

Annual Magazine Publications Plan



澳中企业家总商会
AUSTRALIA-CHINA CHAMBER OF CEO INC

Daisy Yin - Secretary General (China)

Australia-China Chamber of CEO Inc.



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SUITE 20 MERMAID PLAZA 2380 GOLD COAST HIGHWAY MERMAID BEACH QLD 4218 | +61 7 5667 9478

1. The purposes of publishing

The Australia-China Chamber of CEO Inc. (ACCCeo) is a non-government and non-profit international organization founded in Australia with the mission of building Exchange, Collaboration, Development, Welfare and Charity between Australia and China.

ACCCeo aims to provide a platform for a high-level exchange of communication between business enterprises, professionals and academics in Australia and China to strengthen the economic and trade cooperation, and cultural exchange between our two countries.

Through the strong established network with the political, business and academic collaboration, Australia-China Chamber of CEO Inc. will provide necessary services to the enterprises of Australia and China.

The main purposes for publishing the ACCCEO Magazine is to promote our members' businesses and create business development opportunities in Australia, China and other countries. In the meantime, promotes and develops the economic, trade, finance, real estate, education, tourism and other related industries for potential business prospects who are seeking for common goals, looking for one-stop exchange platform and searching for business cooperation.

The name of magazine: "Australia-China Entrepreneurs"

2. Printing Specifications

Size: 185mm x 260mm

No. of pages (approximately): 150 pages

Circulation: 50,000 copies

3. Publications Information

Issue: 1 copy per annum

Price: Free of charge



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4. Main Content

- A. The Introduction of ACCCeO Inc.
- B. Messages from Federal/State Politicians and City Council (e.g. Minister for Foreign Affairs, Minister for Education, etc.)
- C. Explanation and Interpretation of Federal/ State Government policies, regulations and interpretation
- D. The relevant industry dynamics and industry consultation various related concepts, commentary, analysis and other articles review
- E. Related news articles during the year
- F. Exclusive Interviews of Entrepreneurs
- G. Real Estate, Education, Tourism, Marine and relating products
- H. ACCCeO galleries of events
- I. ACCCeO's upcoming plans and events

5. Distribution

1. Targeted regions: Provinces, cities and autonomous regions around China. Beijing, Shanghai, Tianjin, Guangzhou, Shenzhen, Dalian, Nanjing as major cities of distribution (approximately 80% of total distribution), and constantly expansion with business developments.
2. Distribution areas (in China):
 - A. Government bodies and departments
 - B. Foreign exchange, International Trade and other related government departments, organizations and businesses
 - C. Relevant professional associations, social organisations and their members
 - D. Senior executives of state-owned enterprises, public listed companies and private companies
 - E. All prestigious and luxurious members only clubs
 - F. Financial Institutions such as Banks and Credit Unions (mainly focusing on premium clients/ high wealth individuals)
 - G. Collection and exchange organisations of antiques, arts and crafts and other collectables
 - H. Top universities, colleges, schools and international education institutions
 - I. Other affluent demographics and geographics
3. Distribution channels
 - A. Target customers through post office database



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- B. Mass distribution through ACCCo members
- C. Business affiliates and their members
- D. Cross distribution with Chinese best selling business & finance magazines
- E. Distribution through events which ACCCo has a presence
- F. Distribution through conferences, business matching programs and promotions

6. Price List

Print Rates

	ACCCo Member Rates	Non-Member Rates
Full Page	\$990	\$1980
Double Pages	\$1840	\$3680

7. Profile of Secretary General in China- Ms. Daisy Yin

Daisy Yin is a famous Chinese Business Planner, Registered Chinese Senior Planner, and a registered Chinese Senior Environmental Artist. With over 22 years business experience Daisy Yin's career highlights include working with Chinese Government and Foreign-owned Enterprises, and Private companies, as well as assisting one of the largest commercial companies into a successful turnaround to achieve extraordinary profitability. She was subsequently recognized as one of the "Top Ten Innovative Economic Women" by the Chinese Government.

Ms. Daisy Yin is currently holding following positions:

- Vice President of China Tourism Designing Institute,
- President of operation management center,
- Chairman of Tourism Creative Industry Alliance,
- Executive Secretary of International Enterprise Confederation,
- Business Planner of China Marketing Association,
- Deputy Secretary-General of Chinese Business Enterprise Management Association,
- Secretary General (China region) of Australia-China Chamber of CEO



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Daisy has developed extensive networks in different fields, for example make friends with provincial and municipal government leaders and business leaders. Recently, being the Secretary General of Australia-China Chamber of CEO. She led many Chinese investors, educators, artists and entrepreneurs for business investigations, integrated businesses collaboration and investment projects. In the meantime she attended the Golden Koala Chinese Film Festival, the 28th Dragon Boat Regatta and Chinese Festival Gala. Daisy actively committed to the Australian media exposure and negotiations within the Chinese government and the business community, in order to promote the business cooperation between China and Australia.

8. Artwork Formats:

Image/image size

It is recommended that you do not use any images straight off web pages, as they are low resolution (72 DPI) and will produce an inferior quality sticker (blurry & pixelated). TIF's are the recommended file format as they are higher quality and compatible with both Macs & PCs.

Adobe Acrobat

File Type/s: PDF

Colours: CMYK

All fonts converted to outlines

Photoshop

File Type/s: PSD, TIF or JPG (300DPI)

Colours: CMYK

All fonts converted to outlines

How To Submit Artwork

After you've placed your sponsorship confirmation, you'll be contacted with an email and invited to submit artwork as an attachment.

Acceptable Compression Formats:

Any ZIP Archive

File Type/s: ZIP



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Artwork Checklist

Before submitting artwork, please follow this checklist:

Margins

Top:	2.5cm	Bottom:	2.0cm
Left:	2.0cm	Right:	2.0cm

Refer to "Annexure 1"

Fonts

- Keep all text at least 2mm away from the final cutting line.
- Convert all fonts to outlines / curves.
- Convert all fonts from PMS to CMYK colours.
- If artwork is to be created from the start, please include fonts.

Resolution

- Save all images minimum resolution of 300 DPI.

Colour Mode

- Convert all images and fonts to CMYK colour mode.
- All PMS colours will be converted to CMYK.

Please note:

All proofs when viewed on different monitors will look different in colour due to different monitor calibrations. Printed proofs are digitally printed and not for colour matching.

Please refer to the attached .pdf file as a sample for a full page advertisement design.



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Annexure 1

Page margins

