editor, *Hydrocarbon China*:
Email: editor@hydrocarbonchina.com

ADVERTISING RATES	x1	x2	x3	x4
Single Page	\$3,950 €2,835	\$3,850 €2,765	\$3,750 €2,695	\$3,655 €2,630
Double Page	\$6,950 €5,060	\$6,775 €4,935	\$6,600 €4,810	\$6,430 €4,690
Half-Page Island	\$3,100 €2,255	\$3,025 €2,200	\$2,945 €2,145	\$2,870 €2,090
Half Page	\$2,210 €1,605	\$2,155 €1,565	\$2,100 €1,525	\$2,045 €1,490

CRAMBETH ALLEN
PUBLISHING BRANDS:



ADVERTISING SIZES

Advertisement Size	Depth x Width
Double-Page Bleed	286 x 426mm
Trim Size	280 x 420mm
Single-Page Bleed	286 x 216mm
Trim Size	280 x 210mm
1/2 Page Island	165 x 118mm
1/2 Page Horizontal	123 x 180mm
1/2 Page Vertical	247 x 90mm

Artwork should be provided in the form of PDF/X files. Advertisements should be in Simplified Chinese. Alternatively, we are pleased to offer, free of charge, the facility to have English-language advertisements remade in Chinese. If you wish to take advantage of this facility, please provide your ad in two versions:

1. A screen-optimised PDF of the full advertisement in English, and
2. A PDF/X version with the text elements you wish to have translated removed.

Our translation and design team in Beijing will use the English-language version for guidance to translate and place the Chinese text onto the PDF/X version. Send artwork by email to artwork@hydrocarbonchina.com or contact our Advertising Office for details on uploading it to our ftp site.

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