

Create Living : Stone



Qingdao Haichen International Expo. Co., Ltd.



CREATE LIVING • STONE

1. Introduction

Create Living·Stone is the branch journal of *Create Living* magazine which is subordinate to Exposition Media and possesses the national and international unity issues. It is a high end reader delivering latest stone industry news, and updates those authoritative, forward looking, advanced and scientific industry information from domestic and overseas. The magazine shares the exhibitors and visitors database of Qingdao International Stone Fair (The biggest stone fair in northern China) to guarantee all influential and potential customers from stone industry to read it.

Circulation/ Issue: 20.000

2. Publishing objects

Stone Processing Enterprises

Stone Distributors

Stone Import & Export Trade Companies

Real Estate Development Companies

Architectural Design Units

Decoration Engineering Companies

Stone Quarry Owners

Stone Machinery Manufacture Enterprises

Government Purchasing Institutions



Industry Association/Institute Leaders and Experts

3. Publishing Channels

a Post Delivery

With enormous and accurate target customer database of Qingdao International Stone Fair, *Create Living·Stone* will be directly sent to the principals of target enterprises.

b Door to Door Delivery

Promotion around China · brand promotion program of Qingdao International Stone Fair is carried out every year from August to next year June. The program will cover every famous stone base and market in China as well as first-tier and coastal cities of southern and eastern China with which *Create Living·Stone* will be sent to stone enterprises, traders, real estate developers and architecture design institute principals all around China.

c Paid Circulation

Create Living·Stone possesses the national and international unity issues as well as 5,000 fixed readers.

d Special Issues of Stone Exhibitions

Cooperating with stone fairs in Xiamen, Qingdao, Beijing, Shuitou and Yunfu , special exhibition issues of *Create Living·Stone* will be sent to all exhibitors and visitors. The circulation would be no less than 10,000.



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e Sold in the Public

Create Living·Stone will be sold at newspapers and magazines selling stands.

4. Brand Advantages

a Accurate Target Database

Create Living·Stone shares the enormous and accurate purchaser and customer database which covers the main principals with demand of stone raw materials, slabs, machinery and research. 20,000 circulation will guarantee every person to read it.

b Authoritative Information Sources

We own wide and authoritative information sources to offer useful, forward-looking, reasonable and constructive industry information and analysis.

c Brand Recourses of Exhibition

The cooperation with famous stone fairs at home and abroad will help offer the latest industry information like exhibition news and enhance the magazine influence on the other hand.

d Outstanding Topics & Special Issue

The topic of Create Living·Stone will be selected according to the market information, demand and development. Also magazines with different topics will be delivered and distributed to different target readers.



e Branding, Vitality & Attraction

Full color print with art paper, which benefit enterprises brand promotion makes the magazine more elegant and attractive to readers.

5. Ads. Advantages

a Effective Publication

The magazine will be published in multiple channels to make sure all target readers can get it.

b Circulating Perusal

According to valid data statistics, there are always 6-7 people reading one magazine, as a result, 20,000 circulation is actually read by more than 100,000 people.

c Low valid cost of 1000 readers

Valid cost of 1000 readers means the cost for letting 1000 readers knowing the ads., which is the way for judging the pragmatic utility of the ads. cost.

Comparing with TV, broadcast or newspaper, magazine could be long time preserved and read repeatedly which make *Create Living·Stone* more influential with less cost and more ads. effects.

d High Efficiency on Brand Promotion

***Create Living·Stone* insists using high quality service and passion to build a professional media with influence and trust.**



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With professional ads. design, the magazine is attractive and readable by readers, which makes it the first choice of the enterprises.

6. Column Setting

There are columns of preface, industry information, news, international view, industry, person, marketing and brand, etc in which there are also several flexible branch columns.

7. Services

a Image Ads

Use excellent design, concise message to deliver customers accurate information.

b Business Information

Offer reasonable and constructive information to customers include global industry technology and market analysis, industry policy information and interpretation, new products, technology and industry news from home and abroad.

c International Stone Exhibition News

The magazine can publish color page or promotion essay according to the specific need of the customer. For cooperated customers, several branch columns can be offered for free.



8. Application Procedure

a Signing Contracts and Payments

After settled with Ads. type, layout, please fill the “Ads. Contract” and send back by email or fax:+86-532-83841887. All Payments should be delivered to the appointed bank within five working days after signing contract.

b Design

If you have finished ads, please send to according to the requirements.

If you don't have, we will offer Ads. designing service.

After printing, one copy will send to you.

c Follow-up Feedback

After each period promotion and distribution, we will send a feedback to you, and if you needed, the receivers contact information can be provided to you.

9. About the Price

● Front Cover (210x285mm) 3000USD

Value Added Service(VAS):

1. One free full page Ads. ;
2. Exclusive interview with company leader ;
3. Company Introduction;



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- 4. Free publishing company honor;**
- 5. One year free company advertorial publishing;**
- 6. One year free publishing of enterprises contact information;**
- 7. Free Ads promotion on cooperated B2B website www.iebtb.com**

● Inside Front Page (210x285mm) 2000USD

Value Added Service(VAS):

- 1. Company Introduction;**
- 2. One year free company advertorial publishing;**
- 3. One year free publishing of enterprises contacts information**
- 4. Free Ads promotion on cooperated B2B website www.iebtb.com**

● Inside Back Page (210x285mm) 1750USD

Value Added Service(VAS):

- 1. One year free company advertorial publishing;**
- 2. One year free publishing of enterprises contacts information**
- 3. Free Ads promotion on cooperated B2B website www.iebtb.com**

● Back Cover (210x285mm) 2500USD

Value Added Service(VAS):

- 1. Company Introduction;**
- 2. One year free company advertorial publishing;**
- 3. One year free publishing of enterprises contacts information**
- 4. Free Ads promotion on cooperated B2B website www.iebtb.com**

● Double Page Spread (420x285mm) 2500USD



Value Added Service(VAS):

- 1. Company Introduction;**
- 2. One year free company advertorial publishing;**
- 3. One year free publishing of contacts enterprises information;**
- 4. Free Ads promotion on cooperated B2B website www.iebtb.com**

● Full Page Ads (210x285mm) 1500USD

Value Added Service(VAS):

- 1. One year free publishing of enterprises contacts information;**
- 2. Free Ads promotion on cooperated B2B website www.iebtb.com**

● Half-page Ads (105x285mm) 800USD

Value Added Service(VAS):

- 1. Free Ads promotion on cooperated B2B website www.iebtb.com**

● Advertorial (210x285mm) USD1000/p

10. Contact

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We look forward to working with you, Thank you!