電子産品世界

ELECTRONIC ENGINEERING & PRODUCT WORLD

www.eepw.com.cn

2023
Media Kit
1993-2023

About Us

"Electronic Engineering & Product World" was co-founded by the renowned International Data Group (IDG) of the United States and the Institute of Science and Technology Information of China (ISTIC). It is a top-tier electronic industry magazine with 30 years of successful media operation experience in China and is currently the largest comprehensive magazine in the country.

As an electronic technology publication, in 2000, we were rated as the core journal of Chinese science and technology by the national competent authority. As a leading domestic electronic technology all-media information service platform, EEPW was established in 1993, committed to providing a wide range of solutions for millions of electronic design developers.

Our technical services are available to college students who are still in school, rookie engineers who are new to the workplace, independent system developers, logistics software architects of the company, as well as passionate electronics enthusiasts, makers, and geeks. They can learn from EEPW's various media platforms to find the design and development knowledge they need, as well as related design services.

Introduction to Key Technical Cooperation Projects

· Intel's fourth core Quark Design application promotion and reference design customization

· Intel AI development platform OpenVINO Ecological Development Cooperation

· Xilinx (now AMD) Developer Innovation Program Partner

· Microsoft Azure Platform developer ecological partner

· Alibaba Cloud IoT Developer ecological chain partners

· Huawei Hongmeng IoT Development Community Cooperation Platform

· STM32 Integrated marketing and promotion cooperation platform

· Qualcomm Automotive Electronics Solution Center

· NI "specialized, special new" service plan partner

Service Matrix

EEPW website

Our website serves as an invaluable resource for engineers looking to stay up-to-date on the latest industry news and trends, and to exchange technical knowledge and ideas with their peers. Our platform is also an ideal location for companies looking to promote their products and technologies to a highly-targeted audience of electronic engineers.

Offline activities and exhibitions

We have extensive experience in planning offline events and can undertake conference activities with over 1,000 people, as well as various technical tour activities and electronic design competitions with different themes. Our services cover every aspect of the event planning process, from project planning and personnel recruitment to implementation details.

Forum activities

The EEPW forum serves a vast number of electronic technology developers and is the main platform for developers and engineers to communicate with each other. Every year, we organize various online and offline technical exchange activities, and we can undertake various development board applications and trials, creative design collections, trendy product DIY, and other activities. We can also organize technical training at different levels.

College Program

EEPW has nearly 20 years of experience in college planning and has participated in the organization and promotion of many college competitions of the Ministry of Education. We have also organized university technology forums in over 40 colleges and universities and have successively undertaken more than 20 electronic design competitions for colleges and universities.

WeChat account

EEPW has multiple WeChat public accounts, and currently, our main account has over 100,000 followers, making it the first choice for communication in the social media era. The followers of our official account are mainly technicians, making it an ideal platform for promoting product features, demonstrating technical advantages, and disseminating technical information to the WeChat community.

Social network

EEPW currently owns 12 individual QQ groups and 7 WeChat groups, with a total of more than forty thousand followers across all social groups. We have set up special technical discussion groups for specific topics, such as the application of certain technologies, based on the level of interest from our followers. These groups allow us to quickly organize group members to carry out various promotion activities and discussions related to the topic.

Content Features

Market

Our team of senior market analysts analyzes the latest market trends in popular applications, covering a wide range of areas including motor drives, robots, smartphones, new energy vehicles, artificial intelligence, smart homes, commercial internet of things, autonomous driving, smart manufacturing, drones, and more. With our in-depth analysis and insights, we provide valuable information to help companies stay ahead of the curve and make informed decisions in a rapidly changing industry.

Design

We publish academic and engineering papers from college teachers and students, front-line engineers, and scientific research workers, showcasing practical R&D cases and sharing valuable insights and technical knowledge. Our goal is to provide a platform for professionals and enthusiasts in the electronic technology industry to exchange ideas, share their experiences, and stay up-to-date on the latest developments and trends. Through our publications, we strive to promote innovation and encourage collaboration between academia and industry.

Interview

We are dedicated to uncovering hot industry figures and epoch-making products, showcasing the leadership and expertise of industry leaders, and comprehensively marketing new products and technologies. Through our media channels, we strive to promote the development and advancement of the electronic technology industry, while also creating opportunities for companies to showcase their innovations and engage with potential customers.

Editing power

Our senior editorial team has over a decade of industry experience and technical expertise in the electronic information industry. We have 20+ expert consultants from renowned universities, industry associations, and companies who provide content review and planning. We also train young editors to strengthen our team. This ensures that our publications are informative, insightful, and up-to-date with industry trends and technologies.

Rich technical field

We cover a wide range of topics including Embedded Systems, Analog ICs, Power Management, LEDs and drives, automotive electronics, industrial control, test and measurement, consumer electronics, medical electronics, mobile phone/portable, security, communication, Internet of Things, and 3D printing. Our coverage is extensive and up-to-date, ensuring that our readers stay informed about the latest developments in these fields.

Contact us

Li Jian [Editor-in-Chief] E-mail : lijian@eepw.com.cn

Responsible for the entire EEPW Platform content planning, good at communication technology, consumer electronics, embedded systems, semiconductor technology, radio frequency and simulation as well as test and measurement fields.

Wang Ying [Editor-in-Chief]] E-mail: wangying@eepw.com.cn

Good at embedded system, FPGA, power management, analog IC and other fields, and is now responsible for the overall planning of the magazine, as well as special topics, Editing and interviews for popular technology, high-end interviews, China core and other columns.

Social Media

New channels of our services

- **Third-party platform**

  To expand our service coverage, EEPW will utilize third-party platforms in 2023, including our WeChat public account, Bilibili video service account, EEPW University WeChat public account, and EEPW Toutiao, Tiktok, and Baidu Baijia accounts.

- **Private domain traffic**

  EEPW will continue to expand our existing WeChat groups for developers and QQ group fans, which have more than 40K people. In 2023, we plan to give them full advantages of social media communication and regularly organize WeChat groups and QQ Group fan activities in various ways. This will help drive the majority of fans to actively participate in various activities and shift the focus to our services, websites, and social media groups.

- **Rich Media Matrix**

  In 2023, EEPW will launch its multimedia content dissemination service, offering customized video shooting services for various topics. We plan to launch nearly 40 technical training videos, with over 20 hours of content, to help developers quickly master the latest technologies and develop their skills. Additionally, we will produce our own video commentary programs and invite important domestic and international guests to share their views.

EEPW in 2023 Video Topics

Subject: Job Search 360°

Keywords: semiconductor, HR, job hunting, interview, foreign and private enterprises

Description of content: Electronic Products World is planning to launch a video series aimed at recent graduates who are facing difficulties in finding employment. The series will feature discussions with HR professionals about various serious and humorous situations that job seekers may encounter. The goal is to create a relaxed and engaging environment that serves as a two-way bridge between job seekers and employers. By providing insights and advice from experienced HR professionals, the series aims to help recent graduates navigate the job market more effectively and increase their chances of success.

Theme: One-day experience in a lab

Keywords: open lab, design, testing, product experience

Description of content: Technology laboratories are often considered to be mysterious and inaccessible to the public. In partnership with various enterprise laboratories, Electronic Products World plans to create a series of videos that showcase the equipment, design, and testing processes in these laboratories. With the help of professional technical personnel and access to complete equipment libraries, viewers can gain insights into the previously unknown aspects of laboratory operations.

Theme: I Look Like An Engineer

Keywords: record, engineer, work & life, contrast

Description of content: Electronic Products World plans to showcase the diverse and unique personalities of engineers through a series of videos. Working engineers from different companies will be featured in their daily work scenes, breaking the stereotypical image of engineers and showing their creativity, innovation, and passion for technology. The videos aim to encourage diversity in the tech industry and inspire future generations of engineers.

Subject: Product/Technical Course Training

Keywords: knowledge payment, product introduction, technical training, electronic development

Description of content: Electronic Products World leverages its own platform and resource advantages to collaborate with enterprises or experts to design training courses, creating a good environment for technical learning and exchange. It provides engineers with the necessary knowledge content, while also promoting products and technologies for enterprises, and promoting the development of the semiconductor industry.

WEBSITE

website

traffic data | user analysis | edit outline

Website Traffic Report

Name	Monthly
PV	8,259,548
UV	2,703,036
Registered User	1,124,468

Location	Monthly PV
Main page	380,6
Download（Final page）	778,4
Tech Channel	2,669,46
Article page	979,4
Forum page	162,4
Sub forum	778,8
DIA（Final page）	659,0
Datasheet	109,0

Technology Channel Category		traffic/month
Technology Channel Category	Power and new energy	282,486
	Embedded Systems	265,395
	Industrial automation	252,108
	Consumer Electronics	232,812
	vehicle electronics	203,115
	test measurement	190,269
	network and storage	160,747
	simulation technology	156,452
	IoT and Sensors	145,492
	Photoelectric display	135,475
	Cell Phones and Wireless	129,466
	medical electronics	128,219
	Components/Connectors	121,012
	Security and Defense	95,759
	EDA/PCB	94,192
	intelligent computing	76,466
Total traffic/month		**2,669,465**

Website registered user analysis

Business Type Analysis

Industry Type Analysis	User	Raito
Communication Equipment and System	158433	14.09%
internet of things	156463	13.91%
Consumer Electronics	155822	13.86%
Industrial Control and Safety Devices	139498	12.41%
Power and Power Management	88810	7.90%
Instrumentation	70350	6.26%
vehicle electronics	66989	5.96%
IC Design and manufacture, test	54946	4.89%
New energy (green energy, renewable Bioenergy)	52921	4.71%
medical electronics	39044	3.47%
Component design and manufacture	31447	2.80%
Aviation, marine and military electronics	30246	2.69%
Power Electronics	26073	2.32%
Electronic production equipment	24487	2.18%
Security	22565	2.01%
other	6374	0.57%
Total number of	1,124,468	100.00%

Geographical Distribution Analysis

Geographic	User	Raito（%)
Guangdong	188,936	16.80%
Beijing	118,378	10.53%
Shanghai	89,952	8.00%
Jiangsu	86,730	7.71%
Sichuan	55,956	4.98%
Zhejiang	51,818	4.61%
Shandong	48,049	4.27%
Other	47,359	4.21%
Hubei	45,889	4.08%
Shanxi	43,342	3.85%
Henan	39,617	3.52%
Hunan	36,090	3.21%
Fujian	35,104	3.12%
Hebei	31,496	2.80%
Liaoning	29,991	2.67%
Shanxi	29,573	2.63%
Tianjing	28,950	2.57%
Anhui	27,473	2.44%
Chongqing	24,624	2.19%
Guangxi	23,694	2.11%
Heilongjiang	21,535	1.92%
Jiangxi	19,912	1.77%
Total	1,124,468	100.00%

Job Responsibilities Analysis

Job function analysis	number of registrants	Raito (%)
Design and	563,550	50.12%
Academic Research	158,092	14.06%
technology management	174,386	15.51%
test measurement	81,729	7.27%
other	39,950	3.55%
technical support, maintenance	40,501	3.60%
Sales & Marketing	26,322	2.34%
Business	24,410	2.17%
Procure	15,528	1.38%
Total number of	1,124,468	100%

2023 EEPW Website Editorial Plan

Month	Market analysis	Key topics	Technical discussions	video plan	theme activities
Jan	**Annual Market Analysis**	Review and Outlook of the Electronic Industry	Predictions on potential popular technologies in 2023	Big Mouth Business Talk (biweekly) Electronic technology popularization (weekly) Smartchip Mountain Villa Renovation Vlog Smart Living Dreamers	
Feb					
Mar	**Annual Financial Report Analysis**	Internet of Things Application Solution case	Component procurement mode changes and response		Zhixinshan Residence Level 2 part
Apr		Efficient motor control system design			Decisive motor control research seminar
May	**Changes in the electronics supply chain leather**	Intelligent Connected Vehicle System	Safety of new energy vehicles Complete	Electronic Products World 30th Anniversary Video Series Content: Chip Topics, Executive Interviews, Staff and Reader Interviews, Various Event Video Edits	Electronic Products World 30th Anniversary Theme Activities: Flash Semiconductor Tour, Commemorative Awards, Reader Feedback, Technical Interviews, etc
Jun		Power and Power Semiconductors			
Jul	**Smart Cars and Automation drive**	Edge Intelligence and Applications	Practical Applications of Artificial Intelligence		
Aug		Internet of Every-thing connection technology surg-ery			
Sep	**Smart Industrial Application City field**	Home Robots and Intelligence household	third generation semiconductor technology application value		
Oct		Wireless Test Technology Challenges			
Nov	**New energy charging and electricity pool**	Energy-efficient design and carbon neutrality challenge	5G brought after commercial use Which application changes	Theme series program on inheriting the spirit of maker, tracing the origin, innovating like a craftsman	
Dec		smart factory and industrial automation			IoT Developer Major meeting

Website Advertisement - Home

All quotations are quoted in RMB.

No.	Size	Flow/month	Average CTR	Price/month
A1	430x60	200,000	0.3~0.6%	4300
A2	720x60	200,000	0.3~0.6%	5000
A3	430x60	200,000	0.3~0.6%	4300
A4	720x60	200,000	0.3~0.6%	5000
A5	575x60	200,000	0.3~0.6%	5000
A6	575x60	200,000	0.3~0.6%	5000
A7	380x225	200,000	0.3~0.6%	6700
A8	300x140	200,000	0.3~0.6%	5700
A9	440x60	200,000	0.2~0.5%	3800
A10	300x280	200,000	0.3~0.5%	3800
A10	text chain	200,000	0.3~0.5%	5700
A11	380x310	200,000	0.3~0.5%	5700
A11	text chain	200,000	0.3~0.5%	4300

* The above advertising spaces are the most 3 ad rotation, A7 Location 5 rotation.

Website Advertisement - Homepage Roadblock Advertisement

Home   **first screen**

Special Ads – Barricade Ads 1

Name	Size	Flow/week	Average clickthrough rate	Price/week	Note
A roadblock	800x480	80,000	0.3%~0.7%	4000	Exclusive Sponsorship

Website Advertisement - Article Final Page Roadblock Advertisement

Article final page first screen

Special Ads – Barricade Ads 2

Name	Size	Flow/week	Average clickthrough rate	Price/week	Note
A roadblock	800x480	80,000	0.3%~0.7%	4000	Exclusive Sponsorship

Website Advertisement - Homepage Video Window Advertisement

front page

Home- Video window- exclusive sponsorship

Name	Video Floating Windows
Size	320X240
Flow rate	330,000/month
Average clickthrough	0.3%~0.6%
Price/week	8500/week

Website Advertisement - Homepage Advertisement

front page

Home- Bottom Banner- exclusive sponsorship

Name	Bottom column
Size	1160x60
Flow rate	330,000/month
Average clickthrough	0.3%~0.6%
Price/month	8500/month

Website Advertising Space-Technology Channel Home

Technology channel home page (icon)

Technology Channel Home

No.	Size	Location	Flow/month	Average clickthrough rate	Price/month
B1	500x60	Technical Channel Home	100,000	0.3%~0.50%	3100
B2	946x70	Technical Channel Home	100,000	0.3%~0.50%	3500
B3	580x300	Technical Channel Home	100,000	0.3%~0.50%	3800
B4	580x60	Technical Channel Home	100,000	0.3%~0.50%	2800
B5	300x160	Technical Channel Home	100,000	0.3%~0.50%	2800

Website advertising space - article final page

Article final page (illustration)

Article final page

No.	Size	Location	Flow/month	Average clickthrough	Price/month
B6	680x60	Article Page	400,000	0.3%~0.50%	6200
B7	1000x60	Article Page	400,000	0.3%~0.50%	7500
B8	300x200	Article Page	400,000	0.3%~0.50%	6200
B9	300x200	Article Page	400,000	0.3%~0.50%	6200
B10	Text Link	Article Page	400,000	0.3%~0.50%	5500

Website advertising space - other pages

Download Center

B11

B12

电路图

在线研讨会

B13

下载中心 & 在线研讨会 & 电路图页

No.	Size	Location	Flow/m	Average CTR	Price/month	Note
B11	1000x60	Download Center	300,000	0.2%~0.5%	2400	two rounds of broadcast
B12	1000x60	Circuit diagram	350,000	0.2%~0.5%	2400	two rounds of broadcast
B13	1000x60	Webinars	50,000	0.2%~0.5%	2200	two rounds of broadcast

Website Advertisement - Forum Page

Forum Home

Forum Posts Page

Forum Home & Forum Post Final page

No.	Size	Location	Flow/m	Average CTR	Price/m	Note
B14	470x60	Forum Home	50,000	0.2%~0.5%	2400	Exclusive sponsorship
B15	470x60	Forum Home	50,000	0.2%~0.5%	2400	Exclusive sponsorship
B16	700x60	Forum Posts Page	350,000	0.2%~0.5%	4000	Two rounds of broadcast

Introduction to Online Advertising Sponsorship

Form of advertising	Price	Note
Microsite	Initial set-up cost $8,000, monthly promotion cost $6,000	This project requires a minimum of 6 months of implementation time
Webinar	Live broadcast: $7,000 per session On-demand: $6,000 per session / 3 months	seminar.eepw.com.cn/
Database Rental	$500 /1000 Email/ per visit	EDM (includes rental fee + delivery fee; (volume have to be at least 5,000 lists)
Video	$4500 / month	http://v.eepw.com.cn/
Resource Center	$4500 / month	
WeChat Marketing	First story price: $1500 /time; Second story price: $1200/time; Third story price: $1200/time; Article patch ad: $400/day	 electronics world (EEP Wweixin)
Online Survey	Price: $18,000 per survey	
University Project	Price: Customized items, please contact sales	
Seminar Project	Price: Customized items, please contact sales	

Magazines

Magazine

Release data | Ad Price | edit outline

Business Type Analysis

Industry Type	Subscriber	(%)
Communications equipment and systems	10,423	28.08%
Consumer electronics	9,014	24.28%
Computers and peripherals	4,085	11.01%
Industrial controls and safety devices	6,491	17.49%
Automotive Electronics	2,493	6.72%
Medical Electronics	1,710	4.62%
Aviation, marine and military electronics	1,193	3.21%
IC Design	893	2.41%
Power electronic	816	2.20%
Total subscriber	37,118	100.00%

Job Responsibilities Analysis

Job Type	Subscribers	(%)
Design Development	27,081	73%
Technology management	8,052	21.7%
Technology procurement	972	2.6%
Testing and Quality Control	1,013	2.7%
Total	37,118	100%

Geographical distribution analysis

Geographical	Subscribe	(%)
Guangdong	9,548	25.7%
Shanghai	6,011	16.2%
Beijing	5,412	14.6%
Jiangsu	3,450	9.3%
Zhejiang	1,553	4.2%
Sichuan	1,260	3.4%
Shannxi	1,113	3.0%
Hubei	928	2.5%
Shandong	890	2.4%
Tianjing	706	1.9%

Geographical	Subscribe	(%)
Anhui	666	1.8%
Hunan	630	1.7%
Fujian	588	1.6%
Henan	557	1.3%
Chongqing	557	1.5%
Jiangxi	519	1.4%
Heilongjiang	482	1.3%
Hebei	446	1.2%
Jilin	370	1.0%
Other	1,432	4.0%
Total subscriber	37,118	100.0%

Advertising Prices and Advertising Law

Advertisement price (in RMB)

Edition and issue	1×1	1×3	1×6	1×12
4 color full version	30,600	29,070	27,790	27,090
4 colors 1/2 version	15,500	15,150	14,780	14,400
4 colors 1/3 version	11,220	10,840	10,574	10,308
Cover	63,000	——	——	——
Back Cover	60,000	——	——	——
Inside front cover	49,300	48,000	46,860	45,690
Inside back cover	40,800	39,780	38,780	37,808
Page Adjacent to Inside	34,000	32,980	31,960	31,190
Page opposite to	33,660	32,810	31,995	31,190
Index Opposite Page	32,980	32,150	31,348	30,566

Summary of the Advertising Law of the People's Republic of China (see Advertising Law for more)

● Adjectives of infinite height such as "most", "first", "first", and "leader" are not allowed in advertisements;

● If the advertisement involves patent rights, the patent number and patent type granted by the State Intellectual Property Office of the People's Republic of China must be indicated. Advertising of unauthorized patent applications and terminated invalid patents is prohibited;

ad size

Finished Size: 205mm x 270mm   bleed size: 211mm x 276mm Core size: 180mm x 250mm（text area）
Finished Size: 410mm x 270mm Bleed Size: 416mm x 276mm

Creative requirements

Positive film, film side down, four colors 175 line, two-color and one-color 150 Wire. Acceptable software includes: PageMaker 6.5, Illustrator 11, Freehand 10, Photoshop 8.0, QuarkXpress (Mac version), CD-ROM, CDR, MO disc, Zip storage form. Lithographic four-color printing, the picture should be in CMYK, resolution 300dpi, special font please follow Documentation is included with it.

2023 Annual "Electronics World" Graphic Editorial Schedule

Issue	Deadline	industry market	Design and Technology		
		market watch	special report	hot technology	design application
1moon	2022.12.15		Electronic Technology Outlook	signal conversion	★ industrial control
2moon	2023.1.15	Industrial Internet	Smart home and intelligent household	Smart lighting	★ Test and Measurement
					★ artificial intelligence
3moon	2023.2.15		motor control	AI Algorithms and Applications	★ embedded design
4moon	2023.3.15	memory market	MCUs and the Edge AI	wireless test	★ power managemen
5moon	2023.4.15		wearable electronics	Power device application	★ vehicle electronics
					★ consumer electronics
6moon	2023.5.15	5G and wireless market	5G (6G) and wireless communication	Component Design and Application	★ Communication and Network
7moon	2023.6.15		Industrial AI and Internet of Things	Wireless charging	★ Security and Safety
					★ new energy
8 moon	2023.7.15	Metaverse and AR/VR	Automotive electronics (new energy car)	signal conditioning	★ IC design
					★ Component application
9moon	2023.8.15		Energy Conservation and Power	sensor	
10moon	2023.9.15	AI Handle the application market field	SiC and GaN	embedded computing	
11moon	2023.10.15		wireless technology application	medical electronics	
12moon	2023.11.15	Power Supply and Energy Conservation City field	Intelligent Security and Monitoring	data center	

Event

Exhibition

EEP W exhibition clothing Service

Exhibition service

We have more than 20 Years of conference hosting and planning experience, held large-scale technical forums, large-scale exhibitions, academic reports and other small technical exchange meetings. Although we have our own brand conferences, we also cooperate with partners in the industry or undertake various conferences. We have not only held many business forums offline, academic Conferences, large-scale exhibitions, roadshows, seminars, competitions, and online seminars, webinars and live broadcasts.

Professionalism: Successful experience in independently holding IoT developer summit forums with more than 1,000 people

Technical strength: Cantonese industrial chain industry leaders, well-known experts, R&D institutions and many application developers at home and abroad

Appeal: more than 120 More than one cooperative media can jointly create momentum for the event

Multi-platform release: EEPW Website, Bilibili, WeChat, Douyin, and traditional magazines

Precise positioning: We have nearly 1 million members, distributed in ICT related industries

Partners: Maintain long-term cooperative relations with many well-known enterprises at home and abroad

our service

Organizer	Agenda design	Guest invitation	Audience recruitment	Venue service
Posters	Publicity promotion	Post summary	Press conference	Venue setup
Interviews	Media Invitations	Post Interview	Multichannel Report	

game design

Competition theme
According to the requirements, design the theme of the competition

Competition design
Invite top industry professionals to design the most cutting-edge competition questions

The team recruits
Teams of highly talented people from society or universities

Invitation of Judges
Invite industry experts to form a professional jury

The competition schedules
The schedule is determined according to the format and questions.

The award ceremony
Award ceremony for the winning team

Virtual Showroom

EEPW is planning to celebrate its 30th anniversary by creating an online exhibition hall with regular exhibitions featuring different themes. The company plans to invite other companies to participate and set up a virtual meeting place where their products can be displayed and industry professionals can visit from all over the world. This will enable companies to showcase their products on a larger scale and provide unlimited space for product demonstrations. The main goal of the online exhibition is to help viewers better understand the benefits of the products and promote sales through one-off event planning. In addition, new product or project launches will be announced during the exhibition.

Pros.

• It's more convenient. You don't have to go to your destination to visit the virtual pavilion, you can just take out your phone or turn on your computer at home and browse.

• More interactive. VR exhibition can be multi-angle, digital simulation of the scene, the user in the process of visiting the virtual exhibition, can interact through mobile phones, tablets, computers and other devices.

• Breaks the traditional exhibition's time and space constraints, making the exchange of information more convenient.
The virtual narrator, with its vivid and cute image, and the roaming route carefully designed by our EEPW, provides a detailed insight into the advantages of each manufacturer.

The 3D models and interaction design allow for a more detailed display of various products and interactions between them, allowing for small simulations to complete smart IoT systems. These displays make it even more possible to click directly on the manufacturer's links to make product inquiries.

EEPW past meeting

- The 15th Embedded System Academic Conference ESTC (1999-2014)

- 8 The International Conference on Application of Test Instruments (2004-2018)

- 6 The Internet of Things Developers Conference (2014 -2019)

- Electronic System Design Digital Design Forum Internet of Things Salon - Chip and Terminal

- Power Consumption The 15th PXI Technology and Application Forum 2019GXIC salon

- Keysight World 2020

- Tektronix Technology National Tour

- Beijing Machine Vision Intelligent Manufacturing

- Innovation and Development Conference China

Joint Innovation Center of Hefei University of Technology listed

Participate in the organization of international academic conferences to promote foreign exchanges

EEPW   offline activity plan in   2023

Date	Conference Name	Location	Estimated number of people	Quotation
May 2023	ICMIE 2023	Beijing	150	¥50,000
June, and July 2023	A Journey Through Semiconductors	10 universities	to be determined	￥50,000 per college
August 2023	Electronics World 30 anniversary	Beijing	1000 people	Customized
September 2023	Simulation Technology Seminar	Chengdu	60-80 people	¥30,000
October 2023	IoT Seminar	Chongqing	60-80 people	¥30,000
November 2023	Motor MCU seminar	Shanghai	100 people	¥30,000
December 2023	IoT Developer Conference	Beijing (online + offline	1500 people	￥50,000+

2023 EEPW Attended third-party meetings

Conference Name	Date	Place	Remark
CITE 2023	April 7-9, 2023	Shenzhen	join
Electronica China 2023	July 11-13, 2023	Shanghai	join
China International Defence Electronics Exhibition(CIDEX)	June 26-28, 2023	Beijing	join
China (Western) Electronic Information Fairs	July 13-15, 2023	Chengdu	to be determined
Shenzhen ELEXCON	September 1-3, 2023	Shenzhen	join
EDI CON 2023	September 6-7, 2023	Beijing	to be determined
Electronica South China	To be determined (exact date not yet set)	Shenzhen	join
102nd China Electronics Fair	November 22-24, 2023	Shanghai	join
IOTE International Internet of Things Exhibition		Shanghai, Shenzhen	join

30th Anniversary

30th

Anniversary

Celebration

30!

In 1993, Xiong Xiaoge founded a company with a dream to serve the managers, telecommunication, and computer industries. This company later became Electronics Enginerring & Product World, a comprehensive information service magazine for engineers, engineering managers, and entrepreneurs. Over the past 30 years, we have witnessed the rapid development of semiconductors in China and around the world. This achievement was made possible by the contributions of every individual in the industry who worked tirelessly towards this shared dream. As we celebrate EEPW's 30th anniversary, we pay tribute to every practitioner who has played a role in the growth and success of this industry.

30 with the electronics world anniversary

In 1993, just before the global information industry outbreak, China's electronic information industry had already developed to a certain scale. In response to the policy demand of promoting the application of electronic information technology and developing the information service industry, the magazine "Electronic Products World" was established. Inheriting the responsibility of the Ministry of Science and Technology to serve the development of the domestic science and technology industry with advanced foreign information service concepts, "Electronic Products World" introduced the most advanced foreign products and technology into the country and passed it on to the engineering technicians and managers of the electronic information industry.

For the first ten years, in addition to print publishing services, the magazine also tried to hold offline technical exchange meetings and technology exhibitions, attracting tens of thousands of industry practitioners to communicate face-to-face with well-known enterprises at home and abroad. However, for nearly tens of millions of practitioners in China's electronic information industry at that time, this kind of coverage was far from enough. Therefore, in 2002, the magazine embraced the Internet and launched the Electronic Products World website.

With the explosive growth of information technology, Electronics World keeps trying new service models and exploring new forms of cooperation to deliver international advanced technology. Webinars and online classes provide engineers with learning opportunities without leaving home, while cooperation with various university competitions has opened up opportunities for the magazine's university plan. Entering the maker space has shown the enthusiasm behind the technology of enthusiastic makers, and the magazine's focus on wearable and AR/VR technology demonstrates its technical sensitivity to the latest applications. Customized innovation and entrepreneurship competitions have also built a bridge for cross-regional cooperation between development zones and entrepreneurs.

In celebration of its 30th anniversary, Electronics World has decided to hold a series of events to celebrate and give back to its customers and readers. The magazine will provide anniversary special corporate announcements for its partners, and it will also prepare a series of special events to reward its partners and readers.

With EEPW We will provide you with:

industry analysis	expert's point	Troubleshooting	WeChat group	creative
creative project	Frontier	Hot Event	Well-known	Design
Basic science of	Electronic design	The latest	Board	
Design and				

30 Anniversary website column introduction

In 2023, EEPW will continue to prioritize the website platform as the main channel to provide a comprehensive range of technical information content services for electronic design developers.

This includes creating print publications, online seminars, offline meetings, high-level school services, WeChat official accounts, video platforms, and other media communication channels.

With the aim of reaching a wider audience and providing timely and relevant information, EEPW will explore new ways to innovate and improve its content delivery mechanisms.

- **Special Reports & News:** Contains the latest products, design technology and business information, and collects rich design examples and solutions, covering the technical fields and development directions that the industry is concerned about.

- **Win-win together:** EEPW 30 Anniversary series of themed activities set up a corporate zone, where corporate blessing videos, both sides On the basis of cooperation review and cooperation stories, focus on the company's development history over the years and the current key business scope and product service information, etc., with the help of EEPW 30 Anniversary allows more readers to understand the strengths and future of each business develop.

- **Technical sub-station:** The technology sub-site uses technology as the aggregation, organizes the technical classification content that netizens are most concerned about into a technology sub-site, The content of the technical sub-site includes product and technical information, technical articles, downloads, videos, and discussion areas.

- **Message from Subscribers:** Invite various industry organizations and academic organizations, as well as university professors and loyal readers, to jointly contribute to EEPW 30 Write an anniversary message.

- **A Dialogue between Me and EEPW:** Reviewing Experts/Readers and EEPW The days we walked together, talking about each other's stories and its impact on your career.

- **Call for Essays:** "My Growing Up with EEPW " invites old users to tell about EEPW through essays exist Help in their work and study, using specific examples to describe EEPW touching stories with readers.

- **EEPW Original:** According to the current hot spots and cutting-edge technologies, interviews with several or one industry leader companies and industry associations Leaders of the alliance, analyze the characteristics of a certain technology, predict its trend, introduce the main manufacturers and the latest products in the industry, etc., so that readers Readers can have a more comprehensive understanding of the profile of a hot or cutting-edge industry.

30 Anniversary Video Column

Publishing platform: EEPW EETV   bilibili

program name	Introduction
Congrats Video and interviews	EEPW30 Anniversary series includes a corporate zone, featuring corporate blessing videos and bilateral cooperation. It reviews and shares the company's development process, key businesses, and product/service information. The series aims to showcase the company's strengths and future prospects to more readers.
Looking back	Face-to-face with the actual project executor of the former customer toreview the details of the cooperation between the two parties, and jointly use the cooperation between the two parties to achieve exhibit.
"semiconductor" Road History	Invite enterprise technicians to review the development of electronic technology in the past few decades in the form of round table talks, Imagine the future development trend of the electronics industry.
Smart Villa Talk	Organize a camping trip to bring together industry professionals for a relaxed learning environment. Explore the past, present, and future of electronic technology and China's technology industry development.
Maker in China	Retrospect the ups and downs of Chinese maker circle since its inception in China over a decade ago. Highlight the real makers and promote their culture to inspire Chinese engineering and technical personnel.
Corporate interview	▶ Manufacturer's product interview: reflect the advantages and characteristics of the product, provide technical explanations, and help users understand product information and Advantage. ▶ Exclusive interviews with corporate figures: highlighting the linkage between the interviewees and the corporate brand, reflecting the corporate culture and spiritual connotation nuclear.

A Journey Through Semiconductors

Electronic Products World Magazine is planning to celebrate its 30th anniversary by organizing a seminar on the theme of crossing semiconductors in many colleges and universities. The seminar will include a tour of the exhibition, where representative electronic products from the past 30 years will be dismantled to help teachers and students understand the development of China's electronics industry.

In addition, various domestic and foreign technology companies will be invited to conduct technical seminars and interviews to help students in their future employment development. It's an exciting opportunity to showcase the progress and innovation of the electronics industry over the past three decades and inspire future generations of electronics developers.

National University Tour Exhibition (planned)

Harbin Institute of Technology
Beihang University
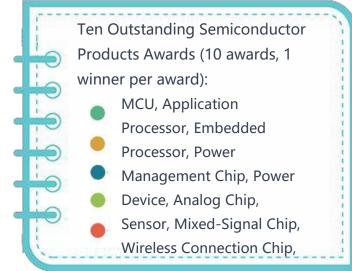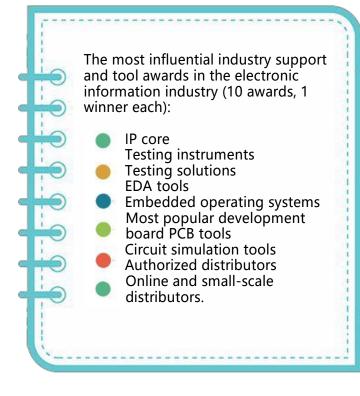Tianjin University
Hefei University of Technology
Fudan University
Tongji University
Shanghai Jiaotong University
Zhejiang University
Taipei University
Southeast University
South China University of Technology
University of Electronic Science and Technology
Northwestern Polytechnical University
Central South University
Lanzhou University
Xiamen University
Hong Kong university
Shan Dong University

Electronics World Editor's Choice Awards

30 Anniversary Awards

Top 10 Outstanding Contributors to the Electronic Technology Industry Award (10 individuals)

- Outstanding Technical Promotion Person Award (2 individuals)
- Outstanding Industry Development Person Award (2 individuals)
- Outstanding Entrepreneurship Person Award (2 individuals)
- Outstanding Technical Innovation Person Award (2 individuals)
- Outstanding Higher Education Person Award (1 individual)

Outstanding Media Communication Person Award (1 individual)

Ten Outstanding Semiconductor Products Awards (10 awards, 1 winner per award):

- MCU, Application Processor, Embedded Processor, Power
- Management Chip, Power Device, Analog Chip,
- Sensor, Mixed-Signal Chip, Wireless Connection Chip,

The most influential industry support and tool awards in the electronic information industry (10 awards, 1 winner each):

- IP core
  Testing instruments
- Testing solutions
  EDA tools
- Embedded operating systems
  Most popular development board PCB tools
- Circuit simulation tools
  Authorized distributors
- Online and small-scale distributors.

Outstanding Performance Award for Chinese Semiconductor Capital Market (10 awards, 2 companies awarded each)

- Most Stable Stock Market Performance Award (2 companies) Most Promising Enterprise Award (2 companies)
- Most Valuable Investment Enterprise Award (2 companies)
- Special Award for Industry Influence (2 companies) Most Potential Unicorn Award for IPO (2 companies)

Chinese Semiconductor Awards (10)

Self-improvement

We plan to launch a range of cultural and creative products that will help to expand our brand recognition, using our own intellectual property and a multi-platform, multi-channel approach to maximize our coverage and influence.

In addition, we will be entering the field of the metaverse to develop an immersive and diverse EEPW as a platform. Through this platform, our readers and customers will be able to make progress together and stay up-to-date with the latest technological advancements.

By combining our respect for tradition with a forward-thinking approach, we aim to provide our readers and customers with more exciting and enriching content. As China continues to make great strides in electronics development, we are committed to keeping pace with the progress of the times.

Electronic Engineering & Product World

Content and Submission Contact

Editor-in-Chief: Li Jian
Mobile: +86 13911596539
Email: lijian@eepw.com.cn

Overseas agency and Sales

Yifan Gao
Mobile: +86 17600582416
Email: yifan@eepw.com.cn

Hongkong

Jorge Moo Lew

Alegra International Ltd.

Tel: 852-23668005

Email: jorge@alegra.com.hk

Taiwan

Jill Chen

Media Mall International.Co.Ltd.

Electricity Phone: 886-2-22732340

Email: Jill@mediamall.com.tw

U.S.

East

Jill Thibert

LHM & Co.

Phone: 218-2802821

Email: Jill@lhmandco.com

West

Zach Sisson

Avani Media

Phone: 972-8162814

Email: zach.sisson@avanimedia.com