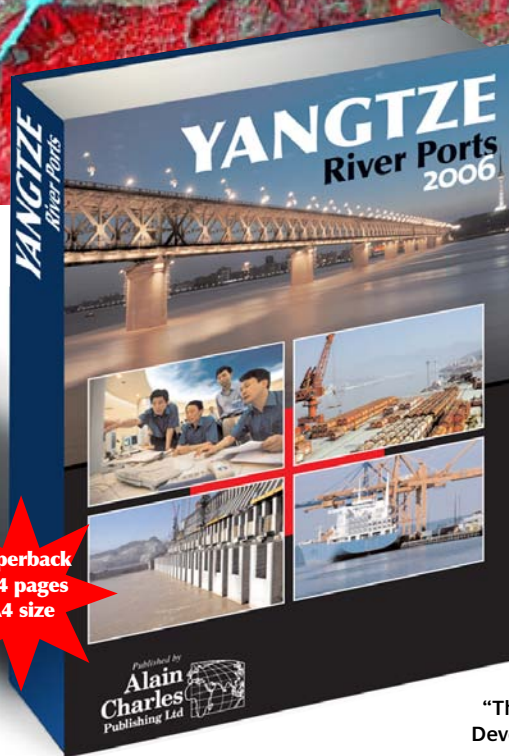


# The first authoritative book on the **YANGTZE RIVER PORTS**



**Paperback**  
**144 pages**  
**A4 size**

## **Advertising and sponsorship information**

- Comprehensive and up-to-date information on all the major Yangtze River ports
- Independent analysis of government policies, development strategies, investment opportunities and challenges
- Endorsed by the Ministry of Communications
- Bilingual, with a 10,000 print run and distributed to leading Chinese shipping officials and business managers
- To be launched in March 2006
- A cost-effective and highly targeted advertising medium

**“The Yangtze River is a golden waterway. Developing it is a government top priority,”**  
*Prime Minister Wen Jiabao*

## **Book contents**

### **INTRODUCTION:**

Foreword by Mr Huang Qiang, Director of the Yangtze River Administration of Navigational Affairs, Ministry of Communication

### **Map of the Yangtze River**

**Feature articles** - China's growing importance to the world shipping industry, including the country's recent economic boom, the surge in foreign trade, rapid development of the coastal ports and government desire to stimulate growth in the interior through opening up the Yangtze

**Overview of shipping on the Yangtze**, including recent developments, the central government's plan to dredge the waterway, logistical opportunities and challenges, safety issues, navigational rules and investment in ports

**Future Yangtze River strategy**, including the impact of the Three Gorges Dam project, new investment, technological upgrades and main challenges to development

**The river ports** - Each of the 25 most important ports on the Yangtze, from Chongqing in the west to Shanghai in the east, will be profiled in detail. The profiles will include an overview of the city's economy, local transport infrastructure and port strengths and weaknesses, backed up with detailed tidal, berthing, mechanical handling, storage and contact information. Based on interviews with managers from all of the major ports, the book will provide an independent assessment of the ports' current capabilities and their plans for the future.

**Profiles of regulators and administrators** - Overviews and contact details for the Ministry of Communications, the Customs Authority, the Yangtze River Administration and Yangtze River Ports Association.

**A concerted effort to develop the Yangtze River has just begun. This long-term project needs the support of foreign investors.**

**Participate now to help China achieve its ambition to open up the interior.**

- The first edition of *Yangtze River Ports* will be launched in March 2006
- **Distributed free** to leading officials in the Chinese Ministry of Communication, trade associations, local and central government agencies, along with top shipping industry executives such as general managers, heads of planning, procurement and technology at the Yangtze ports and beyond
- **On sale internationally** to all sectors of the shipping industry
- *Yangtze River Ports* offers advertisers exposure to all the leading figures in the Chinese shipping industry, with the opportunity to make an even greater impact through book sponsorship
- Paperback, 144 pages, A4 size
- Over **30 maps**, illustrated graphs and charts, easy-to-read facts and tables
- An editorial team comprising leading journalists from the world of international shipping and Chinese business
- First print run of 10,000 copies
- Published by **Alain Charles Publishing** in association with *Containerisation*, owned by the Ministry of Communication and China's leading magazine on the container shipping industry

## Advertising rates

### RATES IN EUROS

		<b>B&amp;W</b>	<b>2-colour</b>	<b>Full-colour</b>
<b>Double page spread:</b>	420mm x 297mm	7,250	8,000	10,000
<b>Full page: Trim</b>	210mm x 297mm			
<b>Type area</b>	200mm x 285mm	3,810	4,200	5,250

### RATES IN US DOLLARS

		<b>B&amp;W</b>	<b>2-colour</b>	<b>Full-colour</b>
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<b>Type area</b>	200mm x 285mm	4,875	5,375	6,700

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**100** €12,500 US\$15,000 **200** €20,800 US\$25,000

### PUBLICATION DATE

Advertisement booking deadline

Advertisement material deadline

Position allocation

### MARCH 2006

January 13, 2006

January 20, 2006

Positions can only be allocated on receipt of a signed order

Positions are allocated on a first signed basis

