

China Communications

The Most Effective Medium To Reach World Wide Readers

CHOOSE THE BEST PUBLICATION FOR YOUR ADVERTISING

China Communications offers you the perfect mix of segment coverage, circulation quality, editorial leadership, and advertising value. Start your media schedule today!

PUBLICATION OVERVIEW

China Communications is a bimonthly English language magazine launched by China Institute of Communications under the support of the Ministry of Information Industry of China. *China Communications* is committed to publishing high-quality papers to promote worldwide academic exchange in the information and communications technologies (ICTs) field. To achieve the Mission and enable *China Communications* to be an enduring world-class journal, efforts has been focused toward recruiting authors to the highest standards of excellence. *China Communications* has been recognized among the world's top ICT journals in the communications industry.

Frequency:	6x
Launch Date:	2004
Circulation:	10,000
Mission:	To promote worldwide academic exchange in the information and communications technologies (ICTs) field and To help Service Provider Corporate Managers develop profitable business strategies
Editorial Content:	<i>China Communications</i> takes a broad view of the information and communications development and provides the latest internal and external information. Major sections include: Management Forum, Technology Forum, Feature Articles, News and Statistics, etc. The subjects covered by <i>China Communications</i> include the communications theory and techniques, the state-of-the-art and practical applications, communications systems and networks, best practices and solutions, lessons learned, case studies and so on.

ADVANTAGES OF CHINA COMMUNICATIONS

◆ Government and Professional Support

The Ministry of Information Industry of China (MII) has been providing constant support to the launch and development of *China Communications* magazine. His Excellency Minister Wang Xudong and Vice Ministers Xi Guohua, Lou Qinjian, Gou Zhongwen and Jiang Yaoping have been constantly contributing to the magazine. The Planning Department of the MII has served as the source of industrial development data, ensuring the authoritativeness of the magazine.

Equally important, the strength of *China Communications* comes from the professional guidance of the Advisory Committee consisting of the former ministers of the MII and the CEOs of the 6 incumbent telecommunications operators. With support from the MII and the Advisory Committee, readers will get the most comprehensive and up-to-date information and authoritative insights into the communications industry in China.

◆ Highly Competent International Editorial Board

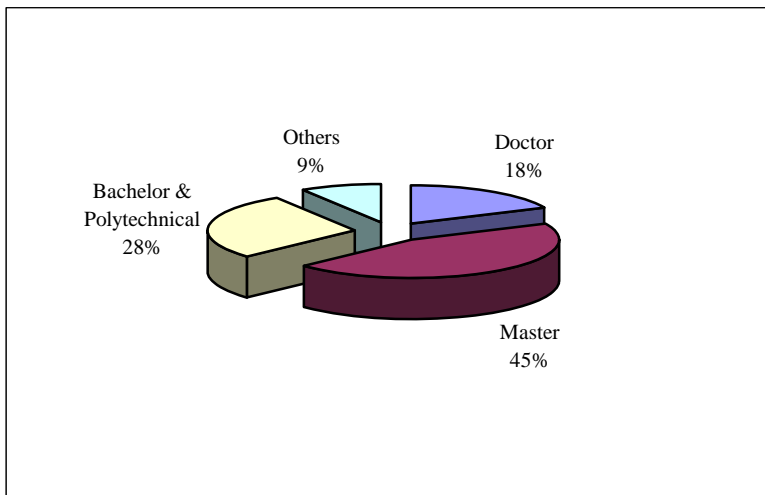
China Communications has attracted and retained the highest quality experts in the Editorial Board. More than 60 distinguished communications experts and professors from all over the world have joined the Editorial Board of *China Communications* to ensure the quality and international influence of the magazine (Please see attached the Editorial Board Members). We owe the high quality of the journal to the efforts of the Editorial Board members in helping to make concrete publishing plans, recruit important authors, and review academic papers.

◆ Enhanced Circulation

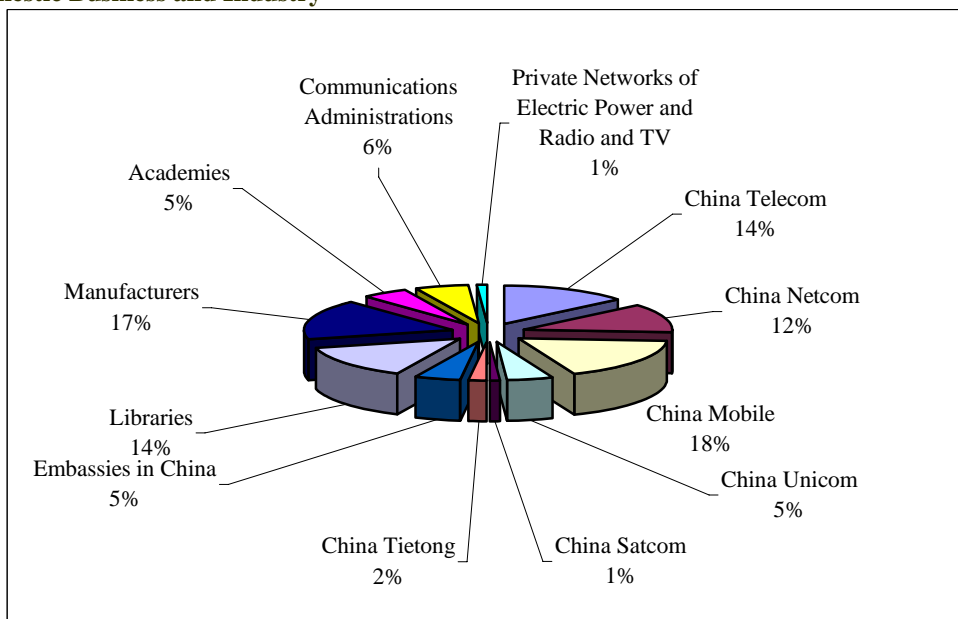
China Communications is distributed to readers in 94 countries around the world with a circulation of 10,000 copies. Readers are mainly from the government and communications operators as well as professors, managers, engineers, and research fellows.

Subscription to *China Communications* is mostly enhanced by the support of China Institute of Communications. Senior members of China Institute of Communications can choose to subscribe to *China Communications* free of charge. China Institute of Communications sponsors and organizes numerous communications conferences in China. *China Communications* takes the advantages of the opportunities to distribute the magazine to participants of major conferences.

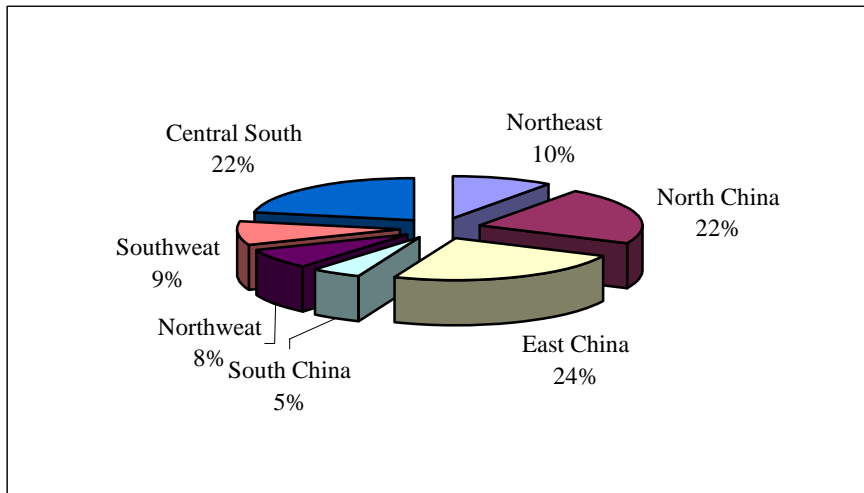
Subscribers by Educational Background



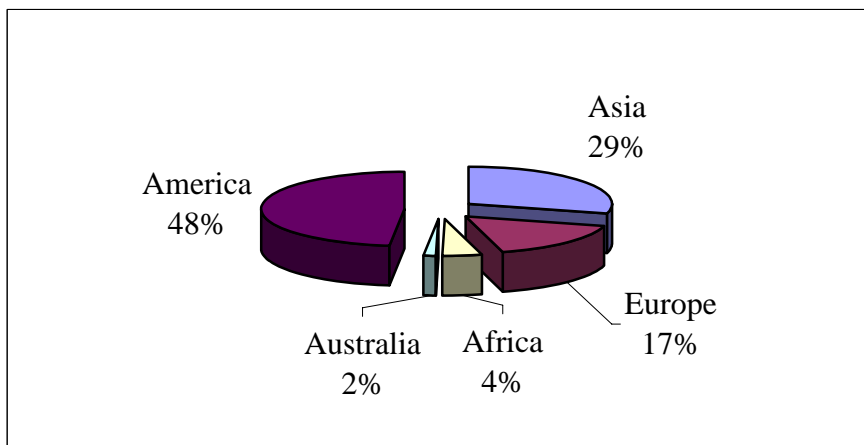
Subscribers by Domestic Business and Industry



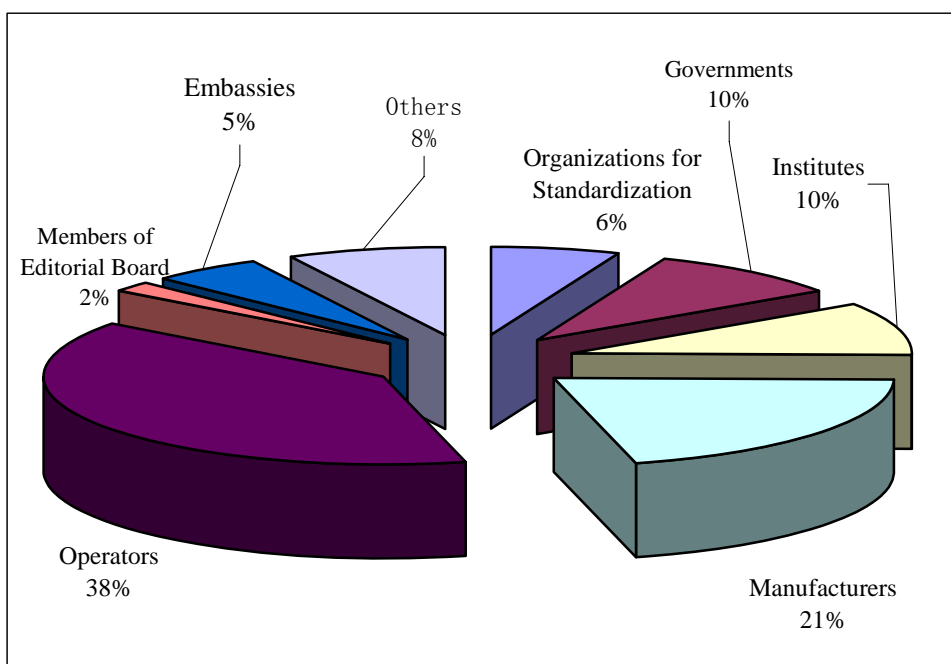
Subscribers by Regions in China



Subscribers by Geographical Location



Subscribers by Overseas Business and Industry



◆ Advertising Rates

Items	Trimmed Size (Width Height)	Price (RMB)	Film Requirement
Inside Color	210mm×285mm	18000	Bleed Size: Trimmed size plus 3mm to each edge
Double Spread	420mm×285mm	32000	Bleed Size: Trimmed size plus 3mm to each edge
Front Cover	420mm×285mm	68000	Bleed Size: Trimmed size plus 3mm to each edge
Back Cover	210mm×285mm	48000	Bleed Size: Trimmed size plus 3mm to each edge
Inside Front Cover	210mm×285mm	48000	Bleed Size: Trimmed size plus 3mm to each edge
Inside Back Cover	210mm×285mm	28000	Bleed Size: Trimmed size plus 3mm to each edge
Head Page	210mm×285mm	22000	Bleed Size: Trimmed size plus 3mm to each edge, except the left.
Facing Table of Contents	210mm×285mm	20000	Bleed Size: Trimmed size plus 3mm to each edge, except the right.
Text Advertisement	60% Price of the Relevant Page		
<p>1. <i>China Communications</i> is of color printing. The price is the same for both colored and black-and-white advertisement.</p> <p>2. Please provide four-colored separated films together with colored sample copies.</p> <p>3. Printing Screen Line: 175.</p> <p>4. Any specific page request on inside pages, 10% surcharge will be charged.</p> <p>5. No bleed required on the right edge for the left-hand inside full-page advertisement and vice versa.</p>			

◆ Contact

Prof. Hou Zhongcheng
 Associate Editor-in-Chief & Managing Director
 China Institute of Communications
 13 West Chang'an Ave. Beijing, 100804
 Email: chinacom@china-cic.org
 Tel: +8610 6605 1575
 Fax: +8610 6606 9587
 Website: www.china-cic.org.cn/english/

Editorial Board of *China Communications*

Chairman

Chen Junliang, Academician, Chinese Academy of Sciences, and Chinese Academy of Engineering

Vice Chairman

Zhu Desheng, Nanjing Institute of Communications Engineering, China

Board Members

Andrzej Jajszczyk, AGH University of Science and Technology, Poland

Arup Acharya, IBM T. J. Watson Research Center, U.S.A.

Bi Houjie, Nanjing University of Posts & Telecommunications, China

Cao Shumin, China Academy of Telecommunications Research, China

Cao Zhigang, Tsinghua University, China

Chang Wen Chen, Florida Institute of Technology, USA

Chen Ruming, State Radio Regulatory Office, China

Cheng Shiduan, Beijing University of Posts and Telecommunications, China

Dan Steinbock, India China and America Institute(ICA), USA)

Fan Changxin, Information Science Institute, Xidian University, China

Geng-Sheng Kuo, Beijing University of Posts and Telecommunications, China

Han Xia, Telecommunications Administration Bureau, MII, China

Hsiao-Hwa Chen, National Sun Yat-Sen University, Taiwan, China

Honggang Zhang, CREATE-NET, Italy

Hu Guangrui, Shanghai Jiaotong University, China

Hussein T. Mouftah, University of Ottawa, Canada

Ian F. Akyildiz, Georgia Institute of Technology, U.S.A.

Ji Zhaojun, Beijing Designing Institute of Post & Telecom, China

Jong T. Park, Kyungpook National University, Korea

Li Chengshu, Beijing Jiaotong University, China

Li Mofang, China Mobile, China

Li Shihe, Datang Telecom Technology, China

Li Xing, Tsinghua University, China

Liang Xiongjian, Beijing University of Posts and Telecommunications, China

Lin Jintong, Beijing University of Posts and Telecommunications, China

Liu Cai, China Institute of Communications, China

Liu Lihua, General Office, Ministry of Information Industry, China

Liu Yunjie, China Unicom, China

Lu Tingjie, Beijing University of Posts and Telecommunications, China

Mao Qian, Wuhan Research Institute of Post and Telecom, China

Mohsen Guizani, Western Michigan University, U.S.A.

Naoaki Yamanaka, Keio University, Japan

Naohisa Ohta, Sony Co., Japan

Peter Stavroulakis, Technical University of Crete, Greece

Petri Mahonen, Aachen University, Germany

Qu Hua, Xi'an University of Posts and Telecommunications, China

Ramjee Prasad, Aalborg University, Denmark

Robert E. Filman, NASA Ames Research Center, U.S.A.

Roger B. Marks, National Institute of Standards and Technology, U.S.A.

Ronald P. Luijten, IBM Zurich Research Laboratory, Switzerland

Sha Xuejun, Harbin Institute of Technology, China

Stamatis V. Kartalopoulos, University of Oklahoma, U.S.A.

Stan Moyer, Telcordia Technologies, U.S.A.

Sedat Oelcer, IBM Zurich Research Laboratory, Switzerland

Tak-Shing Peter Yum, The Chinese University of Hong Kong, China

Ted Rappaport, University of Texas at Austin, U.S.A.

Tom Chen, Southern Methodist University, U.S.A.

Wei Leping, China Telecom, China

Wu Hequan, Chinese Academy of Engineering, China

Xiang Haige, Peking University, China

Yang Yixian, Beijing University of Posts and Telecommunications, China

You Xiaohu, Southeast University, China

Yuan Baozong, Beijing Jiaotong University, China

Zhang Huanguo, Wuhan University, China

Zhang Zhijiang, China Unicom, China

Zhao Zisen, Wuhan Research Institute of Post and Telecom, China

Zhong Yixin, Beijing University of Posts and Telecommunications, China

Zhu Shihua, Xi'an Jiaotong University, China