

2024 MEDIA KIT

PRINT
DIGITAL
EVENTS



INTEGRATED MARKETING SOLUTIONS

INTRODUCTION

6G communications technology is not merely an incremental step up from 5G. It represents an entirely new mobile communication system that combines diverse capabilities such as communication, sensing, computing, and intelligence. China currently leads in its development, advancing microwave technologies through 5.5G to 6G products and systems for the 2030s. Microwave Journal China (MWJC) – as it has for the last 12 years – will continue as a leading news and technical information source to microwave professionals during this quickly changing technology environment.

Currently, Microwave Journal China distributes 29,000 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 defense, 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 46,000 unique visitors per month (13-month avg, Sep 2023). MWJC's webinars and email newsletters continue to be a proven format that generate highly qualified leads from over 29,000 viewers and subscribers. These communication channels' unique formats engage audiences, who are seeking education key topics or solutions to their design challenges. And over 14,500+ self-defined MWJC followers turning to MWJC's WeChat Official Account pages for the latest in news and technical information.

Content marketing opportunities include white papers, e-books, video, and webinars. Showcase your content in our channels with sponsored content to attract and engage audiences.

MWJC also supports EDI CON China, a conference and exhibition for engineers working with RF, microwave, signal integrity, power integrity and EMC/ EMI technologies. Typically drawing 3,000-3,500 delegates, the 2024 conference will be held in Beijing in April.

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

CALENDAR 2024

*Events dates subject to change

	JAN / FEB	MAR / APR	MAY / JUN	JUL / AUG	SEP / OCT	NOV / DEC
Editorial Theme	Wireless Communications	Connectivity Solutions/ Interconnect	Test and Measurement	RF Semiconductors & Software	Antennas & EMC/EMI	Passive and Control Components
Ad Close	Dec 29	Feb 29	Apr 30	Jun 28	Aug 26	Oct 30
Ad Material Due	Jan 5	Mar 7	May 7	Jul 5	Sep 2	Nov 6
Issue Date	Jan 12	Mar 14	May 14	Jul 12	Sep 9	Nov 13

Bonus Distribution

JAN / FEB

- Mobile World Congress, Barcelona, Spain, Feb 26-29

MAR / APR

- EDICON China, Beijing, Apr 9-10

MAY / JUN

- IEEE MTT-S IMS, Washington, DC, June 16-21
- Mobile World Congress Shanghai, June 26-28
- Electronica China, Shanghai, July 8-10
- EDICON Across China - Online, May 23

JUL / AUG

- EDICON Across China - Shanghai, Jul 25

SEP / OCT

- EuMW, Paris, France, Sep 22-27
- Electronica South China, Shenzhen, Oct 30-Nov 1
- Nepcon Asia, Shenzhen, Oct
- EDICON Across China - Chengdu, Oct 25

NOV / DEC

- International Electronics Circuit Exhibition (Shenzhen), Dec
- EDICON Across China - Shenzhen, Dec 5



By business/ industry

	Mailing	Email
Communications Systems & Equipment	1889	5315
Cellular Systems & Equipment	135	326
Wlan, Wifi	527	799
CATV Broadcast Systems	42	125
Test & Measurement Equipment	723	1700
Semiconductor, RFICs, MMICs, etc.	1213	2343
Active Components (incl. Power Supplies, Subsystems)	146	336
Passive Components (incl. Antennas, Devices, Subsystems)	295	607
Government / Military: Research, Design & Engineering	286	1097
Radar Systems	293	1067
Navigation, Telemetry Systems, GPS	95	399
Data Transmission, Computer Systems	182	379
Software Development	106	244
Electronic Warfare Systems	46	116
Ground Support Equipment, Aircraft/Missile	95	148
Weapons Control, Ordnance, Fusing Systems	25	85
Materials, Hardware	116	343
Industrial / Academic / R&D Laboratories, Consultants	405	1135
Industrial / Commercial Control, Processing Equipment	174	372
Medical Equipment	138	316
Consumer Electronics	1036	1718
Automotives / Transportation	111	350
Security / Identification	44	72
Laser, Electro-Optical Systems / Equipment	117	278
Other Original Equipment Market	178	548
Users		
Government / Military	271	830
Industrial / Commercial	499	1704
Technical Library	85	372
Other User	609	6039
Total	10000	29163

By job functions

<u>Design / Development</u>		
Design/Development Engineering - Engineering	2124	5151
Design/Development Engineering - Management	1257	2450
<u>Engineering Services</u>		
Engineering Services - Engineering	332	820
Engineering Services - Management	287	512
General and / or Corporate Management	485	1144
<u>Research & Development</u>		
Research & Development - Engineering	1485	4521
Research & Development - Management	876	1845
<u>Mfg & Production</u>		
Mfg & Production - Engineering	374	709
Mfg & Production - Management/Supervision	206	457
Engineering Support (draftsman, lab assistant, technician)	359	567
Purchasing & Procurement	1037	1494
Applications Engineering, Sales and Marketing	428	1312
Educators	144	380
<u>Other Personnel</u>		
Total	10000	29163



By region

	Mailing	Email
South China	1429	4212
East China	3961	8681
North China	3465	7744
Central China	149	992
Southwest China	662	2271
Northeast China	84	530
Northwest China	215	1188
Hong Kong	5	88
Others	30	3457
Total	10000	29163



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

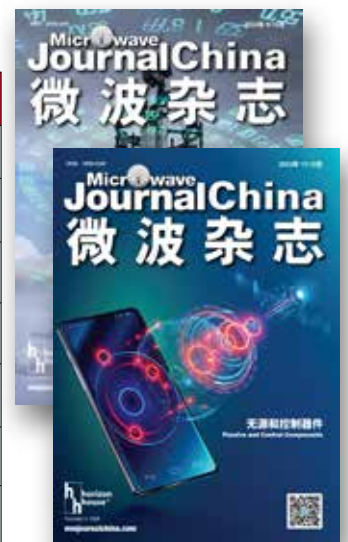
Left and right sides (each 150*600) of the browser window around the website content.



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 29,000 readers
- Delivery date: 2nd and 4th Wednesday of each month
- Submit ad image and link at least 3 business days in advance

Program	US\$	Format	Dimension
Leaderboard	2,250	JPG/GIF/PNG	728x90
Embedded	1,000	JPG/GIF/PNG	350x180



B MWJ China Product Update

- Email subject line
- Static leaderboard image 728x90 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 (322x140 pixels) and a jump link.
- Materials should be provided at least 7 business days before the launching day.

Reach	US\$
10,000	1,500



C MWJ China Messenger

- 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\$
10,000	1,500



D Customized eDM

- Submit html file and email subject line at least 3 business days in advance

Reach	US\$
10,000	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
- Sales leads captured
- Go online and start promoting within 2 weeks of receipt of whitepaper pdf file, abstract and cover image

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
- Sales leads captured
- Go online and start promoting within 3 weeks of receiving all materials

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
- Submit all materials at least 6 weeks in advance.

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 Monday, Wednesday and Friday* 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.

MWJC WeChat followers
14500+

WeChat Advertising Opportunities

			US\$ net
Article blast	1st article	1st article of the Wechat message, 1x blast to full list	600
	Other positions	Non 1st article of the Wechat message, 1x blast to full list	400
Ad blast	Top banner ad	Banner size: 1000 x 500 px, above the WeChat message for 2 times (random) in 2 weeks	1,000
	Other positions	Banner size: 1000 x 500 px, in the middle or at the end of the 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

Note: Completed advertisements must be submitted at least 3 business days prior. Microwave Journal is not responsible for design/editing/layout.

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

Eric Higham, ehigham@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

Shenzhen

Tel: 86 755 2598 8572
• Annie Liu
annieliu@actintl.com.hk
Tel: 135 9024 6961

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

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

Korea

• Jaeho Chinn
corres1@jesmedia.com
Tel: 82 2 481-3411

Japan

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