



TECHNICAL BRIEF
技术文摘

期刊专栏和广告价目
FORWARD FEATURES AND ADVERTISING RATES

2025年媒体包
MEDIA PACK 2025

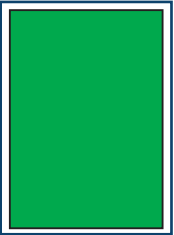
2025 年出版时间表

2025 publication schedule

	技术文章 Technical Articles	广告截止日期 Advertising Deadlines	
		预定 Booking	图稿 Artwork
第71期 Issue 71	测试整鞋曲折性 – Testing whole shoe flexing 评估接缝和接缝固定 – Assessing seams and seam holding 选择符合预期的鞋面材料 – The selection of effective upper materials 评估鞋类使用的后帮 – Evaluating backparts used in footwear	2024年12月12日 12 December 2024	2025年1月2日 2 January 2025
第72期 Issue 72	确保缝合质量 – Ensuring good quality in stitching 细高跟的冲击与疲劳 – Impact versus fatigue in slender heels 评估防水性 – Appraising water resistance 鞋类的热测试 – The thermal testing of footwear	2025年3月12日 12 March 2025	2025年4月2日 2 April 2025
第73期 Issue 73	如何选择鞋底材料 – How to select soling materials 鞋跟与小跟座的结合 – Incorporating heels with small seats 儿童鞋带的指导原则和风险评估 – Guidelines and risk assessments for children's shoe laces 在鞋类生产中使用涂层皮革 – Using coated leathers in footwear production	2025年5月12日 12 May 2025	2025年6月2日 2 June 2025
第74期 Issue 74	供应链中的生产质量 – Production quality through the supply chain 为鞋类生产选择织针 – Choosing needles for footwear production 如何选择紧固系统 – How to select fastening systems 鞋类生产中的成型工艺 – The blocking process in footwear production	2025年8月12日 12 August 2025	2025年9月2日 2 September 2025

广告费率 & 尺寸指引

Advertising rates & size guidelines

广告尺寸 Advertisement size	全页插页广告: Full Page:	特殊位置 Special positions	
		封面内页 Inside front cover	封底 Outside back cover
 <p>□ 出血尺寸 Bleed size 303 x 216 mm</p> <p>■ 裁切尺寸 Trim size 297 x 210 mm</p>	<p>SATRA会员: SATRA members:</p> <p>每期625 英镑。 连登4期, 每期525 英镑 1 insertion GBP625. Series of 4 consecutive insertions GBP525 each</p>	<p>每期700 英镑。 连登4期, 每期590 英镑 1 insertion GBP700. Series of 4 consecutive insertions GBP590 each</p>	<p>每期725 英镑。 连登4期, 每期630 英镑 1 insertion GBP725. Series of 4 consecutive insertions GBP630 each</p>
	<p>SATRA会员, 已有Bulletin的广告商: SATRA members, Bulletin advertisers:</p> <p>每期375 英镑。 连登4期, 每期275 英镑 1 insertion GBP375. Series of 4 consecutive insertions GBP275 each</p>	<p>每期420 英镑。 连登4期, 每期310 英镑 1 insertion GBP420. Series of 4 consecutive insertions GBP310 each</p>	<p>每期450 英镑。 连登4期, 每期330 英镑 1 insertion GBP450. Series of 4 consecutive insertions GBP330 each</p>

裁切尺寸210 毫米宽x 297 毫米高

请注意: 对于刊登在印刷页面侧边的广告, 图稿的每个外边缘需要增加3 毫米多余部分(出血), 以备裁剪。出血尺寸216 mm 宽x 303 mm 高

Trim size 210 mm wide x 297 mm high

Please note: advertisements that are to be positioned to the edge of the printed page require artwork with 3 mm extra (bleed) on each outside edge in order for the page to be trimmed correctly.

Bleed size 216 mm wide x 303 mm high

而且, 在SATRA旗舰出版物SATRA Bulletin上刊登广告的公司, 同时在SATRA技术文摘上刊登广告, 可享特别折扣。请发送电子邮件至adsales@satra.com了解详细信息。

Please note that companies advertising in SATRA's flagship publication *SATRA Bulletin* can also receive a special discount on advertisements in *SATRA Technical Brief*. Please email adsales@satra.com for full details.

图稿提交指引

Artwork submission guide

TECHNICAL BRIEF
技术文摘

SATRA仅接受以下规格的电子图稿：

最佳文件格式为PDF / X。其他PDF文件如转换为CMYK, 分辨率不低于300dpi, 100%无缩放, 且嵌入所有字体, 可以接受。图像文件(例如JPG或TIF) 如转换为CMYK, 分辨率不低于300dpi, 100%无缩放, 可以接受。某些EPS文件如转换为CMYK, 分辨率不低于300dpi, 100%无缩放, 且包含所有文本资料, 可以接受。提交的所有图稿均应包含裁切标记, 每个边缘至少留有3mm的出血尺寸。提交的图稿因不符合这些规格, 或因修订而导致的额外工作, 可能需要按我们的标准工作室费率收取费用。

- 刊登在SATRA技术文摘上的广告, 其副本和图稿必须在该期图稿的截止日期之前提交。
- 如果发送的电子图稿格式不符合上述规格, 我们可能得要求您重新提交。由此可能错过截稿日期, 导致您的广告无法在SATRA技术文摘上如期刊登。
- 提交广告预订即视为接受SATRA技术文摘的广告条款和条件(应要求提供)。

SATRA can only accept digital artwork submissions to the following specifications:

Our preferred file format is PDF/X. Other PDFs may be accepted, providing that they are converted to CMYK, resolution is set to at least 300dpi at 100 per cent and all fonts are embedded. Image files (such as JPG or TIF) may be accepted, providing that they are converted to CMYK and resolution is set to at least 300dpi at 100 per cent. Some EPS files may be accepted, providing that they are converted to CMYK, resolution is set to at least 300dpi at 100 per cent and all text is outlined. All submissions should include crop marks and at least 3mm bleed on all sides. Additional work caused by non-compliance to these guidelines or amendment after submission may incur costs charged at our standard studio rate.

- Copy and artwork for inclusion in an issue of *SATRA Technical Brief* must be submitted no later than the artwork deadline for that particular issue.
- If digital files are sent in a format not specified above, we may have to ask you to resubmit them. This may result in your advertisement missing the deadline for the issue of *SATRA Technical Brief* that you requested.
- The placing of a booking for an insertion of an advertisement shall amount to the acceptance of SATRA Technical Brief's advertising terms and conditions (available on request).

希望在广告图稿中使用“SATRA会员”徽标的SATRA会员应从SATRA网站的会员专区下载批准的版本: www.satra.com

SATRA members wishing to use the 'Member of SATRA' logo in advertisement artwork should download the approved versions from the Members Only section of the SATRA website: www.satra.com

SATRA创作服务

SATRA Creative Services

SATRA创作服务工作室还可以帮您设计和修改广告, 价格非常优惠。请发送电子邮件至design@satra.com了解更多信息。

The SATRA Creative Services studio is also available to design and rework advertisements at a competitive rate. Please email design@satra.com for further information

TECHNICAL BRIEF

技术文摘

广告咨询:

Advertising enquiries:

Tel: +44 (0)1536 410 000 Email: adsales@satra.com

或者联络我们中国办公室:

or contact our China office:

Tel: +86 (0) 769 22888020 Email: info@satrafe.com

编辑: Editor: [Stuart Morgan](#)

Tel: +44 (0)1536 410 000 Email: stb@satra.com

www.satra.com

