

Media Information

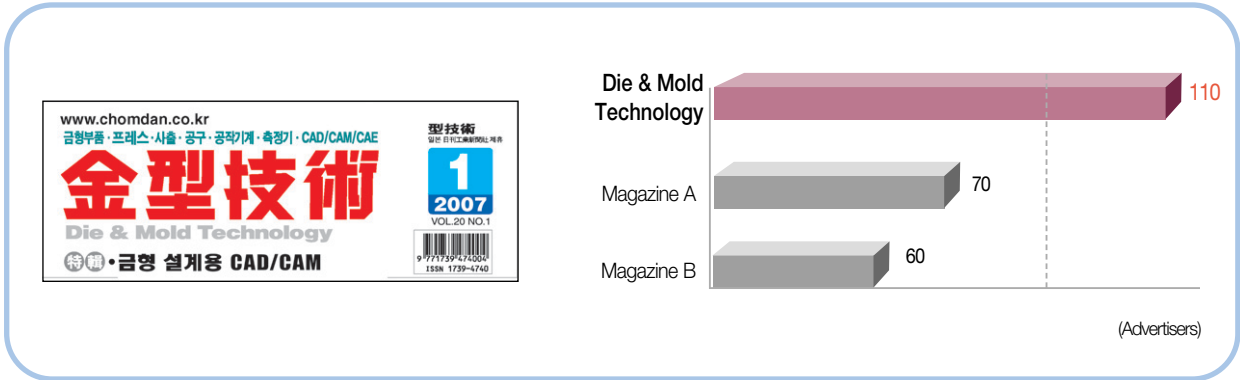
金型技術
DIE & MOLD TECHNOLOGY

Providing Latest Mold Technologies and Products Info

The Top Publication in the Mold Industry

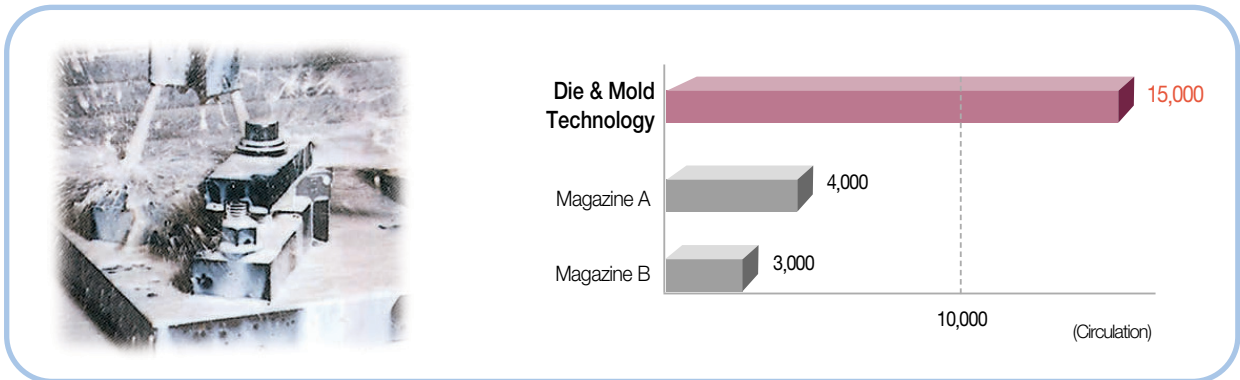
- Advertising effect proven by advertisers

Around 130 ad contracts per month – Best read magazine in the field



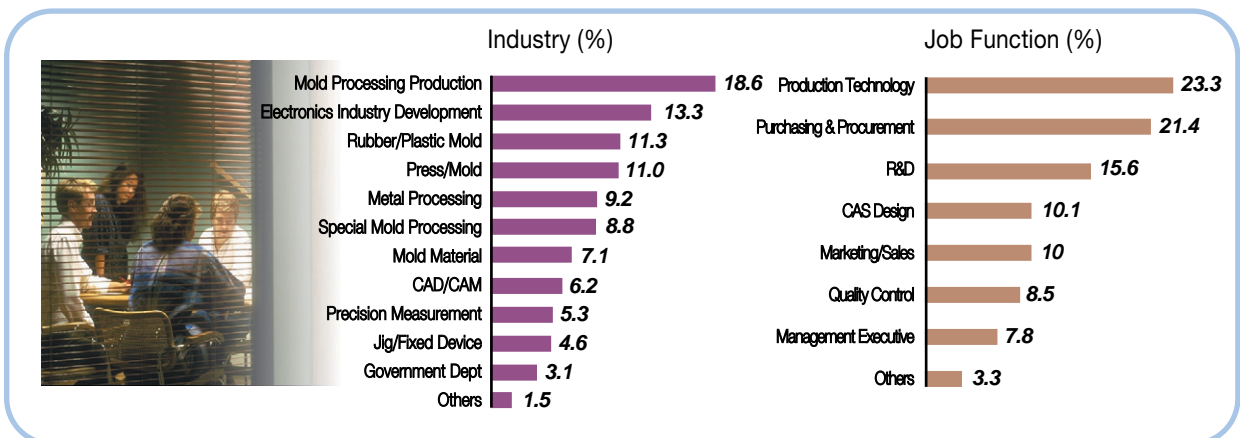
- The largest circulation in the industry

A circulation of 15,000 – The top publication in the field



- A wide variety of subscribers from mold industry

A subscriber database of 32,000 – classified by industry and job function



Organizing aimex and participating main exhibitions

- aimex(Industrial Automation, Instrumentation & Measurement Exhibition) co-hosted by ChomDan and COEX
- Exhibition Coverage –Related exhibition previewed, reviewed and exhibited
 - aimex, aimex-china
 - KOMAF
 - SIMTOS
 - INTERMOLD KOREA

ChomDan's Database System

- A ChomDan's database of 32,000 qualified readers of Electrical industry
- An accurate delivery system
 - Delivering directly to the reader's desk
 - Distributing in related exhibitions
 - Maximizing advertising effect

Detailed High-tech Commentary

- Editorial licensing with well known Japanese magazines
Molding Technology of The Nikkan Kogyo Shimbun
- National experts' columns on core technologies and their illustrations in the field

Info on Latest Products

- Strictly chosen new products introduced every month
- Functional features, buying info and benchmarking study for hot items

In-Depth Analysis on Market and Tech Trends

- Hottest issue selected every month
 - Industry Trends- Focusing on current industry situation, development direction
 - Tech Trends- Analysis of newest technologies and their illustration
 - New Products- Introducing excellent new products
 - Market Trends- Offering government policy, technical development
 - Interviews- Interviewing with leading companies and experts in the field

Info on Patent Technologies and Mold Related Installation

- Coverage on Patent technologies and mold related installation from inside and outside of the country
- Easy explanation accompanied with drawings



EDITORIAL FOCUS

- **Special Report** Highlight of Die & Mold industrial and market trend, new technology & products orientation.
- **Tech report from overseas** Newest tech report, trend, new technology, products, R&D news in Korea and technical trend reports from overseas
- **D & M News line** Cover newest information relating to D & M.
- **Manufacturers' Showcase** Information on products

2008 EDITORIAL CALENDAR

ISSUE	Special Report	Feature & Technology Trends	Event Coverage
Jan	• Parts for Die & Mold	• The Latest Information of Die & Mold Technology in Japan II	• SEMICON Korea 2008 (1.30~2.1)
Feb	• Grinding Machine	• The Latest Information of Die & Mold Technology in Japan III	• Korea Electronic Parts & Equipment Exhibition 2008 (2.20~22)
Mar	• Cutting Tool	• Current State of Die & Mold Industry in Japan I	• aimex 2008 (Industrial Automation, Instrumentation & Measurement Exhibition) (3.5~8)
Apr	• Seoul International Machine Tool Show	• Current State of Die & Mold Industry in Japan II	• Seoul International Machine Tool Show 2008 (4.8~13)
May	• CAD/CAM for Die & Mold Design	• New Technical Trend of CAD/CAM/CAE	• Int'l Factory Automation System Show 2008 (5.21~24)
Jun	• Electrical Discharge Machine	• The Latest Trend of Electrical Discharge Technology	• International Exhibition on Environmental Technologies 2008 (6.10~13)
Jul	• Press	• The Latest Trend of Press Technology	
Aug	• Die Casting Machine	• Improving Durability Know-how of Die Casting Mold	
Sep	• Mold Working High Speed Machine	• Technical Papers in Die & Mold Workshop I	• Korea Energy Show 2008 (9.29~10.2)
Oct	• Plastic Injection Molding Machine	• Technical Papers in Die & Mold Workshop II	• Robot World 2008 (10.15~19)
Nov	• NC/CNC Machine Tool	• The Latest Technology of High Speed Working & Axes Working	• Korea International Machinery Expo 2008 (11.19~22)
Dec	• Laser Working Machine	• High-precision and High-grade of Mold as Measuring Technique	

■ Field Served

- **mold & mold parts/materials**

plastic mold, press mold, die casting mold

- **tools**

diamond tools, high-speed steel tools, cemented carbides tools etc.

- **machine tools**

milling machine, grinder, machining center, super drill, high-speed machine, electro-discharge machine, wire cut electro-discharge machine, tapping machine, press, laser, top machine, die sinking machine, boring machine etc.

- **molding machines**

injection molding machine, extrusion molding machine, blow molding machine, die casting machine, vacuum molding machine, casting machine, forging machine etc.

- **precision measurement & inspection machine**

3-D measuring instrument, inspection projector, laser measuring instrument, counter scale, surface plate, hardness tester etc.

- **the other molding-related equipment**

heat/surface treatment equipment, welding machine, cooler, temperature regulator

- **S/W**

CAD/CAM/CAE

■ Advertising Rates (Unit : US \$)

Ad position	1X	6X	12X	18X	24X
Inside Page 1	3,000	2,850	2,700	2,550	2,400
2~3P	2,800	2,660	2,520	2,380	2,240
4~5P	2,600	2,470	2,340	2,210	2,080
6~11P	2,400	2,280	2,160	2,040	1,920
12~21P	2,200	2,090	1,980	1,870	1,760
Inside free page	2,000	1,900	1,800	1,700	1,600

- **Special Position**

Cover Page1	4,000	Cover Page3	2,400
Cover Page2	3,000	Cover Page4	3,400

■ Material Specification

- **Soft programs supported**
 - QuarkXpress (under 4.0 version)
 - Adobe Illustrator (under 8.0 version)
 - Photoshop (under 5.0 version)
 - PDF
- **To upload an ad Log onto our FTP site**

■ General Policy

- An extra charge of 10% of ad rates will be added to ensure special positions except for cover pages.
- Classified ads are not handled on the publication.
- After ad closing date, cancellations or deferments would not be acceptable.
- The publisher reserves the right to accept or reject any advertisement at its own discretion.
- The publisher assumes no liability for damages, invasion of privacy, copy right infringement or any other claims whatsoever resulting from advertising carried.
- Advertising rates do not include any material costs.
- All payments should be paid within thirty days of the invoice date.



■ National Sales

ChomDan, Inc
Fiona jung
Tel:82-2-322-0525
Fax:82-2-323-5324
Email:fiona@chomdan.co.kr

■ Overseas Sales Offices

- **USA / Canada / Europe**
Huson International Media
Ralph LockWood
Tel:1-408-879-6666 Fax:1-408-879-6669
Email:ralph@husonusa.com
- **Taiwan**
Worldwide Services Co., Ltd
Stuart Philips-Laurie
Tel:886-4-2325-1784 Fax:886-4-2325-2967
Email:stuart@wwstaiwan.com
- **Japan**
Echo Japan
Ted Asoshina
Grande Maison Rm 303, 2-2 Kudan-kita, 1-chome, Chiyoda-ku, Tokyo 102-0073
Tel:81-3-3262-5065
Fax:81-3-3234-2064
Email:aso@echo-japan.co.jp
- **Hongkong**
ACT International
Adonis mak
Room 1011, 10/F, New Kowloon Plaza, 38 Tai kok Tsui Road, Kowloon, HongKong
Tel:852-2838-6298
Fax:852-2838-2766
Email:adonism@actintl.com.hk

月刊

金型技術

DIE & MOLD TECHNOLOGY

<http://www.chomdan.co.kr> • <http://www.chomdan.kr>