

engine technology 中国 CHINA

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AN ENGINE TECHNOLOGY INTERNATIONAL PUBLICATION



Engine Technology China
is a **brand-new** publication
dedicated to presenting the
latest powertrain technologies
and services to the
Chinese market



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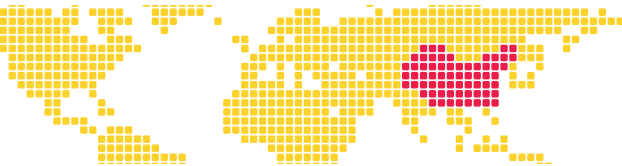
From the publishers
of Engine Technology
International magazine



The magazine

Engine Technology China is a brand-new publication dedicated to presenting the latest powertrain technologies and services to China's ever-expanding automotive, truck, bus and coach and off-highway vehicle market – official reports state the Chinese market is still growing at just over 8%.

This exclusive, one-off publication, published by the team behind the long-established and globally respected *Engine Technology International*, will be written entirely in **Mandarin** and circulated throughout China to all of the significant designers and manufacturers of engines in the country. Almost **4,000 copies will be distributed** within China to a database that has been developed by our in-house team of fluent Chinese-language researchers – not a single copy will be mailed to an unnamed engineer or key decision maker.



Featuring 150+ pages and perfect-bound, *Engine Technology China* will utilize our proven formula of showcasing the latest engine developments with case studies, interviews and insightful reviews. Emission control will be a key focus with the Chinese Government imposing more and more legislation in-line with Western standards, while engine testing and durability will also have a prominent presence as quality becomes ever more significant in the market.



Sample pages reproduced from *Engine Technology International* magazine

Content will feature:

- Emission control
- Forced induction technologies
- Electronics and ECUs
- Sensors
- Fasteners and hoses
- Lubricants and fuels
- Materials
- Engine testing solutions
- Transmission technologies
- Fuel injection systems
- Filters
- Machining and forging
- Valvetrains and cams
- Cranks and pistons
- CAD, CFD and prototyping
- Ignition technologies
- Fuel systems, lines and tanks
- Mountings and bushes
- Cooling solutions
- Auxiliary systems



Contributing

Engine Technology China will be a 150+ page fully illustrated publication that will be written by the industry for the Chinese engines industry. Selected industry suppliers will be invited to contribute a technical white paper and, in some instances, will be the subject of a major case study or interview. These in-depth features will be supported by independently commissioned papers from the personalities operating the world's most significant engine manufacturers and plants.



Sample pages reproduced from *Engine Technology International* magazine

To feature your company and technology, contact us now!

Rates

Due to limited opportunities and international demand, all industry supplier editorial contributions will be supported by either a full-, half- or double-page spread advertisement that will be allocated on a first-come, first-serve basis.

Advertising rates

Full-page color:	£3,750
Half-page color:	£2,750
Double-page spread color:	£5,050

Special positions available (covers, facing contents, etc) - prices upon request



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