

2021年媒体包
MEDIA PACK 2021

期刊专栏和广告价目

FORWARD FEATURES AND ADVERTISING RATES

TECHNICAL BRIEF 技术文摘



TECHNICAL BRIEF

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专家撰写的与制鞋业相关的技术文章，以及与亚洲市场有关的新闻报道。每期刊物都邮寄给亚洲九个国家的约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.



2021年出版时间表

2021 publication schedule

	技术文章 Technical Articles	广告截止日期 Advertising Deadlines	
		预定 Booking	图稿 Artwork
第55期 Issue 55	使用粘合鞋底前的准备 – Preparation before using stuck-on soles 热定型 – Heat setting 六价铬的测试 – Chromium VI testing 鞋包头和港宝的测试 – Testing box toes and counters	2020年12月12日 12 December 2020	2021年1月2日 2 January 2021
第56期 Issue 56	反毛皮和超纤材料的色牢度 – Colourfastness of suedes and microfibres 鞋子能真正防水吗? – Can footwear really be waterproof? 内部实验室 – In-house laboratories SATRA AMMT (高级湿气管理测试) 的使用 – Using the standard SATRA AMMT	2021年3月12日 12 March 2021	2021年4月2日 2 April 2021
第57期 Issue 57	工艺流程的监管和把控 – Process monitoring and control 脚床探讨 – Footbeds 鉴定真皮革 – Identifying genuine leathers 安全鞋的舒适性问题 – Comfort issues with safety footwear	2021年5月12日 12 May 2021	2021年6月2日 2 June 2021
第58期 Issue 58	童鞋的设计与生产 – Designing and producing children's footwear 质量的保证 – Ensuring quality EN ISO 20345修订版 – Revision to EN ISO 20345 废料的减少/再利用 – Minimising/repurposing waste materials	2021年8月12日 12 August 2021	2021年9月2日 2 September 2021

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		
<div><div></div><div>出血尺寸 Bleed size 303 x 216mm</div><div>裁切尺寸 Trim size 297 x 210mm</div></div> <div>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216mm宽x 303mm高</div> <div>Trim size 210mm wide x 297mm high Please note: advertisements that are to be positioned to the edge of the printed page require artwork with 3mm extra (bleed) on each outside edge in order for the page to be trimmed correctly. Bleed size 216mm wide x 303mm high</div>			封面内页 Inside front cover	封底内页 Inside back cover	封底 Outside back cover
SATRA会员： SATRA members:		每期550英镑。连登4期， 每期462英镑 1 insertion GBP550. Series of 4 consecutive insertions GBP462 each	2021年已售罄 All sold for 2021 issues	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675英镑。连登 4期，每期567英镑 1 insertion GBP675. Series of 4 consecutive insertions GBP567 each
非SATRA会员 Non-members:		每期1025英镑。连登4期， 每期861英镑 1 insertion GBP1025. Series of 4 consecutive insertions GBP861 each		每期1150英镑。连登 4期，每期966英镑 1 insertion GBP1150. Series of 4 consecutive insertions GBP966 each	每期1225英镑。连登 4期，每期1029英镑 1 insertion GBP1225. Series of 4 consecutive insertions GBP1029 each

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.

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。

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-3。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-3. 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.**

TECHNICAL BRIEF

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广告咨询:

Advertising enquiries:

Tel +44 (0)1536 410 000 Fax +44 (0)1536 313 374

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

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