



TECHNICAL BRIEF

技术文摘

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



2026年媒体包
MEDIA PACK 2026

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技术文摘

SATRA技术文摘 (STB) 是一本有影响力的中文杂志, 每年出版四次。它收录了由SATRA专家撰写的与鞋业相关技术文章, 以及与亚洲市场有关的新闻报导。每期刊物都会邮寄给亚洲九个国家, 约600家SATRA会员公司。STB文章也供会员在线阅读或者下载。对于希望向该地区潜在客户宣传其产品或服务的企业, 该杂志非常受欢迎。

SATRA Technical Brief (STB) is a well-established Chinese-language magazine published four times each year. It features footwear industry-related technical articles written by SATRA experts and news reports relevant to the Asian market. Copies of each issue are mailed to around 600 SATRA member companies in nine Asian countries. STB is also available to read online and articles can be downloaded by members. This magazine is popular with organisations wishing to advertise their products or services to prospective customers in the region.

除了纸质版的STB(技术文摘), 我们还发行了数字版本, 使会员公司内部更多的同事能收到此刊物。

In addition to the print version of STB, we also circulate a digital version which reaches even more individuals within companies.

2026 年出版时间表

2026 publication schedule

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	技术文章 Technical Articles	广告截止日期 Advertising Deadlines	
		预定 Booking	图稿 Artwork
第75期 Issue 75	鞋跟天皮的防滑性能评估 – Evaluating the slip resistance of heel top-pieces 制鞋针具选用指南 – Choosing needles for footwear production 如何选择紧固系统 – How to select fastening systems 舒适鞋款设计原理 – The design of comfort footwear	2025年12月12日 12 December 2025	2026年1月2日 2 January 2026
第76期 Issue 76	鞋履生产中的定型工艺 – The blocking process in footwear production 尖头鞋制作工艺 – Making shoes with pointed toes 时尚鞋款的舒适性实现 – Achieving comfort in fashion footwear 鞋履部件硬度检测 – Assessing the hardness of footwear components	2026年3月12日 12 March 2026	2026年4月2日 2 April 2026
第77期 Issue 77	泡沫鞋垫特性分析 – The characteristics of foam insoles 制鞋中的卤化工艺 – Halogenation in footwear production 使用非牛皮革制鞋 – Shoemaking with non-bovine leathers 鞋履部件无溶剂底涂处理 – Solvent-free priming of footwear components	2026年5月12日 12 May 2026	2026年6月2日 2 June 2026
第78期 Issue 78	泡沫中底特性解析 – The characteristics of foam midsoles 童鞋合脚性标准 – The correct fitting of children's footwear 靴筒拉链集成工艺 – Incorporating slide fasteners in boots 人字拖鞋的关键特征 – Important features of toe post sandals	2026年8月12日 12 August 2026	2026年9月2日 2 September 2026

广告费率 & 尺寸指引 Advertising rates & size guidelines

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广告尺寸 Advertisement size	SATRA会员: SATRA members:	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
<input type="checkbox"/> 出血尺寸 Bleed size 303 x 216 mm		每期625 英镑。 连登4期,每期525 英镑 1 insertion GBP625. Series of 4 consecutive insertions GBP525 each	每期700 英镑。 连登4期,每期590 英镑 1 insertion GBP700. Series of 4 consecutive insertions GBP590 each	每期725 英镑。 连登4期,每期630 英镑 1 insertion GBP725. Series of 4 consecutive insertions GBP630 each
<input checked="" type="checkbox"/> 裁切尺寸 Trim size 297 x 210 mm	SATRA会员, 已有Bulletin的广告商: SATRA members, Bulletin advertisers:	每期375 英镑。 连登4期,每期275 英镑 1 insertion GBP375. Series of 4 consecutive insertions GBP275 each	每期420 英镑。 连登4期,每期310 英镑 1 insertion GBP420. Series of 4 consecutive insertions GBP310 each	每期450 英镑。 连登4期,每期330 英镑 1 insertion GBP450. Series of 4 consecutive insertions GBP330 each

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

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

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

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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

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

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

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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:

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