

ECN

CHINA

2009
MEDIA GUIDE

ABOUT ECN CHINA

ECN China is the complete electronics design magazine. With rich content and complete industry coverage, it provides the design engineering community in China with its monthly dose of news, technology features, technical articles, product information, interviews and more.

Published in Simplified Chinese, it is distributed across more than 12 regions in China, and read by a qualified audience of 25,000[^] engineering professionals.

Reach your target audience with our integrated media platform. Whether via print advertisements or a combination of our online marketing solutions, ECN China delivers your message clearly to the people that matter.



EDITORIAL SUMMARY

ANALYSIS interprets technological news for the designer.

BREAKTHROUGH examines the latest technological advances that will impact designs.

CUTTING EDGE features new "benchmark" products unique in the market. Product codes give online access to detailed information via the ECNChinamag.com product search function.

FEATURES are carried in each issue, covering key topics like software, engineering practices, power, automotive electronics, packaging and more.

INTERVIEW profiles the top people from the key industry players.

FIRST LOOKS consists of new product snippets. Product codes give online access to detailed information via the ECNChinamag.com product search function.

DISTRIBUTION focuses on the electronics industry's supply chain, looking at issues and developments across the many links in the chain.

EDITORIAL CALENDAR[#]

Issue	Cover Story	Feature 1	Feature 2	Bonus Distribution
Jan	T&M	Automotive	Converters	
Feb	Signal Sources	Portable/Mobile	Packaging	IIC Shenzhen
Mar	RF Test	Wireless	Programmable Logic	Electronica & Productronica China IIC Beijing IIC Shanghai Semicon China
Apr	MOSFET	Medical Electronics	Automotive	CEF Spring Nepcon/EMT China
May	Power Management	Consumer	General-purpose Test	
Jun	ICs & Semi	Power/Analog	Communications	
Jul	FPGA	Passives	Display	
Aug	Sensors	Motors & Motion Control	Power Sources	CEF West China Nepcon/EMT South China
Sep	Analog	GPS/Navigation	DSP	
Oct	Automotive	Wireless	Software	China Hi-Tech Fair
Nov	Communications	Embedded Design	T&M	Bohai Electronics Week CEF Autumn
Dec	MCU	PLDs/CPLDs	Ethernet	

[^] Publisher's own data projected in Oct 2008

[#] Articles may be changed without notice, subject to technological developments or industry needs

CIRCULATION PROFILE

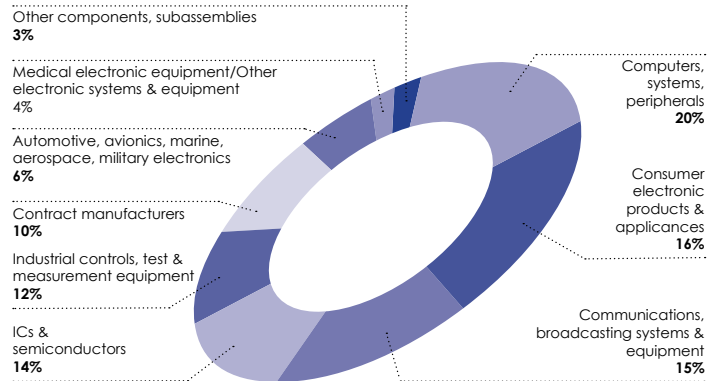
ECN China is circulated to 25,000* design & development engineers and engineering managers in Asia.

Analysis by Job Function*

Design & development engineering	70%
Production/Manufacturing/ Engineering management	20%
Corporate management	10%
Total	100%

Analysis by Region*

Guangdong	22%
Shanghai	18%
Beijing	15%
Jiangsu	10%
Zhejiang	9%
Tianjin	5%
Sichuan	5%
Shaanxi	4%
Shandong	4%
Fujian	3%
Liaoning	2%
Others	3%
Total	100%



Analysis by Business Type*

Computers, systems, peripherals	20%
Consumer electronic products & appliances	16%
Communications, broadcasting systems & equipment	15%
ICs & semiconductors	14%
Industrial controls, test & measurement equipment	12%
Contract manufacturers	10%
Automotive, avionics, marine, aerospace, military electronics	6%
Medical electronic equipment/ Other electronic systems & equipment	4%
Other components, subassemblies	3%
Total	100%

* Publisher's own data projected in Oct 2008

DIRECT MAIL

Select the audience of your choice for your direct mail promotions. The ECN China subscriber list is available for rental.

List Rental Rates

Postal address rental	US\$300/M
Email address rental	US\$600/M
Transmission	US\$0.20/name
Minimum order	2,000 names

Selections

Geographic analysis	US\$10/M
Business type	US\$10/M
Job function	US\$10/M
Product specified	US\$10/M

For further information and pricing, please contact your ECN China sales representative or:

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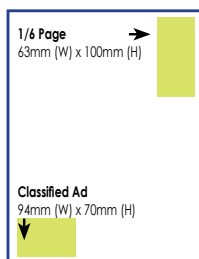
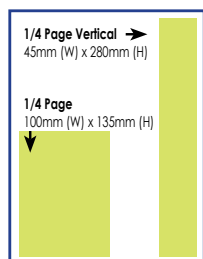
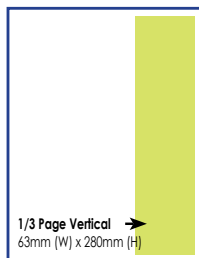
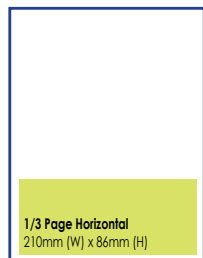
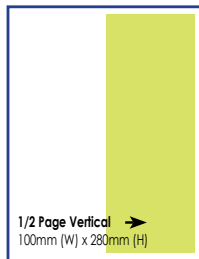
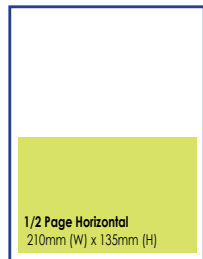
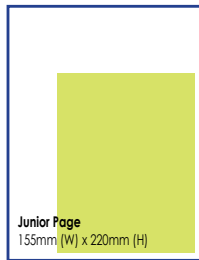
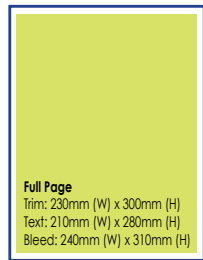
PRINT ADVERTISING RATES

All rates are quoted in US dollars and are gross on a per issue basis, valid as of January 1, 2009.

Advertising Space

Publication trimmed size:
230mm (W) x 300mm (H)

Binding: Saddle-stitched



Premium Positions

Cover II	6,100
Cover III	5,650
Cover IV	6,550

- 10% surcharge for guaranteed right hand page and premium positions
- Plate change rates: \$500 (non-commissionable)
- Matched/metallic color change: \$500 per page or spread (non-commissionable)
- Advertising agency commission: 15%

Full Run Rates

Ad size	1x	6x	12x	24x
Full page	4,700	4,500	4,300	4,100
Junior page	3,750	3,550	3,350	3,150
1/2 page (vertical)	3,550	3,350	3,150	2,950
1/2 page (horizontal)	3,550	3,350	3,150	2,950
1/3 page (vertical)	2,350	2,200	2,100	2,000
1/3 page (horizontal)	2,350	2,200	2,100	2,000
1/4 page (square)	1,700	1,600	1,500	1,400
1/4 page (vertical)	1,700	1,600	1,500	1,400
1/6 page/Classified ads	1,350	1,250	1,150	1,050

Closing Dates

Issue	Booking Deadline	Ad Copy Deadline	Publication Date
January	09 Dec 08	16 Dec 08	05 Jan 08
February	08 Jan 09	14 Jan 09	03 Feb 09
March	09 Feb 09	16 Feb 09	04 Mar 09
April	09 Mar 09	16 Mar 09	02 Apr 09
May	08 Apr 09	15 Apr 09	04 May 09
June	08 May 09	15 May 09	03 Jun 09
July	09 Jun 09	16 Jun 09	03 Jul 09
August	08 Jul 09	15 Jul 09	03 Aug 09
September	07 Aug 09	14 Aug 09	03 Sep 09
October	08 Sep 09	15 Sep 09	05 Oct 09
November	09 Oct 09	16 Oct 09	03 Nov 09
December	09 Nov 09	17 Nov 09	04 Dec 09

Translation & Layout

Service	Simplified Chinese
Translation	130
Translation & layout	190

ONLINE ADVERTISING RATES

All rates are net and quoted in US dollars. Effective as of January 1, 2009.

WEB BANNERS

Home Page

Banner size (pixels)	Rate (per month)	Rate (per quarter)
120 x 240 (Half Tower)	1,100	2,700
600 x 60 (Horizontal)	1,600	4,000
120 x 600 (Tower)	1,900	4,800
336 x 280 (Boom Box)	2,300	5,900
100 x 300 (Side Hanger)	4,500	11,500

Non Home Page

Banner size (pixels)	Rate (per month)	Rate (per quarter)
120 x 240 (Half Tower)	900	2,300
600 x 60 (Horizontal)	1,300	3,350
120 x 600 (Tower)	1,600	4,000
336 x 280 (Boom Box)	2,000	5,000



E-NEWSLETTERS*

Type	Audience	Frequency	Language	Position	Schedule	Rate
Online	10,000	Monthly	Simplified Chinese	Vertical or Horizontal	2 nd Thursday	2,000
Product Showcase	10,000				4 th Thursday	2,000

* Other customized e-newsletters are available upon request

OTHER SPONSORSHIP OPPORTUNITIES

Resource center	Host software and other resources on the Resource Center. Gain exposure for your products while generating valuable leads. Three levels of sponsorship available.	\$1,200 (single item posting) \$6,000 (featured vendor)
Sponsor link	Text link located within the "Our Sponsors" section of website.	\$1,250 per sponsor link per month \$3,200 per sponsor link per quarter
Part search	Drive visitors to search for your products with a special banner available throughout the website.	\$2,300 per sponsored banner per month \$5,900 per sponsored banner per quarter
Webcast	Both on-demand and live broadcast available. Includes custom eDM, text links on e-newsletters, and 12 month archive duration.	\$6,000 (on-demand webcast) \$10,000 (live webcast)
Partner solutions	Exclusive microsite with up to five custom or sourced articles. Includes two banners on the content and article pages (horizontal and tower), and links from the home page.	Rate: Please contact publisher

ADVERTISING MATERIAL GUIDELINES

Print

Digital files are accepted (Macintosh format only)

Illustrator EPS, Photoshop EPS/TIFF, QuarkXpress, InDesign and Freehand. All images should be saved in CMYK format, 300 dpi resolution at actual print ad size. All linked files and fonts must be included.

Acrobat PDF files

High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All fonts should be embedded.

Proofs

Two final color proofs are required for all ads.

Bleed recommendation

Leave 5mm safe area all around. Bleed requests must be specified on insertion order. Headlines that cross a spread must be split between words or allow 5mm in gutter.

Contact Persons

For production enquiries, please contact:

Cassy Wong

Senior Production Manager

Tel: (65) 6780 4324 Fax: (65) 6787 5550

cassy.wong@rbi-asia.com

All advertising insertion orders, digital files and other production materials must be sent to:

Lyn Chew

Ad Admin Executive

Reed Business Information Asia

The Signature, 51 Changi Business Park Central 2

#07-01 Singapore 486066

Tel: (65) 6780 4815 Fax: (65) 6787 5550

lyn.chew@rbi-asia.com

Kindly include a hard copy of your digital materials and specify insertion dates, appropriate URLs and contact details.

Online

Creative specifications

Ad unit: 4 or 8 bit GIF files, 39KB max file size.

E-newsletter text sponsorship: Header – 55 characters max, Body – 300 characters max, URL – 255 characters max (includes spaces and all punctuation).

Sponsored link: Text – 300 characters max, URL – 200 characters max (includes spaces and all punctuation).

Partner solutions: Web ready format requested. File specs – HTML (20KB) or Word (100KB), Graphics specs – within file, images should be 72 dpi saved as GIF or JPEG.

Creatives are due three business days prior to campaign start, six for rich media, and five for e-newsletters and Partner Solutions.

INSTRUCTION FOR ACCESS TO ECN CHINA'S FTP SERVER

FTP (File Transfer Protocol) server is exclusively for clients/advertisers to upload and download computerized materials.

PROCEDURE

1. Open web browser/FTP access software, eg. Fetch
2. Go to <ftp://ftp.rbi-asia.com>
3. Enter User name => ECNA, Password => creative
4. Compress file into WinZip/Stuffit archive
5. Drag and drop files into browser
6. Notify Production Manager via email

IMPORTANT:

Server password is confidential and is intended solely for the use of the individual or entity to whom it is addressed. You should not copy or use it for any purpose not connected with your advertising needs, nor should you disclose its contents to any unauthorized person or persons.

General Terms and Conditions

Print

General contract and rate policy

All advertising contracts accepted are subject to change in rate upon notice from the publisher. Contracts may be cancelled at the time the change in rate becomes effective without incurring a short rate, provided the contract rate has been earned up to the date of cancellation.

ECN China has a 30-day written cancellation policy on all print ads with no penalty. A 50% penalty will be charged if notification is received any less than 30 days from the ad booking deadline.

The publisher reserves the right to reject any advertisement. The advertiser agrees to indemnify and protect the publisher from any claims of expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark.

Advertising which simulates editorial must carry the word "advertisement" at the top. Publisher reserves the right to insert the word "advertisement" in such advertising. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

Online

Inventory / ad serving

1. Inventory is based upon availability and quoted prices are valid for 30 days. If the proposed inventory is not available, we will do the best to accommodate advertisers on other opportunities.
2. Impression delivery for all campaigns is measured by ECN China's designated primary ad serving system – Doubleclick.
3. ECN China reserves the right to change specifications. Advertisers will be given 30 days for any change.

Failure by the publisher to insert an ad in any particular issue voids the insertion order for that issue but will not constitute a breach of contract. All orders accepted are subject to Reed Business Information credit requirements.

Payment terms

Net 30 days. Advertisers will be short-rated if, within a 12-month period, they do not meet their frequency.

Commissions

15% commission to recognized agencies on space, color, and position only. Commission not paid on cost of artwork, engraving, postage, printing, plate changes or other mechanical charges. Agency commission disallowed after 30 days from date of invoice.

Publisher reserves the right to hold advertisers and/or its advertising agency jointly and severally liable for such monies that are due and payable to the publisher.

Special positions

Special positions are guaranteed only on a non-cancelable basis at an extra charge of 10% of earned gross rates.

Billing / cancellation policy

1. Billing is based on contracted rates or impressions. Campaigns are billed monthly, by the last week of every month.
2. ECN China has a 30-day written cancellation policy on all online media with no penalty, two week written notice on e-newsletter sponsorships. If a campaign has already begun and then cancelled, the advertiser will be responsible for the cost of impressions planned for up to two weeks after the cancellation along with the impressions that have been delivered.

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