



CHINESE BUSINESS GUIDE

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AN EXCELLENT MEANS TO REACH YOUR CUSTOMERS

The Chinese Business Guide published annually, provides information on your products and services in homes and offices for 365 days a year. It is a resource guide that will lead customers to you and further increase your revenue as it potentially reaches about 250,000 Asian customers. It is a telephone business directory for the Asian Community.

Your customers will keep an annual Chinese Business Guide as their reference book by their phones because:

- (1). It contains information on your products and services that they need.
- (2). It includes simple and concise texts on government services, legal matters and social welfare services, educational Articles, and other essential public information.
- (3). The Guide is in Chinese and English the languages your customer prefer.
- (4). It is a high quality publication with colourful and glossy cover that your customers will be proud to keep by their telephones.

ACT NOW ! Book your advertising space in the Chinese Business Guide, and look forward to an increase in your business and profit.

ADVERTISING DETAILS

Full Page	\$1,800
(242mm height X 180mm wide)	
1/2 Page	\$1,290
(120mm height X 180mm wide)	
1/4 Page	\$990
(120mm height X 89mm wide)	
1/8 Page	\$750
(59mm height X 89mm wide)	
1/16 Page	\$490
(28.5mm height X 89mm wide)	
Listing (3 lines only)	\$180

Colour Page

Front Oval: (Per Oval).....	\$2,350
Colour 1/2 Page:	\$2,700
(128mm height X 190mm wide)	
(Digital Artwork & Proof provided by client)	
Colour Page (Full Page)	\$3,990
(260mm height X 190mm wide)	
(Digital Artwork & Proof provided by client)	
Colour (Inside Front Cover):	\$4,800
(Digital Artwork & Proof provided by client)	
Colour (Back Cover):	\$5,500
(Digital Artwork & Proof provided by client)	
Loading 20% (Preferred Position)	

Payment Terms:

- 8% Art Work Charge
- 50% on Presentation of Proof
- 50% on Booking
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Australian's Leading Business Guide for Asian Community

For many years The Chinese Business Guide has been the leading way in Australia to speak to the Asian community about business.

Now advertisers in the guide receive even more value for money by being included in Australian's most comprehensive website for the Asian community, www.chinesebusinessguide.com.au

The site includes links to leading world finance sites and newspapers, advertisements, general information and educational and online category browse.

Information is presented in English and Chinese languages making it attractive and readable for more than half the world's population.

We expect that like the Chinese Business Guide telephone directory

www.chinesebusinessguide.com.au will quickly become the leading way for Asian people to source information on Australian businesses and International business news.

Chinese Language and Business

Today The Chinese Business Guide is offering a unique way of again communicating business across language and geographic barriers.

The Chinese Business Guide is the leading cross-cultural business guide in Australia.

Because Chinese Business Guide is written in English and Chinese it can speak with more than half the world's population.

With the introduction of www.chinesebusinessguide.com.au it is the best way for Australian businesses to communicate with Chinese speaking people globally.

Culturally aware organisations use the guide to consolidate loyalty and deepen their brands through advertising in the guide and on the internet directory.

Making it easy, ad design and translation can be organised by The Chinese Business Guide while every ad is presented in hardcopy directories to Australian Chinese Communities and on the internet for the global Chinese Communities.

Features & Benefits

The Chinese Business Guide is Australia's leading English & Chinese language Business Guide.

Advertising in the guide is the most efficient way in Australia to communicate cultural understanding and the desire to trade across cultural boundaries.

www.chinesebusinessguide.com.au provides Australian businesses with interests in trading in Asia, the singularly most cost efficient and far reaching means of advertising to Chinese speaking people globally.

The Chinese Business Guide delivers a strong and targeted message of community connectivity, support and recognition that helps in building brand awareness and loyalty.

Advertising in the guide is easy and inexpensive when compared to other media.

Design and Translation services are also available. Call a customer service consultant for details or email us at: marketing@chinesebusinessguide.com.au.

ACT NOW! Book your advertising space in the Chinese Business Guide or Chinese Business Guide [Internet Directory], and look forward to an increase in your business and profit. It may also bring your business into the global market.

