

TECHNICAL BRIEF
技术文摘

2024年媒体包
MEDIA PACK 2024

期刊专栏和广告价目
FORWARD FEATURES AND ADVERTISING RATES



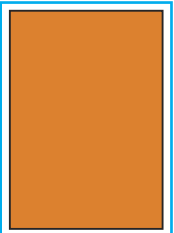
2024 年出版时间表

2024 publication schedule

	技术文章 Technical Articles	广告截止日期 Advertising Deadlines	
		预定 Booking	图稿 Artwork
第67期 Issue 67	粘合背后的科学: 为什么物体会粘 - The science behind adhesion: why things stick 女鞋鞋跟评估 - The assessment of heels on women's footwear 测试鞋类生产中使用的线 - Testing threads used in footwear production 裁切的经济效益 - The economics of cutting	2023年12月12日 12 December 2023	2024年1月3日 3 January 2024
第68期 Issue 68	缝纫操作中的良好做法 - Good practice in the stitching operation 粘合背后的科学: 建立粘合 - The science behind adhesion: creating a bond EN 13832:2018 - 化学品防护鞋 - EN 13832:2018 - footwear protecting against chemicals 绒面革制鞋 - Shoemaking with suede	2024年3月11日 11 March 2024	2024年4月1日 1 April 2024
第69期 Issue 69	评估鞋跟天皮 - Assessing footwear heel top-pieces 如何确保良好的袜子固定 - How to ensure good sock fixing 粘合背后的科学: 粘合强度 - The science behind adhesion: bond strength 测试金属部件 - Testing metallic components	2024年5月12日 12 May 2024	2024年6月2日 2 June 2024
第70期 Issue 70	加固纤细鞋跟 - The reinforcement of slender heels 评估防滑性 - Evaluating slip resistance 鞋类变色的原因 - Causes of discolouration in footwear 粘合背后的科学: 老化 - The science behind adhesion: ageing	2024年8月12日 12 August 2024	2024年9月2日 2 September 2024

广告费率 & 尺寸指引

Advertising rates & size guidelines

广告尺寸 Advertisement size	全页插页广告: Full Page:	特殊位置 Special positions		
		封面内页 Inside front cover	封底 Outside back cover	
 <p>□ 出血尺寸 Bleed size 303 x 216 mm</p> <p>■ 裁切尺寸 Trim size 297 x 210 mm</p>	SATRA会员: SATRA members:	<p>每期600 英镑。 连登4期, 每期505 英镑 1 insertion GBP600. Series of 4 consecutive insertions GBP505 each</p>	<p>每期675 英镑。 连登4期, 每期565 英镑 1 insertion GBP675. Series of 4 consecutive insertions GBP565 each</p>	<p>每期700 英镑。 连登4期, 每期585 英镑 1 insertion GBP700. Series of 4 consecutive insertions GBP585 each</p>
<p>裁切尺寸210 毫米宽x 297 毫米高 请注意: 对于刊登在印刷页面侧边的广告, 图稿的每个外边缘需要增加3 毫米多余部分 (出血), 以备裁剪。 出血尺寸216 mm 宽x 303 mm 高</p>	SATRA会员, 已有Bulletin的广告商: SATRA members, Bulletin advertisers:	<p>每期360 英镑。 连登4期, 每期265 英镑 1 insertion GBP360. Series of 4 consecutive insertions GBP265 each</p>	<p>每期405 英镑。 连登4期, 每期300 英镑 1 insertion GBP405. Series of 4 consecutive insertions GBP300 each</p>	<p>每期420 英镑。 连登4期, 每期305 英镑 1 insertion GBP420. Series of 4 consecutive insertions GBP305 each</p>
<p>Trim size 210 mm wide x 297 mm high Please note: advertisements that are to be positioned to the edge of the printed page require artwork with 3 mm extra (bleed) on each outside edge in order for the page to be trimmed correctly. Bleed size 216 mm wide x 303 mm high</p>	非SATRA会员: SATRA Non-members:	<p>每期1075 英镑。 连登4期, 每期970 英镑 1 insertion GBP1,075. Series of 4 consecutive insertions GBP970 each</p>	<p>每期1250 英镑。 连登4期, 每期1125 英镑 1 insertion GBP1,250. Series of 4 consecutive insertions GBP1,125 each</p>	<p>每期1275 英镑。 连登4期, 每期1145 英镑 1 insertion GBP1,275 Series of 4 consecutive insertions GBP1,145 each</p>
	非SATRA会员, 已有Bulletin的广告商: SATRA Non-members, Bulletin advertisers:	<p>每期805 英镑。 连登4期, 每期700 英镑 1 insertion GBP805. Series of 4 consecutive insertions GBP700 each</p>	<p>每期935 英镑。 连登4期, 每期815 英镑 1 insertion GBP935 Series of 4 consecutive insertions GBP815 each</p>	<p>每期955 英镑。 连登4期, 每期830 英镑 1 insertion GBP955 Series of 4 consecutive insertions GBP830 each</p>

而且, 在SATRA旗舰出版物SATRA Bulletin上刊登广告的公司, 同时在SATRA技术文摘上刊登广告, 可享特别折扣。请发送电子邮件至adsales@satra.com了解详细信息。

Please note that companies advertising in SATRA's flagship publication *SATRA Bulletin* can also receive a special discount on advertisements in *SATRA Technical Brief*. Please email adsales@satra.com for full details.

图稿提交指引

Artwork submission guide

TECHNICAL BRIEF
技术文摘

SATRA仅接受以下规格的电子图稿：

最佳文件格式为PDF / X。其他PDF文件如转换为CMYK, 分辨率不低于300dpi, 100%无缩放, 且嵌入所有字体, 可以接受。图像文件(例如JPG或TIF) 如转换为CMYK, 分辨率不低于300dpi, 100%无缩放, 可以接受。某些EPS文件如转换为CMYK, 分辨率不低于300dpi, 100%无缩放, 且包含所有文本资料, 可以接受。提交的所有图稿均应包含裁切标记, 每个边缘至少留有3mm的出血尺寸。提交的图稿因不符合这些规格, 或因修订而导致的额外工作, 可能需要按我们的标准工作室费率收取费用。

- 刊登在SATRA技术文摘上的广告, 其副本和图稿必须在该期图稿的截止日期之前提交。
- 如果发送的电子图稿格式不符合上述规格, 我们可能得要求您重新提交。由此可能错过截稿日期, 导致您的广告无法在SATRA技术文摘上如期刊登。
- 提交广告预订即视为接受SATRA技术文摘的广告条款和条件(应要求提供)。

SATRA can only accept digital artwork submissions to the following specifications:

Our preferred file format is PDF/X. Other PDFs may be accepted, providing that they are converted to CMYK, resolution is set to at least 300dpi at 100 per cent and all fonts are embedded. Image files (such as JPG or TIF) may be accepted, providing that they are converted to CMYK and resolution is set to at least 300dpi at 100 per cent. Some EPS files may be accepted, providing that they are converted to CMYK, resolution is set to at least 300dpi at 100 per cent and all text is outlined. All submissions should include crop marks and at least 3mm bleed on all sides. Additional work caused by non-compliance to these guidelines or amendment after submission may incur costs charged at our standard studio rate.

- Copy and artwork for inclusion in an issue of *SATRA Technical Brief* must be submitted no later than the artwork deadline for that particular issue.
- If digital files are sent in a format not specified above, we may have to ask you to resubmit them. This may result in your advertisement missing the deadline for the issue of *SATRA Technical Brief* that you requested.
- The placing of a booking for an insertion of an advertisement shall amount to the acceptance of SATRA Technical Brief's advertising terms and conditions (available on request).

希望在广告图稿中使用“SATRA会员”徽标的SATRA会员应从SATRA网站的会员专区下载批准的版本: www.satra.com/members/

SATRA members wishing to use the 'Member of SATRA' logo in advertisement artwork should download the approved versions from the Members Only section of the SATRA website: www.satra.com/members/

SATRA创作服务

SATRA Creative Services

SATRA创作服务工作室还可以帮您设计和修改广告, 价格非常优惠。请发送电子邮件至design@satra.com了解更多信息。

The SATRA Creative Services studio is also available to design and rework advertisements at a competitive rate. **Please email design@satra.com for further information.**

TECHNICAL BRIEF

技术文摘

广告咨询:

Advertising enquiries:

Tel +44 (0)1536 410 000 Email adsales@satra.com

或者联络我们中国办公室:

or contact our China office:

Tel: +86 (0) 769 22888020 Email: info@satrafe.com

编辑:

Editor: [Stuart Morgan](#)

Tel +44 (0)1536 410 000 Email stb@satra.com

www.satra.com

