

科技推动商业创新

**BUSINESS INNOVATION POWERED BY TECHNOLOGY**

● ● ● 《信息周刊》媒体资料册  
**InformationWeek China Media Kit**

**CMP集团&InformationWeek 2**  
**CMP Group &InformationWeek**

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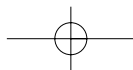
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**Deadline**



# CMP Group 与 INFORMATIONWEEK

## CMP集团

CMP是美国领先的高科技综合媒体集团, 为全球科技和保健行业提供有价值的信息与全面的市场服务。凭借着强大的编辑优势, 通过期刊、网站、活动、市场服务四种渠道的整合, CMP集团根据市场需求订制个性化的多种媒体解决方案。

CMP旗下拥有116本B2B科技刊物和115家网站, 全球读者超过560万, 美国的Email资讯订户达到200万。同时CMP每年举办45项商业论坛、研讨会、圆桌会议等活动, 提供研究调查、顾问咨询、教育培训、数据库等多项市场服务。科技和健康是CMP集团重点发展的两个行业。

CMP Media is a leading integrated media company providing essential information and marketing services to the technology and healthcare industries. Capitalizing on our editorial strength, CMP is uniquely positioned to offer marketers comprehensive, multiple media solutions tailored to meet their individual needs by integration of print, online, events and marketing service.

CMP hold 116 B2B technology publications and 115 websites worldwide, more than 5.6 million subscribers and 2 million U.S. email newsletter subscribers. In addition, it provides diverse products and services, including Internet products, research, direct marketing services, education and training, trade shows and conferences, custom publishing etc. Technology and healthcare are the two industries CMP group focuses on.

### 部分科技刊物

#### Some technology publications



### 部分保健刊物

#### Some healthcare publications



### 媒体网络

#### Some media networks



[www.informationweek.com.cn](http://www.informationweek.com.cn)

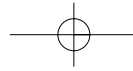
2 InformationWeek

### 市场活动 Events



### 增值服务 Value added products





# InformationWeek

## InformationWeek杂志及其子刊物

InformationWeek是美国著名IT媒体集团CMP集团下属旗舰刊物，为商业科技高层职业人员，提供独到的、前瞻的、深入的IT行业新闻、研究和行业趋势的分析，帮助他们利用信息科技推动商业创新。

Optimize是CMP集团下属超高端杂志，定位为CIO的商业策略和执行，是美国唯一一本帮助IT经理人成为商业科技领袖的商业技术类刊物。Optimize把领导理念与实时执行连接起来，不仅提供最佳商业策略，而且制定了独特的90天计划帮助读者迅速执行这些策略。

## InformationWeek and its publications

InformationWeek is the leading IS media brand that helps the people who buy, build and manage technology achieve business innovation powered by technology. From in-depth technology coverage and analysis to perspectives on the latest IT trends, InformationWeek provides business technology buyers with the insight they need to drive business and customer value.

Optimize, an extra high-end magazine of CMP, is positioned as CIO business strategy and execution. Optimize is the only monthly business technology publication dedicated to transforming IT Executives into Business Technology Leaders. Optimize bridges the gap between thought-leadership and real-time execution by providing not only the best business strategies, but also a unique 90-day plan that helps readers drive immediate execution.

### InformationWeek

科技推动商业创新  
Business Innovation Powered by Technology

### Optimize

商业策略和执行  
Business Strategy & Execution

### BANK SYSTEMS & TECHNOLOGY

银行业管理者的科技指南

### Insurance Technology

保险业高层的科技策略

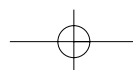
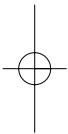
### Wall Street & Technology online

证券和投资市场的信息技术

### Government ENTERPRISE

IT INNOVATION IN THE PUBLIC SECTOR

政府部门的IT革新





# 信息周刊中文版

## INFORMATIONWEEK & OPTIMIZE的读者群

**InformationWeek**周刊在过去19年中形成了高度忠诚的读者群体。在美国商业科技领域，杂志目前拥有44万读者。这些读者分布在272,639家企业中，其中56%为IT管理人员，32%为公司管理人员，12%为IT工作人员，其中29%为CXO。这些企业每年平均的IT开支达到4480万美元。

**InformationWeek**杂志的读者，覆盖全部《财富》1000强企业。在《财富》500强企业中，每家企业平均拥有**InformationWeek**杂志读者179位，总的读者超过102,000位。在《财富》1000强企业中，超过5700位首席信息官 (CIO)，首席技术官 (CTO) 和副总裁 (VP) 是杂志的读者。

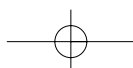
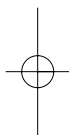
**Optimize**杂志发行量70,000册，读者定位为CIO、CTO、CXO 以及负责IT技术支持的副总裁，其企业年均IT开支达到5400万美元。

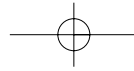
## InformationWeek & Optimize Audience

In the past 19 years, **InformationWeek** has built a highly loyal readers community around it. The magazine now has 440,000 readers in the US business and technology field, who distribute in 272,639 enterprises. 56% of them are IT management, 32% corporate management and 12% IT staff. 29% of total are CXO. Each year, these companies spend an average of \$44.80 million on IT.

**InformationWeek** readers have 100% Fortune1000 coverage as confirmed by a third-party company (BPA international). It has Average of 179 subscribers at each Fortune 500 company and total readers exceed 102,000. Among Fortune 1000, more than 5,700 CIO, CTO and VP are readers of **InformationWeek**.

**Optimize** reaches 70,000 CIOs, CTOs, VPs of IS and CXOs, their average annual IT spending is more than \$54 Million.





## InformationWeek杂志的市场地位

InformationWeek 获得了市场的一致认可，多次获得业内重要奖项和荣誉。

- × 《科技市场营销》杂志十大最热门科技媒体排名第三
- × 《发行管理》杂志优秀发行奖“最佳互联网运用”金奖
- × 《BtoB》杂志年度媒体50强排名第9
- × 主编Bob Evans 和Stephanie Stahl 名列《科技市场营销》杂志年度十大最有影响力人物第九名
- × 美国商业期刊编辑协会三次大奖
- × 美国奥慈奖—B2B类杂志最佳再设计银奖
- × 《平面媒体》年度区域设计评比三次优秀设计大奖

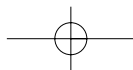


## InformationWeek market position

InformationWeek has won unanimous recognition from the market and many important awards and honors in the industry.

- No 3 on Technology Marketing magazine's Top 10 list of Hottest Tech Media
- Gold award for "Best Use of Internet" in Circulation Management magazine's Circulation Excellence Awards
- Ranked #9 in BtoB magazine's annual Media Power 50
- Editors Bob Evans and Stephanie Stahl named to Top 10 of Technology Marketing magazine's ninth annual Influencers List
- 3 awards from the American Society of Business Publication Editors
- Silver Ozzie Award for Best Redesign in the B2B Category
- 3 Certificates of Design Excellence in Print magazine's Regional Design Annual





# 《信息周刊》 中文版

## INFORMATIONWEEKCHINA

《信息周刊》中文版将“科技推动商业创新”的使命带到中国，于2004年12月正式创刊。

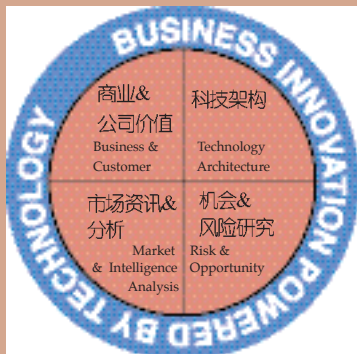
**InformationWeek China launch in December 2004 with the mission that technologies drive business innovation**

### 杂志简介

**INTRODUCTION TO  
INFORMATIONWEEK  
CHINA**

- × 定位：高端IT商业类刊物
  - × 使命：科技推动商业创新
  - × 目标：为创新商业（包括管理）模式找到最佳IT技术支持；为IT技术找到最佳的商业实现途径。
  - × 读者：非IT行业/IT行业的高层决策者；非IT行业/IT行业的高层技术官员；政府部门的决策者
- ° Our position: leading IT business publication
  - ° Our mission: business technologies drive business innovation.
  - ° Our goals: find the best IT support for innovative business (including management) models and find the best way to business realization for IT technology
  - ° Our audience: high-level decision makers in non-IT industries/IT industry, high-level technical officials in non-IT industries/IT industry and decision makers in government

### 我们的价值

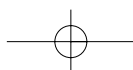
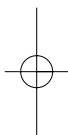


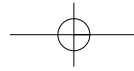
www.informationweek.com.cn  
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### 我们的价值

《信息周刊》关注四大领域，为企业高层决策者提供参考：

- ° 集中研究和介绍具有商业&公司价值的科技产品、趋势和服务；
- ° 深入介绍科技架构，帮助目标读者选择能够实现企业目标的IT技术、产品、工具、系统和策略；
- ° 重点介绍各种IT技术驱动的商业模式、管理模式，各种对商业、管理具有潜在正面或负面影响的技术，以帮助读者研究其中的商业机会和风险；
- ° 全面提供IT市场资讯&分析，挖掘商业科技的应用、影响、前景和趋势





# INFORMATIONWEEKCHINA INTRODUCTION

## 编辑原则

- ✦ 技术性与新闻性、商业性和管理性相结合
- ✦ 突出前瞻性、透视性和引导性
- ✦ 树立坚定有力的观点和权威声音
- ✦ 运用全球视角，剖析信息技术在中国的商业价值和实现商业价值的路径
- ✦ 鼓励科技创新和基于信息技术的商业、管理模式创新

## EDITORIAL PRINCIPLES

- Integrate technology with news, business and management
- Predictive & perspective
- Strong point of view
- Analyze business values on information technology in China and the ways to realize it in global perspective
- Encourage the innovation of technology and that of business & management pattern based on information technology.

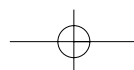
## OUR VALUE

**InformationWeek addresses the four key knowledge areas business technology executives need to make successful decisions.**

- We thoroughly examine the **Business & Customer Value** of a wide range of technology products, trends, and services.
- We focus on **Technology Architecture** that helps our readers choose technologies, tools, systems, and strategies that map directly to their

overall business goals.

- We conduct ongoing **Risk & Opportunity Assessment** that lets our readers understand the potential impact, both negative and positive, that technologies can have on their business.
- We offer comprehensive **Market Intelligence & Analysis** that identify the most important priorities, trends, and issues in Business Technology.







# 《信息周刊》 中文版

## INFORMATIONWEEKCHINA

### 编辑力量

#### 强大的采编力量

《信息周刊》拥有强大的采编力量，20余位成员包括具有多年IT行业采编经验的本地化采编团队和精通英语、长于中文写作、熟悉信息技术的翻译团队。他们保持和中国企业高层的紧密沟通，了解本土商业环境和IT产业变化，分析信息技术对商业社会带来的变化和创新机会，挖掘企业、政府高层决策者的阅读需求。

#### 全球视角的高品质文章

采写切合中国读者需要的本土文章，精选适合中国市场的InformationWeek 英文原版文章，力求满足读者对IT行业新技术的了解、以及新技术给中国企业带来的商业价值、商业机会的双重需求。同时，将引进CMP集团下属超高端杂志Optimize的文章内容，提供CIO的商业策略和执行。本土文章占50%，翻译文章占50%

#### 丰富的境外资源

与InformationWeek美国总部编辑部保持长效沟通，全球信息资源共享。



## EDITORIAL STRENGTH

### A strong editorial force

InformationWeek builds up a strong editorial team consisting of 20 members, including a local editorial team with years experience in news collection & edition and a translation team versed in English, good at Chinese writing and familiar with information technology. They keep close communication with senior executives in China, understand the changes in local business environment and IT industry, analyze the innovation opportunities brought by information technology and tap the needs of decision makers in enterprises and government.

### High quality articles in a global perspective

We write articles on local topics, select best original

English articles that suit China market to satisfy readers' needs in both IT technologies and business values and opportunities brought by such new technologies. Meanwhile, articles published in Optimize will be introduced into InformationWeek China to provide CIO business strategy and execution, Local articles and translated ones have an equal share of the magazine space.

### Rich overseas resources

Maintain long-term and effective communication with Editorial Department of InformationWeek Head office in the United States and share global information resources.

[www.informationweek.com.cn](http://www.informationweek.com.cn)

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## 版面安排

大类	栏目	定位	类别
新闻类	IT全息通	满足读者对IT行业最近进展情况的资讯需求	满足读者对IT行业资讯的需求
	IT商业评论	具有商业价值的IT新闻深度、权威评论	
	科技经济	IT行业与宏观经济互动影响分析	
专题类	封面故事	最有价值话题、全新视角、深度分析、广度覆盖	为创新商业/管理模式寻找最佳的IT技术支持
	创新科技	创新技术给商业社会带来的新机会、新挑战、新风险	
	信息商业	信息技术驱动的商的变化、机遇、挑战和创新	
	智能组织	企业信息化和行业信息化	
	优化-CIO	CIO的商业策略和执行	
专栏类	商业数据	统计数据的分享和商业解读	满足读者对于观点和数据分享的要求
	专栏作家	不同观点、视角的分享和交流	

### EDITORIAL SECTIONS

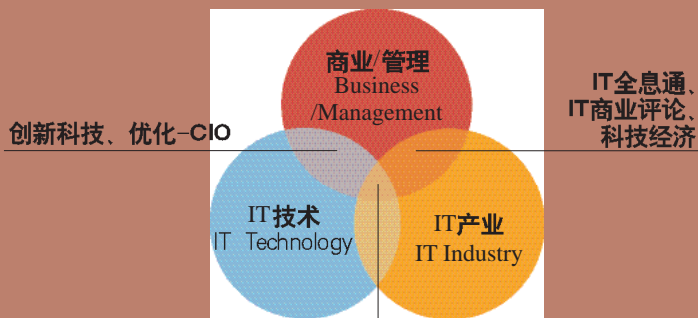
Major Category	Section	Position	Category
News	News Scan	Meet readers' needs in latest IT industry	meet readers' need to get information in IT industry
	News Insight	In-depth and authoritative comments on IT news, which have great business values	
	Techonomics	Analyze the impact of interactions between IT industry and macro economy	
Subjects	Cover Story	Most valuable topics, completely new perspectives, in-depth analysis and wide coverage	look for the best IT technical support for innovating business/management models
	Technology Innovation	New opportunities, new challenges and new risks that innovation technology brings to the business society	
	Business Innovation	Business changes, opportunities, challenges and innovation driven by IT industry	
	Informatization	IT applications in enterprises and industries	
	Optimize	CIO business strategy and execution	
Column	Behind data	Sharing and business interpretation of statistical data	meet readers' need on sharing views and data
	Columnist	Sharing and communication of different views and perspectives	

### 三位一体的内容架构

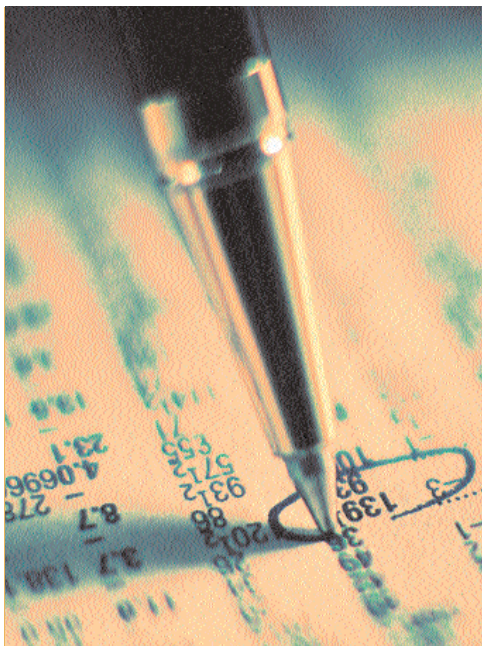
《信息周刊》的文章，不是单纯谈论技术、行业、也不是单纯谈论商业、管理，是IT技术、IT行业和商业、管理三位一体的结合。

#### THREE-IN-ONE CONTENT STRUCTURE

InformationWeek does not purely focus on technology, or industry or business and management, but are the integration in three areas: IT technology, IT industry, business and management.



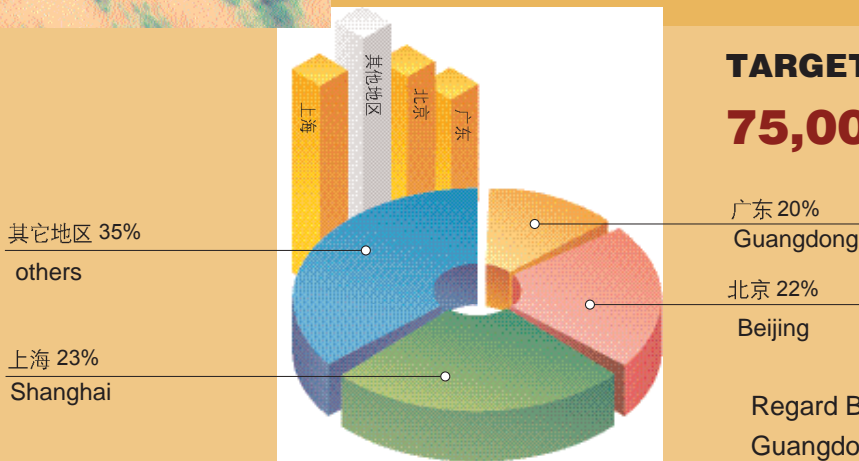
信息商业、智能组织、商业数据、专栏作家



# 发行 CIRCULATION

## 2005年目标发行量： 75,000份

### TARGET CIRCULATION 2005 75,000 COPIES



Regard Beijing, Shanghai, Guangdong as the centre, radiate the whole country

### 以北京、上海、广东为中心，辐射全国

## 发行团队

具有国际视野和丰富期刊发行经验的专业管理团队，负责读者数据库的开发和管理。以各种有效的发行方式，全面覆盖目标读者群，最大限度地扩大杂志的影响力和发行量。

### Distribution team

A professional team with international visions and rich distribution experiences is in charge of reader database development and management. InformationWeek China covers all target readers, increase the circulation and marketing influence by all effective distribution channels.

www.informationweek.com.cn  
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## 发行方式

以免费控制发行为主，部分订阅。

免费控制发行的主要渠道：

- \* 通过直邮、电话确认、电子邮件等方式发展目标读者；
- \* 深度参与各类行业展览会、研讨会、论坛等；
- \* 和知名IT厂商、行业协会的广泛合作；
- \* 与政府相关职能部门的媒体支持；

... ..

### Distribution channels

Mainly free controlled distribution, with some subscriptions and single copy sales.

**Main channel: free controlled distribution**

- \* Develop target readers by direct mail, telephone and E-mail;
- \* Participate all kinds of industry exhibitions, seminars and forums;
- \* Widely cooperate with well-known IT vendors and industry associations;
- \* Get media support from relevant government departments;

... ..

### 读者的职位分类

具有采购决定权的企业高层决策者和IT管理人员。

IT管理人员（首席信息官，首席技术官，信息系统主管等）70%

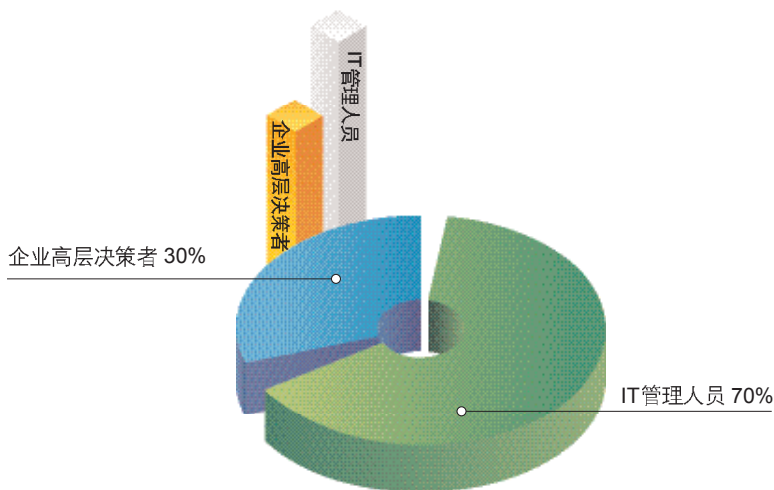
企业高层决策者（董事长，总裁，副总裁，企业主，财务总监等）30%

### Classification of readers' positions

High-level leaders and IT managements with decision power on purchase

IT managements (CIO, CTO, chief in IT dept., etc.) 70%

High-level decision makers (chairman, president, vice-president, enterprise owner and financial director, etc.) 30%



### 读者数据库管理

- \* 申请者通过填写赠阅申请表索阅杂志
- \* 发行部严格审核其职位、公司规模和行业等
- \* 完全符合要求的申请者信息输入数据库，开始发行
- \* 读者资格至少每年更新一次
- \* 高质量读者资料会随时替代较低质量读者数据

### Readers Database Updating

- \* Applicants fill in the form
- \* Circulation Dept. check their qualifications
- \* Only qualified applicants can be input into database
- \* Readers qualifications need to be renewed at least once a year
- \* High quality readers' data replace lower ones frequently



2005年申请BPA认证。

Apply for BPA audit in 2005.

### 两大行业的读者

Readers in two major industries

#### 综合类业务（非通信和计算机相关的行业）

航空，银行，金融，保险，房地产，医药，运输，建筑，制造业，贸易批发，教育，酒店，农业，能源，旅游，媒体，商业服务机构，咨询业等。

#### Integrated services

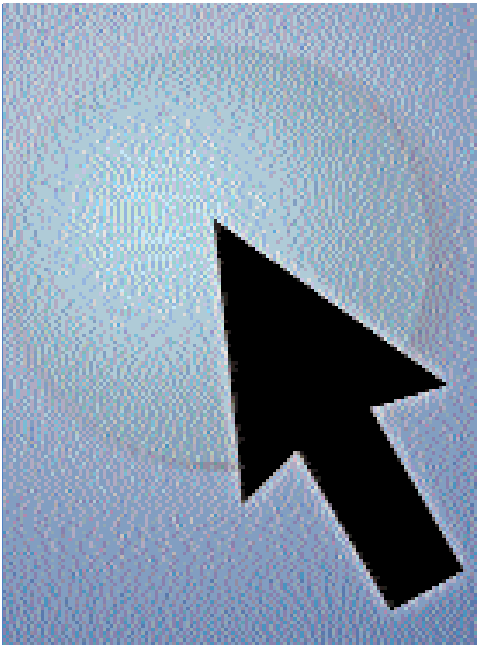
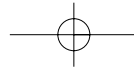
(non communication or computer related industries)  
Aviation, banking, finance, insurance, real estate, pharmacy, transportation, construction, manufacturing, trade & wholesaling, education, hotel, agriculture, energy, tourism, media, business service institutions and consulting

#### 通信和计算机相关的行业

电信运营商；服务提供商；计算机制造商；与计算机相关的零售/批发/分销；方案提供商/VAR/电子商务集成商以及其他与通信和计算机相关的行业。

#### Communication and computer related industry

Telecom operators, service providers, computer manufactures and computer-related retailers/wholesalers/distributors; Solution provider/ VAR/E-business integrators and other communication and computer related industries



# 制作要求及广告截稿期

## 广告尺寸 (mm)

跨版 净尺寸 (Trimmed Size): 400X260  
跨版 出血 (Bleed Size): 406X266

整版 净尺寸 (Trimmed Size): 200X260  
整版 出血 (Bleed Size) : 206X266

1/2页横稿 净尺寸 (Trimmed Size): 200X126  
1/2页横稿 不出血 (Non-bleed Size): 164X108  
1/2页横稿 出血 (Bleed Size): 203X129

1/2页直稿 净尺寸 (Trimmed Size): 96X260  
1/2页直稿 不出血 (Non-bleed Size): 78X221  
1/2页直稿 出血 (Bleed Size): 99X266

1/3页直稿 净尺寸 (Trimmed Size): 63X260  
1/3页直稿 不出血 (Non-bleed Size): 45X221  
1/3页直稿 出血 (Bleed Size): 66X266

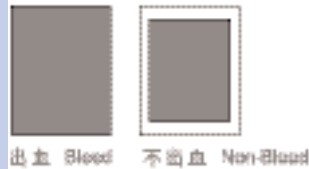
1/4 页 不出血 (Non-bleed Size): 78X108

注: 文字需距各边裁切线至少3mm

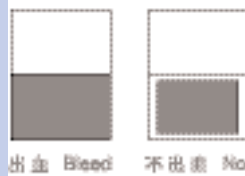
### 跨版 Spread



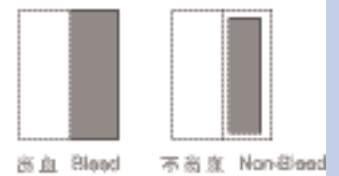
### 整版 Full Page



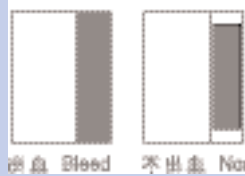
### 1/2页横稿 1/2P H



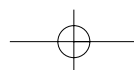
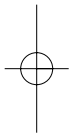
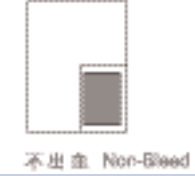
### 1/2页直稿 1/2P V



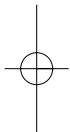
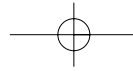
### 1/3页直稿 1/3P V



### 1/4页 1/4P







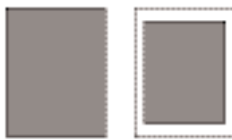
**Double Page Spread**



出血 Bleed

不出血 Non-Bleed

**Full Page**



出血 Bleed

不出血 Non-Bleed

**1/2 Horizontal Page**



出血 Bleed

不出血 Non-Bleed

**1/2 Vertical Page**



出血 Bleed

不出血 Non-Bleed

**1/3 Vertical Page**



出血 Bleed

不出血 Non-Bleed

**1/4 Page**



不出血 Non-Bleed

**Size (mm)**

Double Page Spread (Trimmed Size) 400X260

Double Page Spread (Bleed Size) 406X266

Full Page (Trimmed Size) 200x260

Full Page (Bleed Size) 206x266

1/2 Horizontal Page (Trimmed Size) 200x126

1/2 Horizontal Page (Non-bleed Size) 164x108

1/2 Horizontal Page (Bleed Size) 203x129

1/2 Vertical Page (Trimmed Size) 96x260

1/2 Vertical Page (Non-bleed Size) 78x221

1/2 Vertical Page (Bleed Size) 99x266

1/3 Vertical Page (Trimmed Size) 63x260

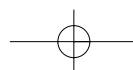
1/3 Vertical Page (Non-bleed Size) 45x221

1/3 Vertical Page (Bleed Size) 66x266

1/4 Page (Non-bleed Size) 78x108

**Attention:**

**Do not put words closer than 3mm to each edge.**





# 制作要求及广告截稿期

## 广告物料要求

- ° 请按时提供四色广告软片（菲林），并附与之相附的彩色打样稿；
- ° 菲林正片须文本在上，药膜在下，并附上四色色稿打样；
- ° 单页的色稿请加上密度测试条，包括10%-100%的网点；
- ° 印刷网线：175线/英寸；
- ° 打稿密度：K:1.7D C:1.4D M:1.3D Y:1.0D；
- ° 纸张材料：封面128g铜版纸 内页60g轻涂纸

## REQUIREMENTS FOR ADVERTISING MATERIALS

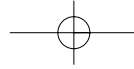
- \* Four-color advertising film needs to be provided in time, attached with color proofs;
- \* Positive film should be appended to the text, with sensitive layer underneath. Four-color proof should also be attached;
- \* Color proof of one page advertisement should be added with density testing slip, including 10%-100% point;
- \* Printing line: 175 lines/inch;
- \* Printing density: K:1.7D C:1.4D M:1.3D Y:1.0D;
- \* Paper: Cover: 128g coated paper; Inner: 60g UPM coated

## 广告截稿日期

刊出月份	广告预定截止期	广告物料截止期
2004年12月刊	2004年11月15日	2004年11月20日
2005年1、2月合刊	2004年12月20日	2004年12月28日
2005年3月刊	2005年2月15日	2005年2月20日
2005年4月刊	2005年3月15日	2005年3月20日
2005年5月刊	2005年4月10日	2005年4月15日
2005年6月刊	2005年5月15日	2005年5月20日
2005年7月刊	2005年6月15日	2005年6月20日
2005年8月刊	2005年7月15日	2005年7月20日
2005年9月刊	2005年8月15日	2005年8月20日
2005年10月刊	2005年9月10日	2005年9月15日
2005年11月刊	2005年10月15日	2005年10月20日
2005年12月刊	2005年11月15日	2005年11月20日

## Deadline

Issue	Booking Deadline	Material Deadline
Dec. 2004	Nov.15, 2004	Nov.20, 2004
Jan.& Feb. 2005	Dec.20, 2004	Dec.28, 2004
Mar. 2005	Feb.15, 2005	Feb.20, 2005
Apr. 2005	Mar.15, 2005	Mar.20, 2005
May 2005	Apr.10, 2005	Apr.15, 2005
Jun. 2005	May 15, 2005	May 20, 2005
Jul. 2005	Jun.15, 2005	Jun.20, 2005
Aug. 2005	Jul.15, 2005	Jul.20, 2005
Sep. 2005	Aug.15, 2005	Aug.20, 2005
Oct. 2005	Sep.10, 2005	Sep.15, 2005
Nov. 2005	Oct.15, 2005	Oct.20, 2005
Dec. 2005	Nov.15, 2005	Nov.20, 2005



## 广告刊登须知

菲林截止日为刊前10天。

- \* 编辑部有权根据文章内容需要安排广告版位，任何指定版面要求，需加收广告费的10%。
- \* 全部广告须经本刊认可，本刊有权拒绝任何广告。
- \* 广告须符合中国《广告法》。
- \* 彩色打样稿及菲林提交前须已经确认，广告图文资料若有错误，本刊不承担相关责任。
- \* 若需改稿，必须提交书面说明，本刊不接受电话改稿。
- \* 本刊在广告刊出后有权处置广告资料。  
如需收回该部分资料，广告客户或广告公司必须提前书面通知本刊。
- \* 广告客户须按本刊要求提供正确尺寸的广告分色片，打样稿，包括设计版。

## Notice

- \* Film delivering: 10 days prior to the publishing day.
- \* All Advertising positions are subject to arrangement by editorial department.
- \* In accordance with Chinese Advertising Law, advertisers are required to supply all appropriate documentation.
- \* we are not responsible for any errors in the supplied materials. Oral changes would not be accepted until confirmation in written form is supplied.
- \* InformationWeek China preserves the right of dealing with supplied materials after publication.
- \* Advertisers are requested to provide the correct-sized four-color