

化合物半导体

CS COMPOUND SEMICONDUCTOR • CHINA
CONNECTING THE COMPOUND SEMICONDUCTOR COMMUNITY

MEDIA PACK 2024

compoundsemiconductorchina.net



cschina introduction

Compound Semiconductor China (CS China) has a well-earned reputation for great delivery of timely news, insightful interviews and detailed reports on advances in technology. Via the website and the magazine, this broad platform provides a trusted, balanced source for tracking the biggest developments in our industries, including: the growth of the power electronics industry, critical to cutting carbon footprints; the expanding portfolio of lasers; the LED industry, now entering a new phase through the development of microLEDs; and RF devices, critical to mobile communications.

The compound-semiconductor community is continually renewed by the efforts of its pioneers. Throughout the next year and beyond, much coverage will be devoted to the development of ultra-wide bandgap materials, such as diamond, AlGa_N and Ga₂O₃; RF devices for 5G and 6G applications; breakthroughs in photonics, including new VCSEL designs and higher-performing integrated circuits; and advances in power, efficiency and spectral range in the RF.

As a result, compound-semiconductor professionals turn to Compound Semiconductor China for problem-solving information: Founded in 2005, the Chinese version of Compound Semiconductor magazine provides in-depth analysis and timely information reports on the global compound semiconductor industry for its Chinese readers. The main content of the magazine and its website is exclusively sourced from Compound Semiconductor, the most respected and authoritative English magazine in its field.

Articles written by professional reporters at Compound Semiconductor magazine (all of whom come from industry and research backgrounds) and the technical topics written by industry-leading companies have

been widely praised by the industry. CS's editorial is complemented with local stories developed by CS China's editorial team to better meet the needs of the local market.

Compound Semiconductor China publishes both print and digital editions of the magazine in simplified Chinese with the print edition delivered to more than 6,900 readers.

The magazine's digital version and its companion e-newsletters typically reach over 8,400 readers (Sep 2022). Its website attracts over 30,180 Unique IP visits (Sep 2022). And over 12,400 self-defined CS China followers turn to CS China's WeChat Official Account page for the latest in news and technical information.

And CS China's webinars continue to be a proven format that generate highly qualified leads. The webinars' unique format engages audiences, who are seeking education on key topics or solutions to their challenges.

CS China is also the official publication for the CS China conferences held in Suzhou. Organized by ACT International, the 2023 CS China conference attracted over 500 attendees. This important form of information exchange continues to build a powerful face-to-face communication platform for compound-semiconductor-equipment suppliers and users.

For compound semiconductor companies that want to enter the Chinese market and obtain profitable returns, Compound Semiconductor China is the most influential platform and professional media option available in the market.

editorialcalendar2024

CS China is published in Simplified Chinese and all contents are edited and translated by experienced editors and experts in the field.

	FEB / MAR Issue date: Feb 26 Booking: Feb 2 Materials: Feb 19 Editorial: Jan 26	APR / MAY Issue date: Apr 22 Booking: Apr 8 Materials: Apr 15 Editorial: Mar 25	JUN / JUL Issue date: Jun 24 Booking: Jun 10 Materials: Jun 17 Editorial: May 27
Cover Story	SiC power electronics	Micro-LED	Photonics integrated
Tech Features	SiC substrate	AR/VR applications	VCSEL laser
Column	GaN power electronics	Visible light communication	InP Optoelectronics
Special Supplements	GaN substrate	Deep ultraviolet LED	Lidar automotive applications
Bonus Distribution	Semicon China Shanghai, Mar 20-22 Laser World of Photonics China, Shanghai, Mar 20-22	SNEC International PV Power Expo, May EDICON China, Beijing, Apr CS China Conference, Suzhou, Jun	Guangdong Int'l Lighting Fair, Jun

	AUG / SEP Issue date: Aug 26 Booking: Aug 12 Materials: Aug 19 Editorial: Jul 29	OCT / NOV Issue date: Oct 28 Booking: Oct 14 Materials: Oct 21 Editorial: Sep 23	DEC / JAN Issue date: Dec 23 Booking: Dec 9 Materials: Dec 16 Editorial: Dec 2
Cover Story	Gallium oxide epitaxial	Data center application	Diamond semiconductor device
Tech Features	Gallium oxide crystal growth	Electric vehicle application	Diamond semiconductor growing
Column	Gallium oxide diode	Rail transit application	SiC bipolar device
Special Supplements	Gallium oxide triode	Energy storage application	AlN material
Bonus Distribution	CIOE, Sep, Shenzhen	China Solid-State Lighting, Nov CS China Conference, Tai Cang, Nov SSL China, Xiamen, Nov	

eFocus schedule

Date	Theme
Jan 10	Gallium oxide device
Feb 07	Electric Vehicle Applications
Mar 13	Gallium oxide crystal growth
Apr 10	Diamond semiconductor growth
May 15	GaN radio frequency device
Jun 12	SiC power electronic devices
Jul 17	Photonic integration
Aug 14	AlN material
Sep 11	VCSEL laser
Oct 16	GaAs device
Nov 13	InP Optoelectronics
Dec 18	Deep UV LED



circulation

Compound Semiconductor China Edition is the primary information source for professionals working with compound semiconductor materials and devices. Each issue is distributed for 17,136 copies (8,228 print and 8,908 digital) to qualified individuals in China.

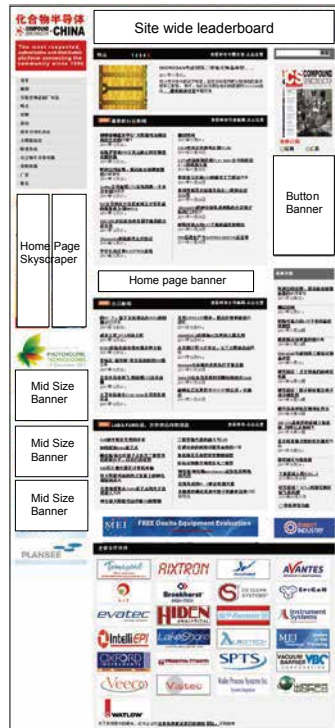
		<i>print mag</i>	<i>digital mag</i>
Job Functions	Semiconductor process / process development	27.0	25.0
	Epitaxial	8.0	6.0
	Company management	12.5	13.5
	Science / engineering / technology management	7.0	7.0
	Performance / test	5.1	6.0
	Materials	5.0	4.8
	Research and development	6.0	7.0
	Financial / market analysis	5.3	6.0
	Application / design / process / equipment engineering	5.0	5.7
	Device or circuit design	4.0	3.5
	Academic researchers	5.0	6.0
	Package	3.0	3.0
	Procurement	2.0	2.0
	Reliability / quality control	2.5	2.5
	Others	2.6	2.0
Total	100.0	100.0	
Company Types	Semiconductor foundries or fabs	26.7	27.0
	System / component manufacturer using a compound semiconductor device	10.9	10.8
	Semiconductor devices or materials company	16.0	16.0
	Epitaxial wafer / substrate suppliers	12.3	12.3
	Academic / Government semiconductor research institutions	12.3	12.0
	The collaborative semiconductor research center	8.0	8.0
	Investment firm or market research / analysis	5.5	5.6
	No factory chip suppliers / developers	2.5	2.3
	Others	5.8	6.0
	Total	100.0	100.0
Breakdown by Region	East China	40.0	43.1
	South China	32.5	32.5
	North China	12.0	11.0
	Central China	8.0	6.0
	SouthWest China	2.5	2.4
	Northwest China	2.0	2.0
	Northeast China	2.0	1.5
	Hong Kong Area	1.0	1.5
	Total	100.0	100.0

advertisingrate

Free
Subscription



Online Banner



Position	Ad Size (pixels)	Price/ Month			
		RMB	£	€	US\$
Leader Board	728 x 90	10500	1170	1320	1360
Home Page Banner	468 x 60	6680	740	840	870
Home Page Skyscraper	100 x 400	9150	1020	1150	1190
Button Banner	180 x 300	9150	1020	1150	1190
Mid Size Banner	215 x 150	3980	440	500	520

All banner spaces allow 2 rotations

Position	Ad Size (pixels)	Price/ Month					
		RMB			US\$		
Welcome Banner	215 x 150	One week	Two week	Four week	One week	Two week	Four week
		3750	6750	13500	490	880	1750

*File format: JPEG

(1) Duration of display: 15 sec. or closed by browser

(2) "Welcome banner" appears one time per day, per browser

www.compoundsemiconductorchina.net

Magazine (4 Color)

	RMB		£		€		US\$	
	1x	6x	1x	6x	1x	6x	1x	6x
Full Page	23100	20780	2570	2310	2900	2610	3000	2700
2/3 Page H/V	19730	17780	2190	1970	2480	2240	2560	2310
1/2 Page Island	19730	17780	2190	1970	2480	2240	2560	2310
1/2 Page H/V	18150	16350	2020	1820	2280	2060	2360	2120
1/3 Page H/V	13280	11930	1470	1320	1670	1500	1720	1550

	RMB	£	€	US\$
Cover II	33000	3660	4150	4280
Cover III	26400	2930	3320	3430
Cover IV	34650	3850	4360	4500
Page One	33000	3660	4150	4280
Facing Table of Content	27750	3080	3490	3600
Other specified positions	+ 10%			



mechanical specifications

Send your booking orders & ad materials by email, courier or FTP upload.

Contact us at adservice@actintl.com.hk or our sales representatives for details.

	跨版 Spread Page	整版 Full Page	1/2 版纵向 1/2 Page Vertical	1/2 版横向 1/2 Page Horizontal	1/2 版岛形 1/2 Page Island	1/3 版纵向 1/3 Page Vertical	1/3 版横向 1/3 Page Horizontal	1/4 版纵向 1/4 Page Vertical	1/4 版横向 1/4 Page Horizontal
有效面积 Live Area (Non-Bleed)	400mm x 277mm 15.75" x 10.9"	190mm x 277mm 7.48" x 10.9"	76mm x 240mm 2.99" x 9.45"	168mm x 113mm 6.61" x 4.45"	113mm x 183mm 4.45" x 7.2"	46mm x 240mm 1.81" x 9.45"	168mm x 73mm 6.61" x 2.87"	76mm x 112mm 2.99" x 4.41"	168mm x 52mm 6.61" x 2.05"
裁切尺寸 (Trim)	420mm x 297mm 16.54" x 11.69"	210mm x 297mm 8.27" x 11.69"	86mm x 250mm 3.39" x 9.84"	178mm x 123mm 7" x 4.84"	123mm x 193mm 4.84" x 7.6"	56mm x 250mm 2.2" x 9.84"	178mm x 83mm 7" x 3.27"	86mm x 122mm 3.39" x 4.8"	178mm x 62mm 7" x 2.44"
出血尺寸 (Bleed)	426mm x 303mm 16.77" x 11.93"	216mm x 303mm 8.5" x 11.93"							

Product Focus

- Distribute your latest product information to 7,000 industry professionals
- Deliver via eNewsletter, directly to the readers' screens
- Inquirers can easily download product information. Inquirers' email addresses collected and provided to advertisers

Net Cost per each resource unit USD/500

Specifications:

1. One photo with 300 dpi or higher resolution; no animation
2. About 100 Chinese characters (50 English words) for the introduction
3. Click for more details on CS China's website
4. One email address to receive leads (email addresses of inquirers).
Leads will be provided two weeks and four weeks after publication

Position	Leaderboard	Middle 1/2
Dimension (pixels, w x h)	728 x 90	350 x 180
Size	60k	40k
Format	JPG	JPG
Per month	¥ 8500 \$ 1100 £ 940 € 1070	¥ 5000 \$ 650 £ 550 € 630

eFocus (eNewsletter)

Position	Dimension (pixels, w x h)	Size	Format	Per issue
Top Banner	728 x 90	60k	JPG/GIF	¥ 8500 £ 940 \$ 1100 € 1070
Banner 1	350 x 180	40k	JPG/GIF	¥ 8500 £ 940 \$ 1100 € 1070
Banner 2/3/4	350 x 60	30k	JPG/GIF	¥ 5000 £ 550 \$ 650 € 630

content **marketing** programs

White Paper

Deliver your company's technical expertise to a targeted audience of thousands of design engineers looking for solutions to design and development challenges. Position your company as a thought leader and innovator and generate high quality leads for your sales team.

Your White Paper is promoted through multiple channels for the first two months, including

- Placement on the HOMEPAGE during 1st month (text link or banner)
- Inclusion in 1x CS China FLASH e-newsletter
- One dedicated email promo
- One WeChat promo
- Archived in the White Papers section of the website for 1 year
- Sales leads captured

1x	¥ 11250 \$ 1460 £ 1250 € 1410
4x	¥ 37500 \$ 4870 £ 4170 € 4720
6x	¥ 49500 \$ 6430 £ 5500 € 6230
12x	¥ 90075 \$ 11700 £ 10010 € 11330



Video

The Power of Video Marketing

- An effective way to convey your message in a memorable way
- Stand out in the crowd
- Helps to convey complex information more clearly by demonstrating your solution
- Drive traffic to your corporate videos or product demonstration videos

Your Video is promoted through multiple channels, including

- Promotion in the CS China's homepage (text link or banner)
- Promotion in CS China's website's "Video" section
- One dedicated email broadcast promoting your video
- One WeChat promo

Cost: ¥ 10500 \$ 1360 £ 1170 € 1320



content marketing programs

Webinar

Generate qualified leads.

Webinars are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers and engineering manager sales prospects. A custom webinar provides great branding opportunities for your company.

- Promotion in Website (text link or banner)
- Two dedicated email promos
- One WeChat promo
- Promotion in CS China eNewsletters
- Sponsors logo on all promo material
- Ability to add up to 4 additional, customized registration questions (optional)
- Sponsors receive full contact information on all registrants as available

Live Webcast	¥35100	\$4560	£3900	€4410
View on demand Webcast	¥24600	\$3190	£2730	€3090



Welcome Ads

Welcome ads (also known as Cover ads or Roadblock ads) are full-page ads that appear on top of the page when arriving at a URL. This unit captures the user's browser for display of the ad and then redirects/closes after a set time (about 10 seconds) or click through, so they have to be viewed. They are programmed to appear only once a day to each user.

Banner sizes: 800x450 or 960x540 pixels
 Formats: gif, animated gif, jpg
 File Size: 40k or less

Most third-party Ad tags can be accommodated but require testing prior to deployment.

1 week	¥3780	\$490	£420	€470
2 weeks	¥7240	\$940	£800	€910
4 weeks	¥13580	\$1760	£1510	€1710

WeChat Connects

WeChat is China's online social service to chat and share information with friends, read news, play games, track their fitness goals, make voice and video calls, shop online, and even pay for lunch. WeChat is so deeply embedded in people's lives, companies—even technical companies—use WeChat as a way of gaining a foothold in the Chinese market.

CS China's WeChat channel has already opened the door for you to effectively reach a self-defined audience of CS China followers who are interested in receiving the latest technology information from CS, CS China, and CS China Conference.

Within our WeChat environment you can deliver messages to customers

- Promoting tech articles
- For new product launch information
- Use the site as a recruitment tool
- By using banner-like ads as page breaks between articles sent by WeChat, or to
- Set up customized WeChat programs

Consult us for your WeChat programs.

WeChat Advertising Opportunities

			\$	£	€	¥
Article blast	1st article	1st article of the wechat message blast to full list	700	590	670	5400
	Other positions	Article place in other positions	460	390	440	3500
Ad blast	First ad	Banner size: 900 x 250 px, on top of the wechat message for 2 times (random) within 4 blasts (2 weeks)	400	340	380	3080
	Other positions	Banner size: 900 x 250 px, in between articles of the wechat message for 2 times (random) within 4 blasts (2 weeks)	300	250	280	2300
Video blast	Quick video of for interviews, educations, solutions etc.	Video of 2-3 mins. supplied or aided by CSC team . include one article blast for promotion	1000	850	960	8850
New Product blast	Product Showcase	Product picture and introduction, with URL	700	590	670	5400

Enjoy frequency discount for multiple insertions within a 12 month period

3x	5%
6x	10%
9x	15%
12x and above	20%



CS China WeChat followers
17831+

administration & sales **offices**



compoundsemiconductorchina.net

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