

2011 媒体信息
Media Information

LEDs 科技
MAGAZINE
LEDs TECHNOLOGY CHINA



WWW.LEDsChinaMag.com



杂志简介 Introduction

LED 前沿技术与应用设计

《LEDs 科技》杂志于 2009 年 10 月创刊，报导国内外行业动态和技术发展趋势，为中国的 LED 产品设计及制造商提供深入、及时而又实用的 LED 技术、资讯与应用范例。

内容涵盖整个 LED 产业链，包括 LED 衬底材料、外延及芯片设计、光电子和光学设计、热管理技术、测试与测量、高功率 LED 的封装、背光和背投、驱动和控制系统、OLED 及太阳能 LED、LED 厂务设施、规划或建设等。

《LEDs 科技》是业内人士不可多得的多渠道资讯来源，为中国 LED 行业打造最佳的交流平台。

- 立足于整个 LED 产业的权威杂志，重点介绍国内外的前沿技术、最新的设计理念以及产业化经验等。
- 内容精选自世界著名品牌杂志《LEDs Magazine》，加入本地采编或选编来自业内专家的投稿。
- 面向中国大陆与香港的读者双月刊发行，印刷杂志每期发行 10,000 册；每期制作电子杂志以扩大发行。
- 网站全面开放，产业信息实时更新，每半个月辅以电子快讯推广。
- 免费赠给合格的业内人士阅读，并在各大主流展会或研讨会上派发。
- 读者包括企业高层、技术主管、科研人员、工程师以及从事设计开发、制造、工艺、采购和工程的专业人士，他们来自 LED 芯片厂、LED 封装厂、代工厂、OEM/EMS 制造商、科研单位等。



发行 Circulation – 10,000 print copies

按公司类型/ By Industry/ Business

外延片或芯片制造/LED封装/设备/材料供应 Epiwafer or Chip Maker, LED Packaging	16.5%
路灯/隧道/景观/室内外照明/灯具制造/大屏幕制造/建筑/娱乐/装饰/交通/特殊照明 Lighting or Display Manufacturer	15%
照明工程/施工/安装 Architect, Lighting Engineering, Design House, Installer	15%
光学设计/集成 Optical Design & Integration	10.5%
驱动器/功率产品 Drivers & Power Supplies	8%
汽车制造/使用 LED 产品的 OEM/ODM/电视/监控器/电脑显示器制造 OEM or ODM That Integrates LED Products	7%
政府/研究机构/教育 Government, Research Institute or Education	7%
测试仪器/测试服务 Test Services, Instrument	5%
LED 产品的终端用户 End User of LED Products	5%
分销/外贸 Trade, Distributor	4%
光机/模组供应 Light Engine/ LED Module Supplier	2.5%
投资公司/市场研究 VC, Market Analysis	1.5%
其他 Others	3%
	100%

Technology and Application of Light Emitting Diodes

LEDs Technology China, launched in October 2009, reports on industry developments and technology trends in the LED industry in China and around the world. The publication provides in-depth, timely and practical LED technology information and design experience related to LED product design.

Our editorial coverage spans the industry chain including epitaxy and chip design, optoelectronics and optical design, thermal management technology, test and measurement, packaging, high power LEDs, backlight and rear projection, LED driver and control systems, OLED and solar-based LEDs, LED manufacturing, planning and construction, etc.

LEDs Technology China is the prime information source for industry professionals in China. The publication provides international marketing companies with the best communications platform for China's LED industry.

- A unique, authoritative publication for China; committed to introducing high-tech applications, innovative design ideas and practical experience to our China readers.
- Editorial content is carefully selected and translated from the world-famous LEDs magazine, supplemented by China content generated by our local editors, as well as contributed articles from industry experts.
- Published bi-monthly with a total of circulation of 10,000 printed copies, we have also introduced a digital magazine to expand the title's coverage.
- Visit our website for the latest marketing and technical information, and eFOCUS to be sent out biweekly.
- Subscription is via controlled-free qualification, with bonus distribution at major industry events.
- Our readers are senior executives, technical managers, R&D professionals, and engineers engaged in design and development, manufacturing, processing, and installation. They are professionals working in major LED foundries, packaging houses, OEM/EMS companies, scientific research institutes, etc.

发行电子书扩大覆盖范围 eMagazine for expanded coverage

职务/ Breakdown by Job Function

设计工程师/芯片/器件设计/光学/电路设计/系统热光设计 Design Engineer	25%
公司管理层/总经理 Corporate, General Management	23%
工艺/封装/装配 Process, Package, Assembly Engineering	9%
工程管理 Engineering or Project Management	9%
企业研发 Corporate R&D	8%
设备/测量仪器/封装材料采购/芯片/成品/模组采购/驱动器/配件/控制系统采购 Purchasing	7%
产品终端用户 End User of LED Products	4%
测试测量/质量控制/标准 Test, Measurement, Quality Control, Standard	4%
市场分析/风险投资 Investment/ Financial	4%
科研/大学教师 Research (Academic, Government)	4%
其他 Others	3%

按地区分布/ By Geographical

华东 East China	40%
华南 South China	39%
华北 North China	8%
华中 Central China	4%
东北 Northeast China	3%
西北 Northwest China	2%
西南 Southwest China	2%
香港 Hong Kong	1.5%
台湾 Taiwan	0.5%
	100%

编辑计划 Editorial Calendar












月份 Issue	封面专题 Cover Story	技术源泉 Tech Centre	产品聚焦 Focus On	展会/论坛活动 Show Distributions
<p>2/3</p> <p>Issue date: 25/2 Ad close: 2/2 Mat close: 17/2 Editorial: 1/2</p>	<ul style="list-style-type: none"> 驱动与控制 Drivers & Control Systems 	<ul style="list-style-type: none"> 2011产业展望 2011 Industry Outlook 热管理 Thermal Management 	<ul style="list-style-type: none"> 普通照明 General Lighting 	<ul style="list-style-type: none"> Strategies in Light 圣克拉拉/ Santa Clara 22-24 Feb 广州国际LED展览会 LED China 广州/ Guangzhou 01-04 Mar Semicon China 上海/ Shanghai 15-17 Mar electronica China 上海/ Shanghai 15-17 Mar 香港国际照明展 (春季) HK International Lighting Fair (Spring Edition) 香港/ Hong Kong 13-16 Apr
<p>4/5</p> <p>Issue date: 25/4 Ad close: 8/4 Mat close: 15/4 Editorial: 25/3</p>	<ul style="list-style-type: none"> 贴装与封装 Mounting & Packaging 	<ul style="list-style-type: none"> 灯具替换/ 翻新 LED Retrofits LED背光模块 LED Backlight Unit 	<ul style="list-style-type: none"> SIL China专辑 SIL China Previews 	<ul style="list-style-type: none"> Strategies in Light China 香港/ Hong Kong 10-12 May 上海国际新光源&新能源照明展览会暨论坛 Green Lighting China 上海/ Shanghai 11-13 May 中国国际电子生产设备暨微电子工业展 Nepcon China 上海/ Shanghai 11-13 May LightFair 2011 费城/ Philadelphia 17-19 May
<p>6/7</p> <p>Issue date: 1/6 Ad close: 17/5 Mat close: 24/5 Editorial: 1/5</p>	<ul style="list-style-type: none"> 灯具设计 LED Designs 	<ul style="list-style-type: none"> 驱动与控制 Drivers & Control Systems 	<ul style="list-style-type: none"> SIL China 报告 SIL China Review 广州国际照明展产 品预览 Guangzhou LightFair Product Showcase 	<ul style="list-style-type: none"> 台湾LED照明展 LED Lighting Taiwan 台北/ Taipei 14-16 Jun 广州国际照明展览会 Guangzhou International Lighting Exhibition 广州/ Guangzhou 09-12 Jun 华南国际电子生产设备暨微电子工业展览会 Nepcon/ EMT South China 深圳/ Shenzhen 30 Aug - 01 Sep
<p>8/9</p> <p>Issue date: 19/8 Ad close: 2/8 Mat close: 9/8 Editorial: 19/7</p>	<ul style="list-style-type: none"> 激光二极管 Laser Diode 	<ul style="list-style-type: none"> 光学设计 Optical Design 标准进展 Standards Development 	<ul style="list-style-type: none"> 背光与显示屏 Backlights & Displays 	<ul style="list-style-type: none"> 中国国际光电博览会 CIOE/ LED Expo 深圳/ Shenzhen 06-09 Sep
<p>10/11</p> <p>Issue date: 10/10 Ad close: 23/9 Mat close: 30/9 Editorial: 9/9</p>	<ul style="list-style-type: none"> 芯片制造 Chip Manufacturing 	<ul style="list-style-type: none"> 热管理 Thermal Management 测试及测量 Test & Measurement 	<ul style="list-style-type: none"> 室内照明 Indoor Lighting 	<ul style="list-style-type: none"> LED Japan - Strategies in Light 横滨/ Yokohama 28-30 Sep 中国国际半导体照明论坛暨展览会 China SSL 深圳/ Shenzhen 14-16 Oct 香港国际秋季灯饰展 HK International Lighting Fair (Autumn Edition) 香港/ Hong Kong 27-30 Oct 中国国际高新技术成果交易会 China Hi-Tech Fair/ FPD Expo 深圳/ Shenzhen 16-21 Nov
<p>12/1</p> <p>Issue date: 20/12 Ad close: 5/12 Mat close: 12/12 Editorial: 21/11</p>	<ul style="list-style-type: none"> 有机发光二极管 OLEDs 	<ul style="list-style-type: none"> 灯具替换/ 翻新 LED Retrofits 高功率LED High-Power LEDs 	<ul style="list-style-type: none"> 建筑/景观/娱乐/ 装饰照明 Architectural, Entertainment & Decorative Lighting 	<ul style="list-style-type: none"> LIGHTING JAPAN 东京/ Tokyo 18-20 Jan 企业/产品介绍专辑 Corporate/ Product Profile Supplement

电子快讯编辑计划 eFocus Editorial Calendar

主题/ Theme	主题/ Theme
1 半导体材料/衬底 Semiconductor Materials/ Substrates 外延生长设备/工艺设备 Materials Characterization/ Analysis	7 封装 Packaging 高功率LED、阵列及模组 High-Power LEDs, Arrays & Modules
2 芯片设计与制造 Chip Design & Manufacturing 驱动器/控制系统 Drivers & Control System	8 灯具设计 Design for Luminaires 室内照明 Indoor Lighting
3 晶片加工 Wafer Processing 热管理 Thermal Management	9 光学设计 Optical Design 驱动器/控制系统 Drivers & Control System
4 室外照明 Outdoor Lighting Nepcon China 特别报道 Nepcon China Special	10 China SSL特别报道 China SSL Special 外延片/芯片 Epiwafer/ IC
5 有机发光二极管 OLEDs 测试与测量 Test & Measurement	11 热管理 Thermal Management 白光LED与混色 White LEDs & Color Mixing
6 标准进展 Standards Development 三种光源对比 LED, OLED & CFL	12 晶片检测/芯片测试设备 Wafer Characterization & Chip Test Equipment LED背光 LED BLU

※ 欢迎投稿 Submissions welcomed

广告规格 Mechanical Specifications

	跨版 Spread Page	整版 Full Page	2/3 版纵向 Page Vertical	2/3 版横向 Page Horizontal	1/2 版纵向 Page Vertical	1/2 版横向 Page Horizontal	1/2 版岛形 Page Island	1/3 版纵向 Page Vertical	1/3 版横向 Page Horizontal	1/4 版 Page	1/6 版 Page	
有效面积 Live Area (Non-Bleed)	 381mm x 254mm 15" x 10"	 178mm x 254mm 7" x 10"	 114mm x 248mm 4.5" x 9.75"	 178mm x 168mm 7" x 6.61"	 86mm x 248mm 3.375" x 9.75"	 178mm x 124mm 7" x 4.875"	 114mm x 187mm 4.5" x 7.375"	 57mm x 248mm 2.25" x 9.75"	 178mm x 84mm 7" x 3.31"	 86mm x 124mm 3.375" x 4.875"	 57mm x 124mm 2.25" x 4.875"	
裁切尺寸 (Trim)	406mm x 273mm 16" x 10.75"	203mm x 273mm 8" x 10.75"	※ 有效面积: 包括所有广告内容 (文字, 图像和照片) Live Area: Including all essential elements (text, graphics & photos)					70mm x 273mm 2.76" x 10.75"				
出血尺寸 (Bleed)	419mm x 279mm 16.45" x 11"	209mm x 279mm 8.25" x 11"						76mm x 279mm 2.99" x 11"				

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Send your booking orders & ad materials by email, courier or FTP upload. Contact Mandy for details. 请通过电邮, 速递或FTP上传提交广告订单及物料. 若有需要请联系Mandy

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广告价格 Advertising Rate (人民币 RMB¥)

■ 彩色 Four Color ■ 双色 Two Color ■ 黑白 Black & White

	3x			6x		
整版 Full Page	16,880	15,230	14,400	15,000	13,500	12,750
1/2版 Page 横/纵 H/V	10,130	9,150	8,630	9,000	8,100	7,650
1/3版 Page 横/纵 H/V	7,500	6,750	6,380	6,750	6,080	5,780
1/4版 Page	6,000	5,400	5,100	5,400	4,880	4,650

翻译:每页750人民币 Translation charge (per page) RMB¥ 750

广告代理可享受15%佣金折扣 15% commission to recognized ad agency

特殊版位 Premium Positions

(minimum 3x)

封面内页 Cover II	26,250
封底内页 Cover III	18,750
封底 Cover IV	33,750
第一页 P.1	26,250
目录对页 Opp. to Content Page	20,250
其他特别位置 Other Specified Positions	+10%

网上广告价格 Online Advertising

网站 Website

横幅 Banner	尺寸 Dimension (pixels, w x h)	大小 Size	月/ Month max. 3 sponsors	月/ Month exclusive
Leaderboard	728 x 90	100K	6,750	11,250
Anchor	728 x 90	100K	4,880	7,500
R 1	120 x 120	40K	4,880	7,500
R 2	120 x 120	40K	4,880	7,500
L 1	180 x 150	60K	5,630	9,000
L 2	180 x 600	100K	5,630	9,000
L 3	180 x 150	60K	3,000	4,500
L 4	180 x 150	60K	3,000	4,500
Logo Sponsor ²	100 x 50	20K	2,250	2,250

精品 Prime product 精品推介¹ (2 weeks) 3,750

1. Product picture on homepage top middle and highlighted text link in product section for two weeks
产品图片在首页的顶部中间, 及标示的文字连结在产品栏目中两周

2. Max 15 company logo to be displayed randomly on 10 buttons space
最多15家公司徽标, 随机显示10个按钮的空间

*Exclusive banner add 50%, exclusive top/bottom banner add 100%
独家横幅位置增加50%, 独家top/bottom 横幅位置增加100%

每位置可接受3家赞助轮转, 独家加100% 3 sponsors rotate in each spot, exclusive add 100%

精品 Cree推出高压LED灯泡效率更高

位置 Position	每期 Issue	备注 Remark
eMagazine download	4,880	per issue (max. 2 sponsors)
Notice---Sponsor logo	6,750	per issue (exclusive sponsor)
Login page---Text ad	3,380	per month (max. 2 ads)
Select issue---Sponsor logo	4,880	per month (max. 2 sponsors)
Refer a friend---Text ad	2,630	per month (max. 2 ads)
Menu Bar (all pages)--- Sponsor logo	6,000	per issue (max. 2 sponsors)
Enhanced Ad (adding web functions to print ad) 电子广告增值(加入电子功能)	每期 Issue	备注 Remark
Web-link (one) 连结 (一个)	Free 免费	
Web-link (each additional) 连结 (每增加一个)	230	
Add-on Flash function 加入Flash 功能	4,880	(incl. production 包括制作)
Add-on Button with web-links 加入Button (含连结)	1,880	(incl. production 包括制作)
Add-on additional Full Page ad 增加整版广告	4,880	(full page only 只接受整页)

电子快讯 eFocus

位置 Position	尺寸 Dimension (pixels, w x h)	大小 Size	格式 Format	每期 Issue
Top Banner	728 x 90	60K	JPG/ GIF	6,000
Banner 1	300 x 60	30K	JPG/ GIF	4,500
Banner 2	300 x 60	30K	JPG/ GIF	3,750
Banner 3	300 x 60	30K	JPG/ GIF	3,750
Text Ad 1	Max. 110 Chinese words		Word doc.	3,750
Text Ad 2	Max. 110 Chinese words		Word doc.	3,000
Video Snapshot 1		N/ A		3,750
Video Snapshot 2		N/ A		3,750
Video Snapshot 3		N/ A		3,750

电子杂志 eMagazine

电子快讯 eFocus

广告价格 Advertising Rate (美元 US\$)

	3x			6x		
整版 Full Page	2,250	2,030	1,920	2,000	1,800	1,700
1/2版 Page 横/纵 H/V	1,350	1,220	1,150	1,200	1,080	1,020
1/3版 Page 横/纵 H/V	1,000	900	850	900	810	770
1/4版 Page	800	720	680	720	650	620

翻译:每页100美元 Translation charge (per page) US\$100

广告代理可享受有15%佣金折扣 15% commission to recognized ad agency

■ 彩色 Four Color ■ 双色 Two Color ■ 黑白 Black & White

特殊版位 Premium Positions

(minimum 3x)

封面内页 Cover II	3,500
封底内页 Cover III	2,500
封底 Cover IV	4,500
第一页 P.1	3,500
目录对页 Opp. to Content Page	2,700
其他特别位置 Other Specified Positions	+10%

网上广告价格 Online Advertising

网站 Website

Banner	尺寸 Dimension (pixels, w x h)	大小 Size	月/ Month max. 3 sponsors exclusive
Leaderboard	728 x 90	100K	900 1,500
Anchor	728 x 90	100K	650 1,000
R 1	120 x 120	40K	650 1,000
R 2	120 x 120	40K	650 1,000
L 1	180 x 150	60K	750 1,200
L 2	180 x 600	100K	750 1,200
L 3	180 x 150	60K	400 600
L 4	180 x 150	60K	400 600
Logo Sponsor ²	100 x 50	20K	300 300

精品 Prime product 精品推介¹ (2 weeks) 500

1. Product picture on homepage top middle and highlighted text link in product section for two weeks
产品图片在首页的顶部中间, 及标示的文字连结在产品栏目中两周

2. Max 15 company logo to be displayed randomly on 10 buttons space
最多15家公司徽标, 随机显示10个按钮的空间

*Exclusive banner add 50%, exclusive top/bottom banner add 100%
独家横幅位置增加50%, 独家top/bottom 横幅位置增加100%

每位置可接受3家赞助轮换, 独家加100% 3 sponsors rotate in each spot, exclusive add 100%

精品 Cree推出高压LED灯泡效率更高

位置 Position	每期 Issue	备注 Remark
eMagazine download	650	per issue (max. 2 sponsors)
Notice---Sponsor logo	900	per issue (exclusive sponsor)
Login page---Text ad	450	per month (max. 2 ads)
Select issue---Sponsor logo	650	per month (max. 2 sponsors)
Refer a friend---Text ad	350	per month (max. 2 ads)
Menu Bar (all pages)--- Sponsor logo	800	per issue (max. 2 sponsors)
Enhanced Ad (adding web functions to original print ad) 电子广告增值(加入电子功能)	每期 Issue	备注 Remark
Web-link (one) 连结 (一个)	Free 免费	
Web-link (each additional) 连结 (每增加一个)	30	
Add-on Flash function 加入Flash 功能	650	(incl. production 包括制作)
Add-on Button with web-links 加入Button (含连结)	250	(incl. production 包括制作)
Add-on additional Full Page ad 增加整版广告	650	(full page only 只接受整页)

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位置 Position	尺寸 Dimension (pixels, w x h)	大小 Size	格式 Format	每期 Issue
Top Banner	728 x 90	60K	JPG/ GIF	800
Banner 1	300 x 60	30K	JPG/ GIF	600
Banner 2	300 x 60	30K	JPG/ GIF	500
Banner 3	300 x 60	30K	JPG/ GIF	500
Text Ad 1	Max. 110 Chinese words		Word doc.	500
Text Ad 2	Max. 110 Chinese words		Word doc.	400
Video Snapshot 1		N/ A		500
Video Snapshot 2		N/ A		500
Video Snapshot 3		N/ A		500

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