

# 化合物半导体 COMPOUND SEMICONDUCTOR • CHINA

## MEDIA PACK 2025

[compoundsemiconductorchina.net](http://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, AlGaN and Ga<sub>2</sub>O<sub>3</sub>; power electronics based on SiC, GaN and Ga<sub>2</sub>O<sub>3</sub>; 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.

	<b>FEB / MAR</b> Issue date: Feb 26 Booking: Feb 12 Materials: Feb 19 Editorial: Feb 4	<b>APR / MAY</b> Issue date: Apr 22 Booking: Apr 8 Materials: Apr 15 Editorial: Apr 1	<b>JUN / JUL</b> Issue date: Jun 24 Booking: Jun 10 Materials: Jun 17 Editorial: Jun 3
<b>Cover Story</b>	SiC power electronics	Micro-LED	GaN substrate
<b>Tech Features</b>	Visible light communication	Photonics integrated	VCSEL laser
<b>Column</b>	GaN power electronics	SiC substrate	InP Optoelectronics
<b>Special Supplements</b>	AR/VR applications	AlN substrate	TSSG SiC
<b>Bonus Distribution</b>	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

	<b>AUG / SEP</b> Issue date: Aug 26 Booking: Aug 12 Materials: Aug 19 Editorial: Aug 5	<b>OCT / NOV</b> Issue date: Oct 28 Booking: Oct 14 Materials: Oct 21 Editorial: Sep 30	<b>DEC / JAN</b> Issue date: Dec 23 Booking: Dec 9 Materials: Dec 16 Editorial: Dec 2
<b>Cover Story</b>	Gallium oxide epitaxial	Data center application	Diamond semiconductor device
<b>Tech Features</b>	AI appocation	Electric vehicle application	Gallium oxide crystal growth
<b>Column</b>	Gallium oxide diode	Rail transit application	SiC IGBT
<b>Special Supplements</b>	Gallium oxide MOS	Diamond semiconductor growing	BN
<b>Bonus Distribution</b>	Semicon Taiwan, Sept CIOE, Sep, Shenzhen EDICON China, Sep, Beijing	China Solid-State Lighting, Nov	

## *eFocus schedule*

<b>Date</b>	<b>Theme</b>
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 semiconductor materials and devices. Each issue is distributed for 17,733 copies to qualified individuals in China.

<i>Job Functions</i>	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%	
<b>Total</b>	<b>100.0%</b>	

<i>Company Types</i>	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%
	<b>Total</b>	<b>100.0%</b>

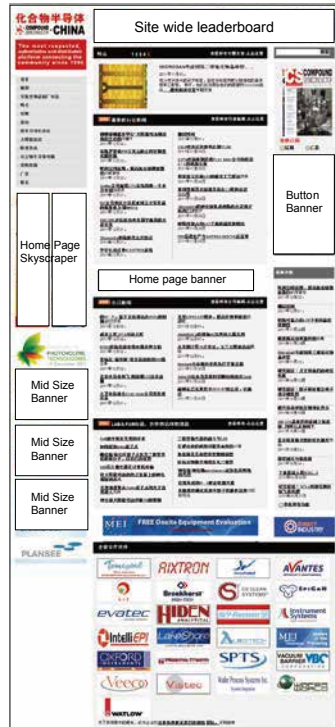
<i>Breakdown by Region</i>	East China	47.7%
	South China	24.6%
	North China	12.7%
	Central China	4.9%
	Southwest China	3.5%
	Northwest China	2.6%
	Northeast China	1.9%
	Taiwan	0.7%
	Hong Kong	0.5%
	Others	0.9%
<b>Total</b>	<b>100.0%</b>	

# 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](http://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







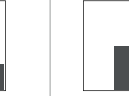


	RMB	£	€	US\$
Cover II	33000	3660	4150	4280
Cover III	26400	2930	3320	3430
Cover IV	34650	3850	4360	4500
Page One	33000	3660	4150	4280
Facing Table of Content	27750	3080	3490	3600
Other specified positions	+ 10%			



# mechanical specifications

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

Contact us at [adservice@actintl.com.hk](mailto: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

			\$	£	€	¥
<b>Article blast</b>	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
<b>Ad blast</b>	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
<b>Video blast</b>	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
<b>New Product blast</b>	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+**

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