

# K Visitors' Guide

K Fair, the world's largest plastics & rubber trade fair, had an attendance of approximately **224,116** trade visitors from **169** countries, with **25%** of Asia visitors in 2019 edition.

## K 2022 Visitor's Guide Contains (Bilingual in Chinese & English)

- Show information
- Exhibitors' highlights and hall plan
- Industry review and trade statistics
- Smart traveling tips for Asian visitors

**Circulation: Reach 19,600+ readers in Asia**

1	<b>Print Distribution</b> <ul style="list-style-type: none"><li>• Direct mailing to qualified buyers: <b>48%</b> are top management, engineers and decision-makers in the industry.</li><li>• Onsite: CPRJ booth and international Trade Press Stand at K Fair.</li><li>• Local supporters and associations</li></ul>
2	<b>eCopy</b> <ul style="list-style-type: none"><li>• Sent to Adsale Plastic Members from China, Malaysia, Vietnam, Indonesia, Thailand, India and other Asian countries by eNewsletter.</li><li>• Available at AdsaleCPRJ.com and CPRJ Social Media such as Facebook, WeChat, Weibo.</li><li>• Take advantage of AdsaleCPRJ.com with <b>233,128</b> unique visitors in peak month 2021.</li></ul>

Data source: K 2019 visitor profile & 2021 AdsaleCPRJ.com user click rate

