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## **EXCLUSIVE for CEIBS Alumni**

Newly available Advertisement pages in CEIBS *TheLINK* alumni magazine.

*Promote your products and service to 100,000 elite executives in the CEIBS Community, at a Alumni's Only Discount*

### **■ Distribution**

The LINK: CEIBS alumni magazine, 20,000 printing copies per issue, hit & downloaded by 80,000 online visitors

The LINK, bilingual magazine (Chinese and English), is published bimonthly in October, December, Feb., Apr., Jun., and Aug..

The LINK's readers include more than 8000 CEIBS students and alumni (add 1000 annually), corporate sponsors, important clients, CEIBS International Relations Office in Spain, Chinese and European Union government organizations, EFMD company members and exchange colleges. Meanwhile, The LINK is also widely used for more than hundreds of school promotion activities and Executive Forums annually, reaching numerous executives.

#### **Distribution**

1100 copies - MBA/EMBA students

7000 copies - MBA/EMAB/EDP alumni

7000 copies - corporate sponsors, school promotion activities, Executive Forums, foreign embassies in China and consulates in Shanghai, overseas college partners (University of Pennsylvania: Wharton, Harvard Business School, EFMD)

5000 copies - CEIBS Alumni Association in 26 provinces, CEIBS International Relations Office in Barcelona, and alumni ambassadors in 13 countries.

### **■ Readers Profile**

#### **Profile of EMBA/MBA students and alumni**

EMBA students are based in 20 provinces of China (including Hong Kong and Taiwan), mainly in Shanghai, Beijing, Shenzhen, China's coastal economic zones and provincial capital cities. 87% of the students are senior executives and 59% come from companies with thousands of employees. The average age is 38 and average working years 14, 24% students have master's degree and above. At the same time, 20% students are female.

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53% of the students are from limited companies and private-owned companies, 27% from joint ventures and foreign enterprises, and 10% from state-owned enterprises and government departments. Their professional distribution is well balanced, including financial investment, information technology, energy, medicine, real estate and building industry, processing and manufacturing industries, media advertising, logistics, commercial trades, science education and culture, physical education, public utility and so on.

MBA applicants are from more than 50 countries and regions. Their average age is 29.2. In addition to those from the US, Canada, India, Spain and Korea there are also first-time applicants from Ethiopia, Kuwait, Latvia, Panama, and Moldova. The

percentage of international students is more than 33% and they are the future elite executives.

Figures indicate a continuation of a trend of CEIBS attracting top calibre students who have both solid academic and professional backgrounds. At an average age of 29.2, applicants are graduates of outstanding international universities such as the UK's Cambridge and Oxford; the US's Yale, Princeton, MIT, Cornell, Columbia, Stanford and the University of Pennsylvania; and Canada's University of British Columbia, McGill University and the University of Waterloo. Others are alumni of top-flight local institutions such as: Tsinghua, Peking University, Fudan, Shanghai Jiaotong University, Zhejiang University, and Nanjing University; plus Singapore's NUS and NTU.

Their professional backgrounds include employment at well-established firms such as: Accenture, McKinsey, Morgan Stanley, Alstom, Lehman Brothers, BCG, CICC, UBS, Deutsche Bank AG, Merrill Lynch International, Swiss Credit, PWC, E&Y, KPMG, Deloitte, HSBC, ABN Amro Bank, HP, Microsoft Corporation, SAP, Siemens AG, Tata Group, Boeing, Emerson, Focus Media, LVMH, Maersk and China Mobile. Others are entrepreneurs, while some have worked with the General Administration of Customs, China Council for the Promotion of International Trade, CEIBS, and the United Nations Development Programme.

## Advertisement for LINK 2008

Only 10 pages available per issue -- “First come, First served” principle  
**Special Introductory Offer: 3 pages are available for the October 2008 edition, deadline September 22 for artwork and contract signing.**

POSITION			Expense (RMB)	
Size	Position	Color	Non Alumni	Alumni
Full Page	Inside page	Full color	55,000	44,000
	Inside Front Cover		88,000	70,400
	Inside Back Cover		88,000	70,400
	Back cover		12,0000	96,000

### Art Specifics

- The size (Full page)
  - net size: 210\*285 mm;
  - bleeding: 3 mm for each side;
  - live area: 10 mm margin at least for each side;
- Acceptable File type
  - '\*.ai' or '\*.eps' (the file made in Illustrator) file with all linked files;
  - '\*.tiff', '\*.psd' or '\*.jpeg' file (the resolution at 300dpi with actual size to match the page);
  - Full colour file in CMYK (Cyan, Magenta, Yellow, Black) colour system;
  - Grayscale values can also be measured as percentages of black ink coverage (0% is equal to white, 100% to black)
- Building software
  - Illustrator version CS2 or lower;
  - Indesign CS2;
  - Photoshop version CS2 or lower.

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