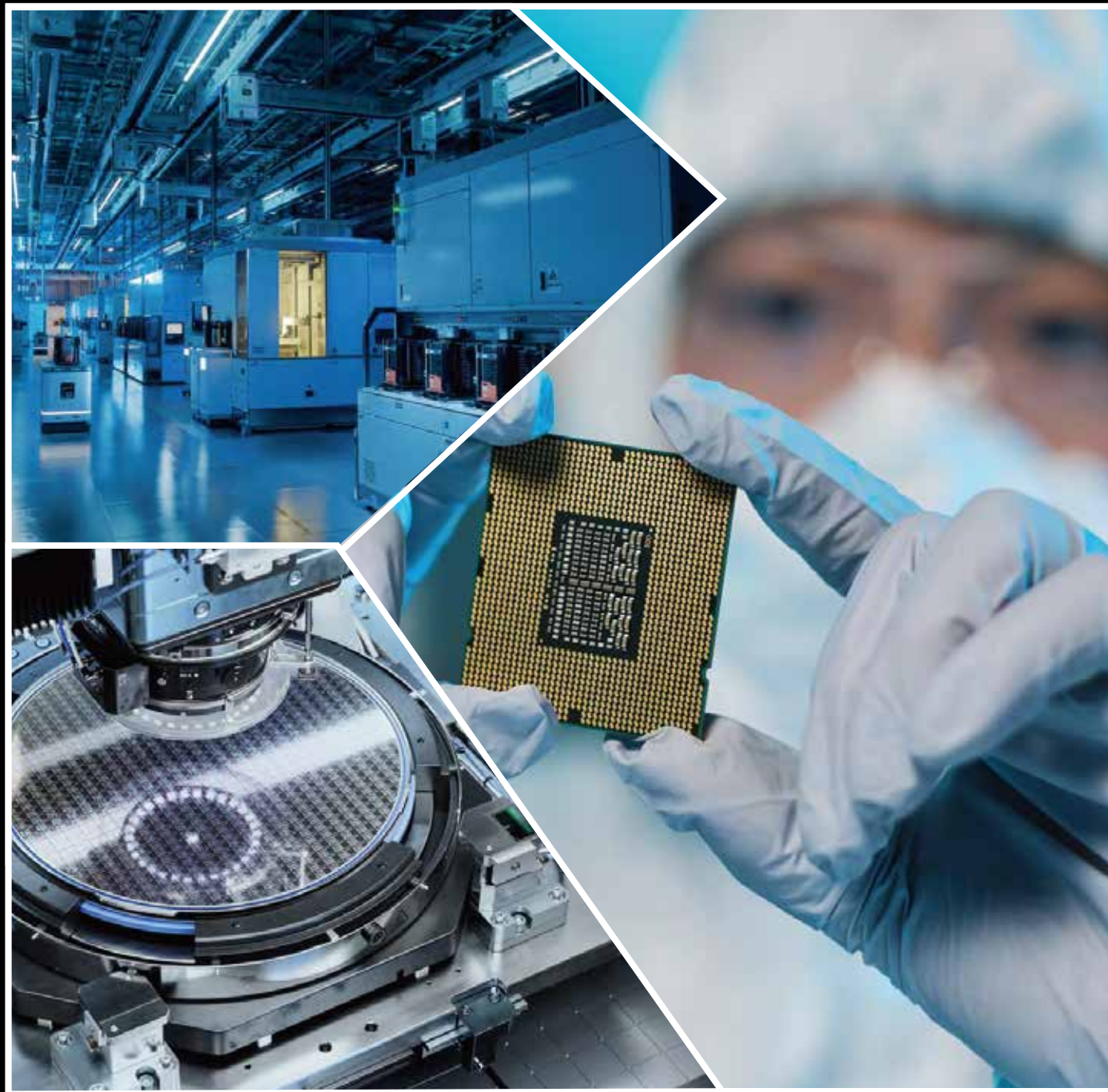


半导体芯科技

SS SILICON SEMICONDUCTOR CHINA

MEDIA PACK 2025

SISCMAG.COM



INTRODUCTION



Silicon Semiconductor China for professionals working with silicon semiconductor materials and devices.

The **Silicon Semiconductor China** media platform is for the engineers, researchers, scientists, and other technical management professionals that are involved throughout the semiconductor design and manufacturing process in China.

Silicon Semiconductor China will also be covering the many industry sectors where semiconductor-led innovation will either continue, or is set, to make a major impact: AI, automotive, health and medical, Industry 5.0, telecoms and mobile, and quantum computing – progress in these sectors is unthinkable without the semiconductor innovations to match.

Moreover, with the accelerated pace of new technology options and news, silicon-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 over 16570 professionals, **Silicon Semiconductor China's** WeChat channel provides that access with weekly multiple-article blasts.

Plus, the printed and digital editions of **Silicon Semiconductor China's** magazine and their sister e-newsletters typically reach over 27252 readers (September 2024). While **Silicon Semiconductor China's** website attracts over 64485 unique IP visits per month (13-month average, September 2024).

Silicon Semiconductor China's Media Platform Tied to the Popular **CHIP China Conference**

The conference is held annually with the Compound Semiconductor Advanced Technology and Application Conference providing leading edge technology and product information for fab manufacturing, IC packaging, and test. 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 **Silicon Semiconductor China** offers multiple options through your advertising, content marketing, and event participation to reach China's semiconductor professionals. Continue reading for more details on how your company can benefit.





English Edition



Simplified Chinese Edition



eFocus



WeChat



Website



Video



COMPLETE INFORMATION PLATFORM

TOTAL REACHES

2,314,865

Website total page views
(Sep 2024, average 13 months)

27,252

Magazine Circulation
(Sep 2024)

64,485

Unique web visitors
(Sep 2024)

16,570

We chat followers
(Sep 2024)

15,000

ChipChina delegates
(since late 2005)

COMPANY TYPES

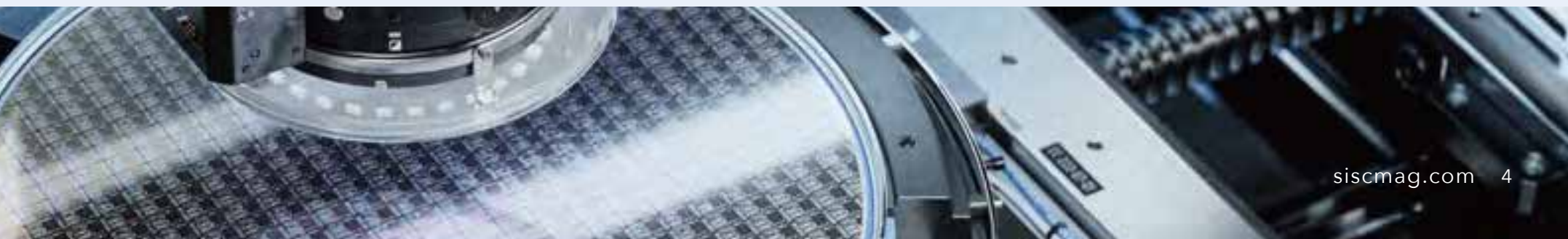
Chip manufacturing	18.3%
Semiconductor process equipment / auxiliary equipment	16.4%
Packaging test	14.5%
Electronic components / spare parts	8.1%
Semiconductor process materials / gases / Chemicals	7.4%
PCBA / electronic assembly	6.7%
chip design	5.9%
Semiconductor research / Education Center	4.6%
Industrial control system or auxiliary system	4.5%
Wafer manufacturing	4.4%
Facility / equipment / service	2.0%
Others	7.2%
Total	100.0%

JOB FUNCTIONS

Research and development	20.7%
Company operation or plant management	20.4%
Agent / sales / market	14.4%
Purchase	8.4%
Reliability / quality control / evaluation and testing	4.9%
Process Manager / Supervisor / Engineer	4.2%
Equipment production / technical maintenance	4.2%
Technical Consultant / Consultant	3.6%
Design	3.2%
Material formulation or production	2.8%
Equipment Manager / Supervisor / Engineer	2.5%
Operator / Technician	1.2%
Plant Manager / Supervisor / Engineer	1.1%
Others	9.4%
Total	100.0%

GEOGRAPHICAL BREAKDOWNS

East China	46.3%
South China	30.7%
North China	10.7%
Southwest China	3.3%
Central China	3.3%
Northwest China	2.1%
Northeast China	1.9%
Hong Kong	0.5%
Taiwan	0.4%
Others	0.8%
Total	100.0%



EDITORIAL CALENDAR

FEB / MAR		APR / MAY		JUN / JUL	
Issue date: Mar 10 Materials: Mar 3		Issue date: Apr 25 Materials: Apr 18		Issue date: Jun 16 Materials: Jun 10	
Booking: Feb 21 Editorial: Feb 18		Booking: Apr 10 Editorial: Apr 2		Booking: Jun 2 Editorial: May 26	
Cover Story	Metrology	Lithography		3D Integration/ Heterogeneous Integration	
Tech Features	Advanced Packaging	Advanced Process Equipment / Advanced Process Control		Silicon Photonics	
Column	Materials /Chemicals /Gases	MEMS / Sensors		Critical Subsystems	
Special Supplements	AI and Machine Learning	IC Design Tool, Chiplet, IP, SoC		Power Electronics	

AUG / SEP		OCT / NOV		DEC / JAN	
Issue date: Aug 20 Materials: Aug 12		Issue date: Oct 24 Materials: Oct 17		Issue date: Dec 23 Materials: Dec 16	
Booking: Aug 5 Editorial: Jul 25		Booking: Oct 10 Editorial: Sep 26		Booking: Dec 9 Editorial: Dec 2	
Cover Story	Test + Measurement	Deposition/ Etch		Packaging / Assembly	
Tech Features	Smart Manufacturing / Data Tools / MES	Wafer processing		Back-End Processing	
Column	RDL / TSV / TGV /Substrate	CMP & Cleaning		AI and QC	
Special Supplements	Automotive Semiconductor	Supply Chain / Sustainability		Memory Technology	

eFOCUS
CALENDAR

RESOURCE
CENTER
SCHEDULE

Jan	10	24	Apr	10	24	Jul	10	24	Oct	15	29		
Feb	6	20	May	14	28	Aug	14	28	20	Nov	12	26	18
Mar	12	28	18	Jun	12	26	18	Sep	12	26	Dec	12	26

Bonus Distribution

FEB / MAR

- SEMICON China, Shanghai Mar 26-28

APR / MAY

- Nepcon China/ EMT China Shanghai, Apr
- Chip China/ STCon, Suzhou, May

JUN / JUL

- Power Expo, Shanghai, Jun
- SNEC PV, Shanghai, Jun
- SEMICON West, San Francisco, Jul

AUG / SEP

- Nepcon Asia, Shenzhen, Aug
- EDICON China, Beijing, Sep
- CIOE, Shenzhen Sep
- SEMICON Taiwan, Taipei Sep

OCT / NOV

- China Solid-State Lighting, Nov

ADVERTISING RATE (MAGAZINE)

Ad Size (Full Color)		Full Page	2/3 Page H/V	1/2 Page Island	1/2 Page H/V	1/3 Page H/V	1/4 Page	1/6 Page
3x	RMB	24400	19100	17850	17100	13650	11625	9750
	USD	3170	2480	2320	2220	2220	1510	1265
	GBP	2710	2120	1985	1900	1520	1290	1085
	EURO	3070	2405	2245	2150	1720	1460	1225
6x	RMB	23400	18450	17100	16350	13200	11400	9600
	USD	3040	2395	2220	2125	1715	1480	1245
	GBP	2600	2050	1900	1820	1470	1270	1070
	EURO	2945	2320	2150	2055	1660	1435	1210
12x	RMB	21525	16800	15675	15000	12225	10650	8850
	USD	2795	2180	2035	1950	1590	1385	1150
	GBP	2390	1865	1740	1665	1360	1185	985
	EURO	2710	2115	1970	1885	1540	1340	1115

Premium Positions

	Cover II	Cover III	Cover IV	Page 1	Facing table of content	Other specified positions	Commission to recognized ad agency	Translation charge /page
RMB	33200	30400	38100	33200	31600	+10%	15%	800
USD	4310	3950	4950	4310	4105			105
GBP	3690	3380	4235	3690	3510			90
EURO	4175	3825	4790	4175	3975			100

General Policy

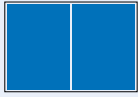










Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising there-from made against the publisher. The publisher reserves the right to reject advertising not conforming to publication standards. The publisher reserves the right to place the word "advertisement" with copy, which in the publisher's opinion resembles editorial materials. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strike, 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.

In the event of non-payment, the publisher reserves the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher. The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

Cancellations

No cancellations or changes will be accepted after the "Ad close" date. Notification of cancellations prior to closing date must be in writing.

MECHANICAL SPECIFICATIONS

	Live Area (Non-Bleed)	(Trim)	(Bleed)
 Spread Page	386 x 253 mm 15 x 10"	406 x 273 mm 16 x 10.75"	412 x 279 mm 16.2" x 11"
 Full Page	183 x 253 mm 7 x 10"	203 x 273 mm 8 x 10.7"	209 x 279 mm 8.2 x 11"
 2/3 Page Vertical	115 x 253 mm 4.5 x 10"	135 x 273 mm 5.3 x 10.7"	141 x 279 mm 5.6 x 11"
 2/3 Page Horizontal	183 x 162 mm 7.2 x 6.4"	203 x 182 mm 8 x 7.2"	209 x 188 mm 8.2 x 7.4"
 1/2 Page Vertical	82 x 253 mm 3.2 x 10"	102 x 273 mm 4 x 10.7"	108 x 279 mm 4 x 11"
 1/2 Page Horizontal	183 x 117 mm 7 x 4.6"	203 x 137 mm 8 x 5.4"	209 x 143 mm 8.2 x 5.6"
 1/2 Page Island	117 x 183 mm 4.6 x 7.2"	137 x 203 mm 5.4 x 8"	143 x 209 mm 5.6 x 8.2"
 1/3 Page Vertical	48 x 253 mm 2 x 10"	68 x 273 mm 2.6 x 10.7"	74 x 279 mm 3 x 11"
 1/3 Page Horizontal	183 x 71 mm 7.2 x 2.8"	203 x 91 mm 8 x 3.6"	209 x 97 mm 8.2 x 3.8"
 1/4 Page	82 x 117 mm 3.22 x 4.6"	102 x 137 mm 4 x 5.4"	108 x 143 mm 4.3 x 5.6"
 1/6 Page	48 x 117 mm 2 x 4.6"	68 x 137 mm 2.7 x 5.4"	74 x 143 mm 3 x 5.6"

ADVERTISING RATE (WEBSITE)

	Display	Dimension (pixels, w x h)	Size	Format	Shares of inventory	per month	Exclusive (per month)
Leaderboard	Run of Site	728 x 90	60k	JPG, GIF, Flash, animated GIF	3	¥12380 \$1610 £1375 €1555	¥18770 \$2440 £2085 €2360
Rectangle		300 x 250	40k		8 through all 3 positions on page	¥7500 \$975 £835 €945	N.A.
Half page (skyscraper)		300 x 600	80k		3	¥9000 \$1170 £1000 €1130	¥13590 \$1765 £1510 €1710
Middle	Home page	300 x 60	30k	JPG	4 through all 2 positions on page	¥5250 \$680 £585 €660	N.A.
Logo Sponsor		140 x 70	20k		N.A.	¥2630 \$340 £290 €330	N.A.
Prime Product		184 x 114	30k			¥6380 \$830 £710 €805	N.A.
Welcome ad	Run of Site	640 x 480	280k	JPG	One week	Two weeks	Four weeks
					¥4050 \$525 £450 €510	¥7650 \$995 £850 €960	¥14480 \$1880 £1610 €1820

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 in the first month, including

- Placement on the HOMEPAGE during 1st month (text link or banner)
- Inclusion in 1x SISC 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 € 1415
4x	¥ 37500 \$ 4870 £ 4165 € 4715
6x	¥ 49500 \$ 6430 £ 5500 € 6225
12x	¥ 90000 \$ 11690 £ 10000 € 11320



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



Cost: ¥ 11250 \$ 1460 £ 1250 € 1415

CONTENT MARKETING PROGRAMS

Webinar

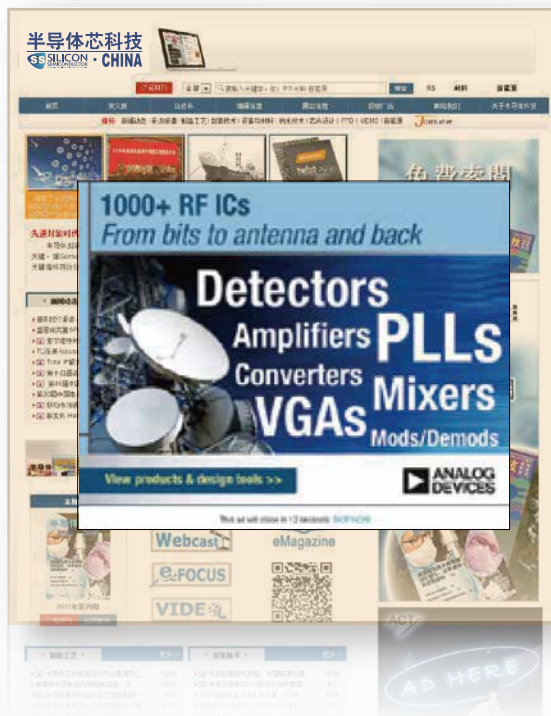
Generate qualified leads.

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 Silicon Semiconductor 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
¥61600 \$8000 £6845 €7750

View on demand Webcast
¥30800 \$4000 £3420 €3875



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	€475
2 weeks	¥7160	\$930	£795	€900
4 weeks	¥13600	\$1765	£1510	€1710

RESOURCES CENTER

- Distribute your latest product information to 18,000 industry professionals
- Deliver in eNewsletter format, directly to the screens.
- Readers can easily download, email addresses will be collected and provide to advertisers.
- Check with us for resources center calendar

Cost (per each resource unit), net

**RMB 6000
GBP 665 USD 780
EURO 755**

Specifications:

1. One picture of 300 dpi or above , animation picture is not accepted
2. About 100 Chinese words as introduction (50 English words)
3. Click for more details (full description in PDF, or web-link host in Silicon Semiconductor China website).
4. One email address to receive the leads (email addresses of inquirers).
Leads report will be provided two weeks after the distribution

Position	Leaderboard	Middle 1,2
Dimension (pixels, w x h)	728 x 90	350 x 60
Size	60k	30k
Format	JPG	JPG
Per month	¥11025 \$1430 £1225 €1385	¥3500 \$455 £390 €440

The screenshot shows the 'Resources Center' page of Silicon Semiconductor China. It features a header with the company logo and navigation links. Below the header, there are several featured articles and product launch announcements. One prominent article is about '线上产品推介会' (Online Product Introduction Conference) for various semiconductor products. Another article mentions 'ADI公司和Keysight Technologies' (ADI Company and Keysight Technologies). The page layout is clean and professional, with a focus on technical content and industry news.

eFOCUS (eNewsletter)

Position	Dimension (pixels, w x h)	Size	Format	per issue
Top Banner	728 x 90	60k	JPG/GIF	¥11025 \$1430 £1225 €1385
Banner 1	350 x 180	40k	JPG/GIF	¥11025 \$1430 £1225 €1385
Banner 2,3,4	350 x 60	30k	JPG/GIF	¥4950 \$645 £550 €625

The screenshot shows the 'eFOCUS' eNewsletter page. It features a header with the 'eFOCUS' logo and 'Silicon Semiconductor China' branding. The main content area is divided into several sections, including '行业新闻' (Industry News), '技术创新' (Innovation), and '产品推介' (Product Introduction). The newsletter contains various articles, images, and links, providing a comprehensive overview of the semiconductor industry and related products. The layout is visually appealing and easy to navigate.

WeChat

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.

SiSC's WeChat channel has already opened the door for you to effectively reach a self-defined audience of SiSC followers on every Tuesday and Thursday* who are interested in receiving the latest technology information from SiS, SiSC, and ChipCHINA.

*In case of holiday, will defer to the following working day.

Within our WeChat environment you can deliver messages to customers

- Promoting tech articles,
- For new product launch information
- Use it 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.



SiSC WeChat followers

16570+

WeChat Advertising Opportunities

			US\$ net
Article blast	1st article	1st article of the wechat message 1x blast to full list	600
	Other positions	Article place in other positions, 1x blast to full list	400
Ad blast	Top banner ad	Banner size: 900 x 250 px, on top of the WeChat message for 2 times (random) in 2 weeks	1,000
	Other positions (as breaks between articles)	Banner size: 900 x 250 px, in between WeChat message for 2 times (random) in 2 weeks	600
Video + article blast	Short video of products, tech. solutions, educations, interviews etc.	2-3 minutes Video, include one article blast for promotion, 1x blast to full list	800
New Product blast	Product launch, Demo, etc.	Product picture and introduction, with URL, 1x blast to full list	600

Enjoy frequency discount for multiple insertions within a 12 month period

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

半导体芯科技
SS SILICON SEMICONDUCTOR CHINA

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