



Microwave
Journal China
微波杂志

The Leading Brand Serving the RF/Microwave Community

2023 MEDIA KIT



**PRINT
DIGITAL
EVENTS**



INTEGRATED MARKETING SOLUTIONS

INTRODUCTION

Microwave Journal China distributes 27,000 copies of its print and digital editions to China's microwave professionals, including the engineers and managers involved in design, engineering services, R&D, and the manufacturing of these new products as well as those found in the traditional microwave markets of communications, defence, aviation, and medical.

Published six times a year, the Chinese-language edition of Microwave Journal feature technical articles that have been peer reviewed to ensure their accuracy, timeliness and usefulness. The China-based editorial staff combines the peer-reviewed features with localized news, new product information, and interviews relevant to the China market.

MWJC's website serves over 77,700 unique visitors per month (13-month avg, Sep 2022). MWJC's webinars and email newsletters continue to be a proven format that generate highly qualified leads from over 27,000 viewers and subscribers. Their unique formats engage audiences, who are seeking education on a key topic or solutions to their challenges. And over 10216 (as of Nov. 24, 2022) self-defined MWJC followers turning to MWJC's WeChat Official Account pages for the latest in news and technical information.

MWJC Content marketing opportunities include white papers, e-books, video and webinars, offer effective channels to reach and engage today's busy decision makers and generate high quality leads.

Microwave Journal China also supports EDI CON China, a conference and exhibition for engineers working in RF, microwave, signal integrity, power integrity and EMC/ EMI. Typically draws 3,000 professional delegates. Due to the impact of COVID 19 pandemic, the event was switched to EDICON Across China format since 2021 - comprised of one online conference and several small scale regional live conferences across China in Beijing, Shanghai, Chengdu and Shenzhen. The 2023 conferences will continue with the EDICON Across China format, offering excellent sponsorship opportunities throughout the year. Consult us for more information.

In addition, EDI CON Across China brings much needed technical training and information directly to engineers' desktops and mobile devices with multiple topic-specific seminars throughout the year.

Join the growing list of advertisers that are utilizing the Microwave Journal China brand to expand your presence in China.

CALENDAR 2023

	Editorial Theme	Ad Close	Ad Material Due	Issue date	Bonus Distribution
JAN / FEB	Wireless Communications	Dec 29	Jan 5	Jan 12	Mobile World Congress, Barcelona, Spain, Feb 27-Mar 2
MAR / APR	Connectivity Solutions/ Interconnect	Feb 28	Mar 7	Mar 14	Electronica China, Shanghai, Apr 13-15
MAY / JUN	Test and Measurement	Apr 28	May 5	May 12	EDICON Across China, Beijing, May 26 IEEE MTT-S International Microwave Symposium, Denver, Colorado, June 19-24
JUL / AUG	RF Semiconductors & Software	Jun 28	Jul 5	Jul 12	EDICON Across China, Shanghai, Jul 28 Nepcon Asia, Shenzhen, Oct
SEP / OCT	Antennas & EMC/EMI	Aug 29	Sep 5	Sep 12	Electronica South China, Shenzhen, TBA EDICON Across China, Chengdu, Oct 27
NOV / DEC	Passive and Control Components	Oct 30	Nov 6	Nov 13	International Printed Circuit & APEX South China Fair, Shenzhen, TBA EDICON Across China, Shenzhen, Dec 8

*Events dates subject to change



By business/ industry

	Mailing	Email
Communications Systems & Equipment	2111	5321
Cellular Systems & Equipment	146	278
Wlan, Wifi	307	464
CATV Broadcast Systems	32	120
Test & Measurement Equipment	782	1487
Semiconductor, RFICs, MMICs, etc.	1129	1916
Active Components (incl. Power Supplies, Subsystems)	146	312
Passive Components (incl. Antennas, Devices, Subsystems)	271	519
Government / Military: Research, Design & Engineering	327	1140
Radar Systems	289	1026
Navigation, Telemetry Systems, GPS	101	402
Data Transmission, Computer Systems	150	315
Software Development	104	225
Electronic Warfare Systems	40	132
Ground Support Equipment, Aircraft/Missile	75	111
Weapons Control, Ordnance, Fusing Systems	24	91
Materials, Hardware	130	332
Industrial / Academic / R&D Laboratories, Consultants	360	827
Industrial / Commercial Control, Processing Equipment	190	362
Medical Equipment	135	278
Consumer Electronics	847	941
Automotives / Transportation	116	343
Security / Identification	42	62
Laser, Electro-Optical Systems / Equipment	95	231
Other Original Equipment Market	163	491

Users

Government / Military	315	877
Industrial / Commercial	611	1757
Technical Library	98	386
Other User	864	6881
Total	10000	27627

By job functions

Design / Development

Design/Development Engineering - Engineering	1909	4811
Design/Development Engineering - Management	1222	2085

Engineering Services

Engineering Services - Engineering	277	767
Engineering Services - Management	251	467
General and / or Corporate Management	539	1164

Research & Development

Research & Development - Engineering	1539	4615
Research & Development - Management	1001	1558

Mfg & Production

Mfg & Production - Engineering	390	639
Mfg & Production - Management/Supervision	228	421
Engineering Support (draftsman, lab assistant, technician)	236	515
Purchasing & Procurement	980	1293
Applications Engineering, Sales and Marketing	378	1102
Educators	150	443

Other Personnel

Total	10000	27627
--------------	--------------	--------------



By region

	Mailing	Email
South China	1237	3760
East China	4059	8106
North China	3738	7695
Central China	148	955
Southwest China	476	1998
Northeast China	98	502
Northwest China	206	1100
Hong Kong	5	94
Others	33	3417
Total	10000	27627

Microwave
Journal China
微波杂志

Free
Subscription





Website

Position	Shares of inventory	Dimension	Format	Cost (USD)
A	3	728x90	jpg/gif	22,50/month
B	3	300x250		1,390/month
C	3	300x500		1,610/month
Welcome ad		800x450		800/week 1,500/2 weeks
Wallpaper ad		1350x600		600/week 1,100/2 weeks



Welcome Ad

Welcome ads (also known as Cover ads or Roadblock ads) 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.



Wallpaper ad

Left and right sides (each 150*600) of the browser window around the website content.



Print Magazine

Ad Size	Full Color			
	1x	3x	6x	12x
Full Page	3,540	3,310	3,070	2,720
2/3 Page H/ V	2,690	2,520	2,340	2,070
1/2 Page H/ V	2,230	2,070	1,940	1,770
1/3 Page H/ V	1,710	1,540	1,420	1,240
1/4 Page	1,240	1,140	1,090	1,000
Translation charge (per page) US\$100				
Commission to recognized ad agency 15%				

Premium Positions (minimum 3x)	
Cover II	4,710
Cover III	4,140
Cover IV	5,660
P.1	4,710
Opp. to Content Page	4,480
Facing Editor Desk	4,480
Other Specified Positions	+10%





A MWJ China Flash

- Twice a month, Reach 27,000 readers
- Delivery date: 2nd and 4th Wednesday of each month

Program	Reach	US\$	Format	Dimension
Top Banner	27000	2,250	JPG/GIF/PNG	728x180
Banner 1,2	27000	1,000	JPG/GIF/PNG	350x60

B MWJ China Product Update (customized)

- Email subject line
- Static leaderboard image 728*180 and a corresponding click through URL
- Up to 6 products can be included. Each title does not exceed 30 Chinese characters, introduction does not exceed 100 Chinese characters.
- Each product comes with an image (322*140 pixels) and a jump link.
- Materials should be provided at least 7 business days before the launching day.

Reach	US\$
5000	1,500

C MWJ China Messenger (customized)

- Email subject line
- Email headline, and up to 150 Chinese characters of text
- Logo; One static image at 393*284 pixels, and a jump link
- Materials should be provided at least 7 business days before the launching day.

Reach	US\$
5000	1,500



White Paper

- Placement on the HOMEPAGE during 1st month (text link or banner)
- Inclusion in 1x MWJ 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

Cost: US\$1,500



e-Book

- 5+ technical articles (either from MWJ China or the sponsor) on a specific topic
- Sponsor's advertising in the e-Book and logo on the cover
- Two dedicated email blasts; 1 WeChat promo
- Inclusion in 1x MWJ China Flash email newsletter
- One month exposure on home page (text link or banner)
- Archived in the White Papers section of the website for one year
- Sales leads captured

Cost: US\$7,000



Webinar

- Promotion in Website (text link or banner)
- Two dedicated email promos
- One WeChat promo
- Promotion in MWJ 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

Cost: US\$8,000 (Live); Cost: US\$4,000 (View on demand)



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

Cost: US\$1,500





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.

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

*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.

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 4 times (random) in 4 weeks(2 blasts per week)	1,000
	Other positions (as breaks between articles)	Banner size: 900 x 250 px, in between WeChat message for 4 times (random) in 4 weeks(2 blasts per week)	600
Video + article blast	Short video of products, tech. solutions, educa-tions, 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%



Mechanical Specifications

	Spread Page	Full Page	1/2 Page Horizontal	1/2 Page Vertical	1/3 Page Horizontal	1/3 Page Vertical	1/3 Page Square	2/3 Page Vertical	1/4 Page	1/6 Page
(Trim)	396mm x 273mm 15.58" x 10.34"	198mm x 273mm 7.131" x 10.34"	178mm x 124mm 7" x 4.78"	86mm x 254mm 3.38" x 10"	178mm x 86mm 7" x 3.38"	56mm x 254mm 2.316" x 10"	116mm x 124mm 4.916" x 4.78"	116mm x 254mm 4.916" x 10"	86mm x 124mm 3.38" x 4.78"	56mm x 124mm 2.316" x 4.78"
(Bleed)	409mm x 285mm 16.18" x 11.14"	211mm x 286mm 8.516" x 11.14"	211mm x 149mm 8.516" x 5.78"							

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.

Administration & Sales Offices

Administration

US Head office

Horizon House
685 Canton Street Norwood, MA 02062
Tel: (800) 966-8526

China office

ACT International
13/F Unit B Por Yen Building
478 Castle Peak Road Kln, Hong Kong
Tel: (852) 28386298

Group Publisher

Carl Sheffres
csheffres@mwjournal.com
Tel: (781) 769-9750

Group Editor

Patrick Hindle
phindle@mwjournal.com

Group Technical Editor

Gary Lerude, glerude@mwjournal.com

Director, China

Adonis Mak
adonism@actintl.com.hk
Tel: (852) 28386298

Associate Publisher & China Editor

Winson Xing
winsonx@actintl.com.hk

Sales Offices

Hong Kong

• Floyd Chun, VP of Sales
floydchun@actintl.com.hk
Tel: 852 2838 6298

Taiwan, Singapore

• Simon Lee
simonlee@actintl.com.hk
Tel: 852 2838 6298

Shanghai

Tel: 86 21 62511200
• Linda Li, Sales Director—China
lindali@actintl.com.hk
Tel: 86 136 7154 0807
• Hatter Yao
hatterya@actintl.com.hk
Tel: 86 139 1771 3422

Shenzhen

Tel: 86 755 2598 8573
• Annie Liu
annieliu@actintl.com.hk
Tel: 86 135 9024 6961
• Jenny Li
jennyli@actintl.com.hk
Tel: 86 137 2881 3915

Beijing

• Cecily Bian
cecilybian@actintl.com.hk
Tel: 86 135 5262 1310

WuHan

• Phoebe Yin
phoebeyin@actintl.com.hk
Tel: 86 134 7707 0600

North America

Eastern and Central Time Zones
Associate Publisher/
Eastern Reg. Sales Manager
• Michael Hallman
mhallman@mwjournal.com
Tel: (301) 371-8830

Northeastern & East Canada

Northeast Reg. Sales Mgr.
• Shannon Alo-Mendoza
salomendoza@horizonhouse.com
Tel: (781) 619-1942

Pacific and Mountain Time Zones

Western Reg. Sales Mgr.
• Brian Landy
brianlandy@mwjournal.com
Tel: (831) 426-4143

Europe

International Sales Mgr.
• Richard Vaughan
rvaughan@horizonhouse.com
Tel: 44 207 596 8742

France

• Gaston Traboulsi
gtraboulsi@horizonhouse.com
Tel: 44 207 596 8742

Germany

• Brigitte Beranek
bberanek@horizonhouse.com
Tel: 49 7125 407 31 18

Israel

• Dan Aronovic
aronovic@actcom.co.il
Tel: 972 50 799 1121

Korea

• Young-Seoh Chinn
yschinn@horizonhouse.com
Tel: 82 2 481-3411

Japan

• Katsuhiro Ishii
amskatsu@dream.com
Tel: 81 90 2551 1996/
81 3 5691 3335