

化合物半导体 COMPOUND SEMICONDUCTOR • CHINA

MEDIA PACK 2025

compoundsemiconductorchina.net



cschina introduction

Compound Semiconductor China for professionals working with compound semiconductor materials and devices.

The **Compound Semiconductor China** media platform is for the engineers, researchers, scientists, and other technical management professionals that are involved in semiconductor processing development, science engineering, design research & development in China's compound semiconductor markets. These markets include the power electronics industry, critical to cutting carbon footprints; lasers; the LED industry, now entering a new phase through the development of microLEDs; and RF devices, critical to mobile communications.

Much of **Compound Semiconductor China's** coverage in 2025 will be devoted to the development of ultra-wide bandgap materials, such as diamond, AlGaIn and Ga₂O₃; power electronics based on SiC, GaN and Ga₂O₃; RF devices for 5G and 6G; breakthroughs in photonics, including new VCSEL designs; and advances in power, efficiency and spectral range in the RF.

Moreover, with the accelerated pace of new technology options and news, compound semiconductor professionals want to be updated more frequently to maintain their edge in the market, and they want to be able to access information and news at any time in any place. For 22807 (August 2024) professionals, **Compound Semiconductor China's** WeChat channel provides that access with weekly multiple-article blasts.

Plus, the printed and digital editions of **Compound Semiconductor China's** magazine and their sister e-newsletters typically reach 12955 readers (August 2024). While **Compound Semiconductor China's** website attracts 41,809 unique IP visits per month (13-month average, Aug 2024)

Compound Semiconductor China's Media Platform Tied to the Popular Compound Semiconductor Advanced Technology and Application Conference

The conference is held annually with the CHIP China Conference with topics including compound semiconductor materials and preparation processes, power devices and application technologies, as well as semiconductor manufacturing and packaging topics.

Organized by ACT International, the events provide an excellent means for face-to-face interactions with potential customers through speakers and display tables.

In summary, the media platform **Compound Semiconductor China** offers multiple options through your advertising, content marketing, and event participation to reach China's compound semiconductor professionals. Continue reading for more details on how your company can benefit.

editorialcalendar2025

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 22 Materials: Feb 19 Editorial: Feb 4	APR / MAY Issue date: Apr 22 Booking: Apr 8 Materials: Apr 15 Editorial: Apr 1	JUN / JUL Issue date: Jun 24 Booking: Jun 10 Materials: Jun 17 Editorial: Jun 3
Cover Story	SiC power electronics	Micro-LED	GaN substrate
Tech Features	Visible light communication	Photonics integrated	VCSEL laser
Column	GaN power electronics	SiC substrate	InP Optoelectronics
Special Supplements	AR/VR applications	AlN substrate	TSSG SiC
Bonus Distribution	Semicon China Shanghai, Mar 23-25 Laser World of Photonics China, Shanghai, Mar 17-19	SNEC International PV Power Expo, May	Guangdong Int'l Lighting Fair, Jun

	AUG / SEP Issue date: Aug 26 Booking: Aug 12 Materials: Aug 19 Editorial: Aug 5	OCT / NOV Issue date: Oct 28 Booking: Oct 14 Materials: Oct 21 Editorial: Sep 30	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	AI appocation	Electric vehicle application	Gallium oxide crystal growth
Column	Gallium oxide diode	Rail transit application	SiC IGBT
Special Supplements	Gallium oxide MOS	Diamond semiconductor growing	BN
Bonus Distribution	Semicon Taiwan, Sept CIOE, Sep, Shenzhen EDICON China, Sep, Beijing	China Solid-State Lighting, Nov	

eFocus schedule

Date	Theme
Jan 05	Diamond semiconductor growth
Feb 05	SiC power electronic devices
Mar 05	Gallium oxide crystal growth
Apr 02	Gallium oxide device
May 14	GaN radio frequency device
Jun 11	Electric Vehicle Applications
Jul 09	GaAs device
Aug 06	Deep UV LED
Sep 10	VCSEL
Oct 15	Photonics integrated
Nov 12	InP Optoelectronics
Dec 10	AlN



circulation

Compound Semiconductor China Edition is the primary information source for professionals working with compound semiconductormaterials and devices. Each issue is distributed for 17,733 copies to qualified individuals in China.

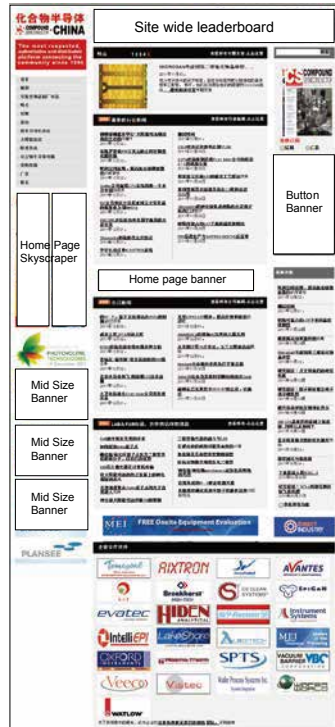
Job Functions	Semiconductor process / process development	19.4%
	Company management	15.1%
	Research and development	7.7%
	Material science	6.5%
	Academic research	5.8%
	Financial / market analysis	5.8%
	Application / design / process / equipment engineering	5.8%
	Performance / testing	5.4%
	Epitaxy	5.3%
	Science / engineering / technology management	4.9%
	Device / IC R & D design	3.3%
	Packaging	3.1%
	Reliability / quality control	2.7%
	Procurement	2.6%
	Others	6.6%
	Total	100.0%
Company Types	Semiconductor equipment or material company	18.7%
	Semiconductor foundry or fab	18.4%
	Academic / government semiconductor research institute	12.5%
	System / component manufacturers using compound semiconductor devices	8.6%
	Epitaxial wafer / substrate supplier	8.1%
	Investment company or market research / analysis	6.0%
	Device/IC R&D and design company	5.0%
	IDM	2.2%
	Others	20.5%
	Total	100.0%
Breakdown by Region	East China	47.7%
	South China	24.6%
	North China	12.7%
	Central China	4.9%
	Southwest China	3.5%
	Northwest China	2.6%
	Northeast China	1.9%
	Taiwan	0.7%
	Hong Kong	0.5%
	Others	0.9%
	Total	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

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%			



www.compoundsemiconductorchina.net

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 12,000 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

化合物半导体 CHINA

Leaderboard

Middle 1

Middle 2

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

eFocus 化合物半导体 CHINA

2022年10月重点快讯

发挥GaN的巨大潜力——氮化镓技术刻不容缓

2022.10.19 下午14:00-16:00

行业新闻

UV LED制造取得突破

安森美扩建欧洲SiC工厂

《芯片法案》受益者：SkyWater

宜量在意大利开设电机驱动中心

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

22807+

administration & sales offices

行政人员 Administration

HK Office (香港办公室)

ACT International (雅时国际商讯)
Unit B, 13/F, Por Yen Building,
No. 478 Castle Peak Road, Cheung Sha Wan,
Kowloon, Hong Kong
Tel: 852-2838 6298

Publishing Director (出版总监) - China
Adonis Mak (麦协林), adonis@actintl.com.hk

Editor in Chief (中国版编辑)
Min Lu (陆敏), minl@actintl.com.hk

UK Office(英国办公室)

Angel Business Communications Ltd.
6 Bow Court, Fletchworth Gate,
Burnsall Road, Coventry,
CV56SP, UK
Tel: +44 (0)1923 690200

Publisher (English edition)
Jackie Cannon
jackie.cannon@angelbc.com
+44 (0) 1923 690205



销售人员 Sales Offices

China (中国)

Lisa Cheng (程丽娜)
lisac@actintl.com.hk
Tel: 86-185 7156 2977

Mini Xu (徐若男)
minix@actintl.com.hk
Tel: 86-187 7196 7314

Grace Zhu (朱婉婷)
gracez@actintl.com.hk
Tel: 86-159 1532 6267

Cecily Bian (边团芳)
cecilyb@actintl.com.hk
Tel: 86-135 5262 1310

Phoebe Yin (尹菲菲)
phoebey@actintl.com.hk
Tel: 86-155 2754 0817

Mandy Wu (吴漫)
mandyw@actintl.com.hk
Tel: 86-187 7196 7324

Hong Kong (香港)

Floyd Chun (秦泽峰)
floydc@actintl.com.hk
Tel: 852-2838 6298

Taiwan, Singapore, Malaysia (台湾, 新加坡, 马来西亚)

Floyd Chun (秦泽峰)
floydc@actintl.com.hk
Tel: 852 2838 6298

US (美国)

Janice Jenkins
jjenkins@brunmedia.com
Tel: 724-929-3550

Tom Brun
tbrun@brunmedia.com
Tel: 724-539-2404

Europe (欧洲)

Shehzad Munshi
sm@angelbcl.co.uk
Tel: +44 (0)1923 690215

Jackie Cannon
Jackie.cannon@angelbc.com
Tel: +44 (0) 1923 690205

