EEPW 电子產品世界 .com.cn

2022 Media Guide

2022 EEPW Media Kit
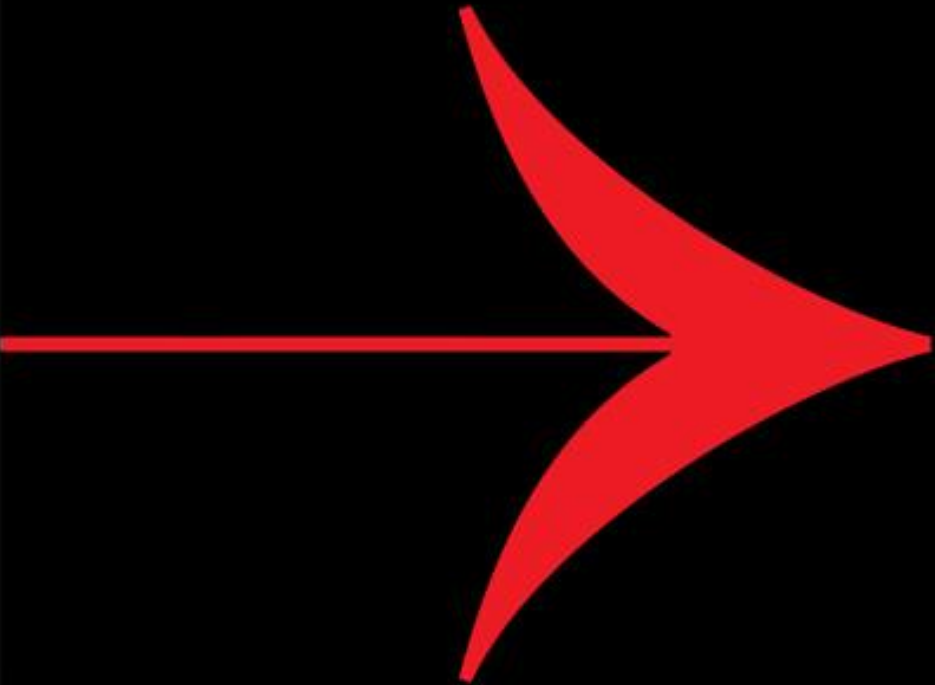
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About Us

As the leading all-media information service platform in the field of electronics technology, EEPW is committed to providing a full range of technical services to millions of electronic design developers, from college students in school, to rookie engineers in the workplace, from solo system developers to software architects, and even passionate electronics enthusiasts and geeks. They can find the design development knowledge and related design services they need from the intimate services of EEPW's various media platforms.

About Us

In 2022, EEPW will continue to build a media platform covering publications, online seminars, offline conferences, university services, WeChat public number and video platform, and other media distribution channels to provide multi-channel and comprehensive technical information content services for electronic design developers.

We have not only experienced senior editors, but also young media professionals with active minds. We are not only good at writing traditional media reports, but also familiar with new media operation and promotion methods and the whole process of multimedia content from planning to production. From in-depth understanding of the industry, to the most cutting-edge technology development analysis; from the analysis of industry focus events, to career development planning advice; from the review of the development of the electronics industry documentary, to the full live creator marathon; from the latest product release information, to the most practical design and development skills …… as long as the electronic engineers need to understand the content, we will be happy to provide you with.

With the help of EEPW's various communication platforms, we will provide you with.

Industry Analysis	Expert Opinion	Trouble Shooting	Wechat group	Creative Videos
Creative Projects	Frontier Technology	Hot Events	Company Interviews	Design Solutions
Electronics Technology Science	Electronic Design	School Competition	Hands-on Development Trial	Design Training Courses

Content Services

Marketplace

Veteran market participants dissect popular market trends, with a focus on motor drives, robotics, smartphones and more.

Technology

Internet of Things, wearables, automotive electronics, smart manufacturing, and drones were the focus of coverage.

Design

Academic or engineering papers from universities and institutions are more relevant to the R&D needs of engineers.

Interviews

Digging into hot people and new products, showcasing industry leaders and revealing the new technology behind new products.

Editorial Resource

We have a dedicated team of senior editors, all of whom have over ten years of editorial experience and specialize in different fields and technologies.

In addition, we have a team of more than 20 expert consultants, some of whom have been engaged in electronic intelligence for more than 30 to 40 years, some from universities such as Tsinghua University and Peking University, industry associations / societies, and wellknown Chinese and foreign enterprises, who review and revise the content of this media, and provide advice on the direction of the content. At the same time, we continue to train young editors to enrich and strengthen our team.

Technically rich areas

Covering embedded systems, analog ICs, power management, LEDs and drivers, automotive electronics, industrial control, test and measurement,
Medical electronics, mobile/portable, security, communications, IoT, 3D printing, etc.

Contact Us

Ken Lee [Chief Editor] Email: lijian@eepw.com.cn
Specializes in communications technology, consumer electronics, embedded systems, semiconductor processes, RF and analog, and test and measurement.
Ying Wang [Editor-in-Chief] E-mail: wangying@eepw.com.cn
He specializes in embedded systems, FPGAs, power management, analog ICs, etc. He is now responsible for the overall planning of the magazine, as well as the editing and interviewing of features, popular technologies, high-end interviews, China Core, etc

Website Registered User Analysis

Analysis of business types

Industry Type Analysis	Number of registrants	Proportion (%)
consumer electronics	146,822	14.81%
Communications equipment and systems	143,698	14.50%
Internet of Things (IoT)	138,454	13.97%
Industrial controls and safety devices	123,527	12.46%
Power supply and power management	71,737	7.24%
Instrumentation	62,490	6.31%
Automotive Electronics	50,848	5.13%
IC design and manufactur-ing, testing	49,006	4.94%
New energy (green energy, renewable energy)	38,393	3.87%
Medical Electronics	31,464	3.17%
Aviation, marine and military electronics	29,876	3.01%
Component design and manufacturing	28,250	2.85%
Power Electronics	25,311	2.55%
Electronic production equipment	24,565	2.48%
Security	20,446	2.06%
Other	6,191	0.62%
Total number of registrants	991,078	100.00%

Analysis of job duties

Analysis of job functions	Number of registrants	Proportion (%)
Design Development	490,542	49.50%
Academic research	148,149	14.95%
Technology management	144,888	14.62%
Test measurements	71,182	7.18%
other than it	37,828	3.82%
Technical support, maintenance	37,490	3.78%
Sales & Marketing	24,039	2.43%
Business management	22,363	2.26%
Procure	14,597	1.47%
Total number of registrants	991,078	100%

Geographical distribution analysis	Number of registrants	Proportion (%)
Guangdong	183,658	18.53%
Beijing	112,267	11.33%
Shanghai	83,855	8.46%
Jiangsu	80,627	8.14%
Sichuan	49,865	5.03%
Zhejiang	45,721	4.61%
Shandong	41,941	4.23%
Other	41,251	4.16%
Hubei	39,801	4.02%
Shanxi	37,253	3.76%
Henan	33,530	3.38%
Hunan	30,003	3.03%
Fujian	29,011	2.93%
Hebei	25,389	2.56%
Liaoning	23,838	2.41%
Shanxi	23,485	2.37%
Tianjin	22,902	2.31%
Anhui	21,363	2.16%
Chongqing	18,485	1.87%
Guangxi	17,599	1.78%
Heilongjiang	15,438	1.56%
Jiangxi	13,796	1.39%
Total number of registrants	991,078	100.00%

Website section introduction

In 2022, EEPW will continue to build a media platform covering publications, online seminars, offline conferences, university services, WeChat public number and video platform as the main platform to provide multi-channel and comprehensive technical information content services for electronic design developers.

●**Special Reports & News:** Contains the latest product, design technology and business information. A rich collection of design examples and solutions, including the technology areas of interest and development direction. The technical sections are divided into Embedded Systems, Analog Technology, Power & New Energy, Optoelectronic Display, EDA/PCB, Test & Measurement, Automotive Electronics, Industrial Automation, Consumer Electronics, Medical Electronics, Mobile & Wireless Communications, Components/Connectors, Security & Defense, IoT & Sensors, Networking & Storage, and Smart Computing.

● **Download:** Provides various electronic product design resources, EETV, circuit diagrams, and online tools for easy access and use.

● **Technical sub-station:** Technical sub-station to technology for the aggregation, the most concerned about the technical classification of the content of the net users organized into technical sub-station, technical sub-station content includes: information, technical articles, downloads, video, discussion area.

● **Industry leader Talks:** industry engineers to the industry a technology or product depth of analysis, to bring the net friend experience class, comparison class, summary class series of technical articles system.

● **High-end interviews:** Representative executives are invited to take the pulse of the industry, analyze and forecast the relevant technology and market, and discuss the company's strategy to serve the Chinese market with the characteristics of the Chinese market.

● **EEPW Original:** Based on the current hot and cutting-edge technology, interviews with several or one industry leaders and industry alliance leaders, analyzing the characteristics of a certain technology, predicting its trend, introducing the industry's major manufacturers and the latest products, etc., so that readers can have a more comprehensive overview of a hot or cutting-edge industry.

技术子站
特别报道
新闻
牛人业话
深度报道
EEPW观点
高端访谈
最新视频
排行榜

2022 Editorial Focus

The biggest change in the editorial content in 2022 is to create six key technology topics in the form of multiple media presentations. The topics will bring together a variety of content such as technology frontiers, views of famous experts, enterprise interviews and technical reference solutions, combining multimedia forms such as video interviews, roundtable discussions, short video science and technology reviews to bring readers the most intuitive technology frontier development trends and design know-how.

Around the key topics once every two months, we will focus on the latest technology developments of the technology direction throughout the year, keep the continuous content of each topic updated, and summarize the information and dynamics of relevant enterprises according to the actual characteristics of technology applications, so as to build a direct communication channel between developers and technology development enterprises.

Thematic plan for 2022

| Title of topic	Deadline for submission	Release Date
Annual Electronics Industry Review and Outlook	2021.12.20	2022.1.20
High efficiency motor control system design	2022.2.20	2022.3.20
Edge AI and AI Applications	2022.4.20	2022.5.20
Power and power semiconductors to help "double carbon" to meet the standard	2022.6.20	2022.7.20
Automotive Electronics in the Age of Smart Connections	2022.8.20	2022.9.20
Connected Technology for the Internet of Everything	2022.10.20	2022.11.20

2022 Let's develop it together!

In 2022, we will focus more on the needs of individual developers and work with the majority of developers to find their value in development.

We hope to cover every developer related to electronics, whether silicon farmer, code farmer or board farmer, from rookie college freshmen, to college competition players, from novice engineers, to whole design gods, from software programmers to system architects. From electronics hobbyist to creator geek ......

Our service system is no longer just to spread electronic design knowledge and the latest product technology information, we hope to start from the developer's life, covering all aspects of the developer's daily needs, not only the dissemination of basic knowledge, but also the latest technical developments, and mature designs to provide reference, and a variety of big names to answer questions and solve problems, and even get hands-on experience with development boards and the latest software and hardware tools! Of course, we also provide a stage for developers to show their personal style and show who you are outside of work!

In 2022, we'll launch a Developer Collaboration Program, inviting developers to talk about development, share design tips, showcase reference designs, and take beginners on an advanced leap from beginner to master. And all this, developers will gain the rewards of full personal fulfillment and tangible financial rewards through our Developer Partnership Program.
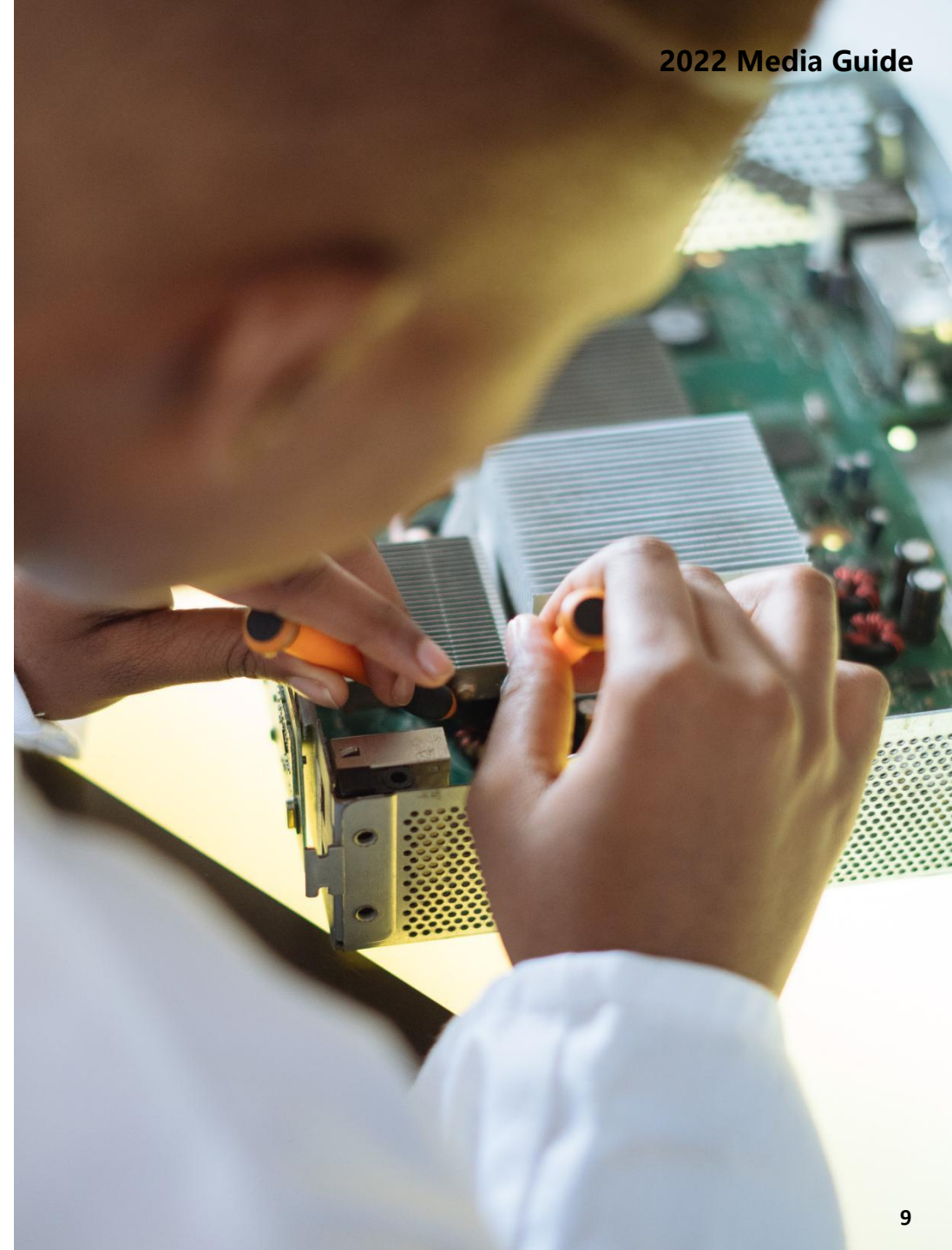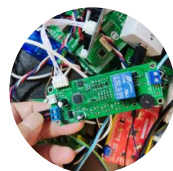
Forum activities in 2022

Electronics

DIY

Mind Trolley

Based on 8051 microcontroller, head wear brain wave sensor, using brain waves to control the car to move, the more attention the car movement speed.

Simple electronic instruments

Based on ESP32, homemade MIDI instrument to connect your phone/computer etc. for music playing.

The Birth of the Water Thermometer

A 32-bit microcontroller based water thermometer is made. The intention is to show the whole process of product development, what steps should be followed and to give an idea of the product.The full picture of product development and learning to make it.

Trolley Race: A follow-up to the Idea Trolley DIY, participants bring their creations to compete in a trolley race.

Hardware Concert: A follow-up event for simple electronic instruments, and perform in free ensembles.

"Weld" Challenge: Welding, the necessary skills for hardware engineers; a competitive competition to see who is the real "Weld" !

Popular technology lectures: For the current popular technology, we invite experts to speak and solve the problems, to expand engineers' knowledge and deepen their understanding.

Workplace Tweets: We invite engineers who have been working for years to share their work experience and tips. Come here to share all of your workplace experience.

Offline interaction

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New channels for our services

● **Third-party platforms:**

With the help of third-party platforms, we will fully expand the coverage of EEPW services. In 2022, we will continue to build EEPW WeChat, Bilibili video, EEPW high school WeChat, as well as accounts on third-party platforms such as EEPW's Headline, Tiktok and Baidu Baike, so to provide more developers with electronic information technology services on the one hand, and allow EEPW's original articles to be distributed to a wider group of users on the other.

●**Social groups:**

EEPW has more than 40,000 fans in WeChat and QQ groups for developers. In 2022, we will continue to expand the existing fan base, using full advantages of social media communication, organize regular fan activities in the WeChat and QQ groups, and drive the fans to actively participate in various activities by giving back. Meanwhile, combined with the existing forum activities of EEPW, small groups will be organized regularly activities to better segment the technical field and provide more professional technical information services for segmented developers.

● **Rich Media Matrix:** In 2022, EEPW will launch a multimedia content distribution service that will allow us to shoot and customize all kinds of videos. Throughout the year, we plan to release nearly 40 videos with more than 20 hours of technical training for developers to help them quickly master the latest technology development techniques.

We will also produce our own video commentary program and invite key guests from home and abroad to provide a comprehensive view of the industry from different perspectives, both domestic and international, in this highly visible semiconductor industry. In addition, EEPW will also produce a series of humanities themed programs focusing on the creator and electronics enthusiast community in conjunction with the changing culture of creators, so that we can reacquaint ourselves with the spirit of creators and recover the sentiment inherent in electronics technology development.

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EEPW Original Video Section

Published on： ![EEPW EETV logo] ![bilibili logo]

Name of the column	Brief introduction
Development Tutorials	EEPW has joined hands with the best authors on the website to produce a tutorial section, which is intended to meet the skill learning needs of engineers and increase the learning channels. ▶ STM32G070RBZero-Based Development Practical Training ▶ ESP8266-basedDesktop Mini Weather Station Production
Exhibition Online	Focus on the industry's leading exhibitions, discover the highlights of exhibits and lead visitors to the show in the clouds ▶ Report on Electronica2021 in Munich
A Conversation with the Electrons	Talking to engineers, creators, and electronics enthusiasts to show their lesser-known side and let the public know more about electronics people and semiconductors. ▶ A Conversation with Post-90s Youth on the Current State of Creators Survival
Record of competitions	Full tracking and recording of the competition to showcase the contestants. ▶ Full Transcript of the 2021MicrosoftXIntel Hackathon Final
Top Tech Events Explained	Focusing on the major technology events of the month, we bring a new way of interpreting them from the perspective of technology media, helping viewers to better understand the context of the events and the causes and consequences.
Corporate Interviews	▶ Manufacturer product interviews: reflect the advantageous features of the products, with technical explanations to help users understand the product information and advantages. ▶ Interviews with corporate figures: Highlight the linkage between the interviewee and the corporate brand, and reflect the corporate culture and spiritual core.

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2022 媒介指南

Virtual Showroom

Using digital modeling technology, the audience can watch the 3D virtual exhibition hall scenes and virtual roaming through free operation, realizing the same feeling as entering the scene.

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.
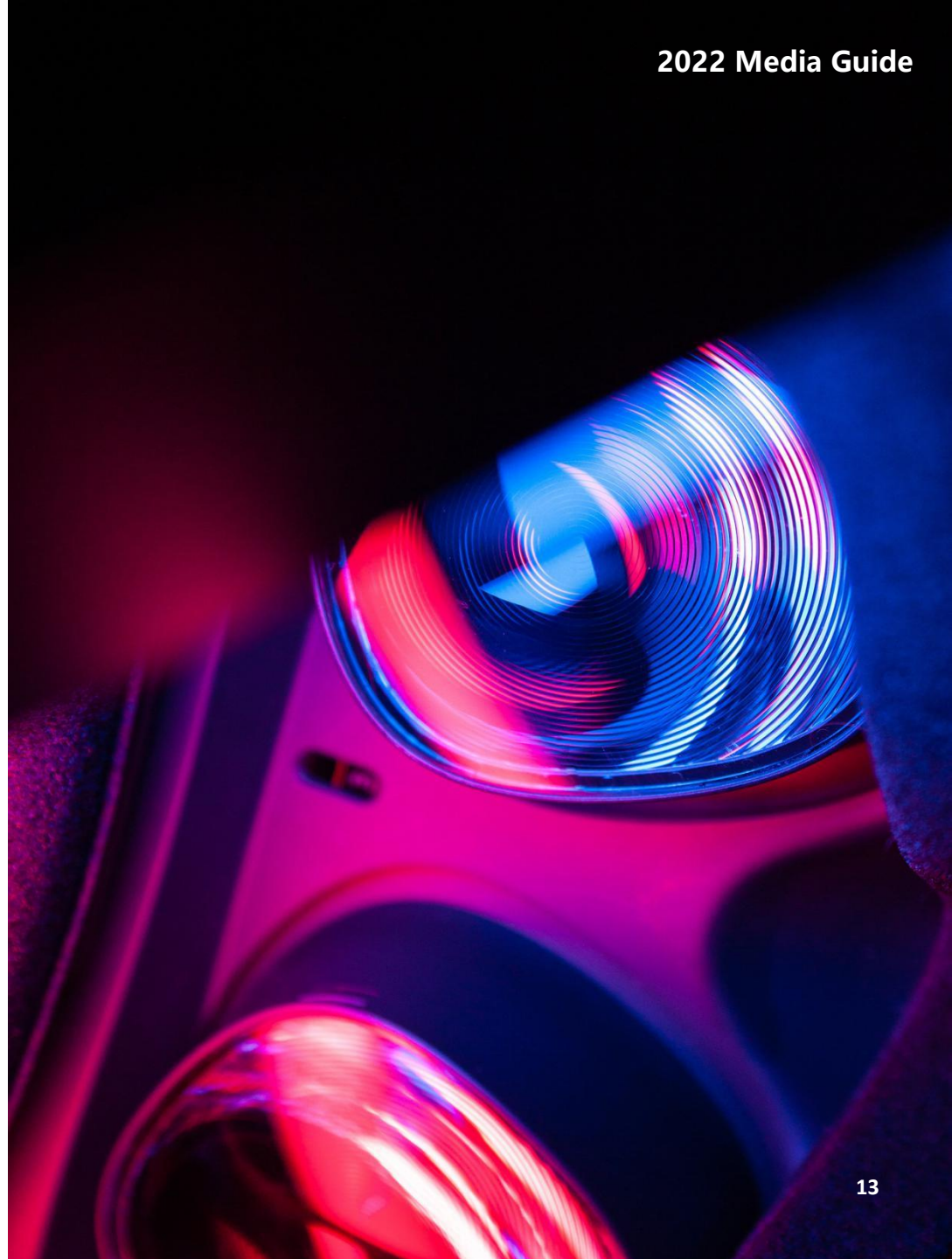
EEPW

Exhibition Service

We have over 25 years of experience in organizing and planning conferences, including large forums, exhibitions, academic presentations and other smaller conferences. Although we have our own branded conferences, we also work with industry partners or host conferences. We have organized numerous business forums, academic conferences, exhibitions, roadshows, seminars and competitions offline as well as online, webinars and live streaming.

Professionalism: Successful experience in independently holding more than 1,000 Internet of Things developers summit forum

Technical Strength: China and foreign industry chain industry leaders, well-known experts, R & D institutions and many application developers

Appeal: more than 120 media partners can work together to promote the event

Multi-platform publishing: EEPW website, Bilibili, wechat, Tiktok, and traditional magazines

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

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

Our Services

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

Designing Competition

Competition theme

According to the requirements, design the competition theme

Invitation of Judges

Invite industry experts to form a professional jury

Question Design

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

Competition schedule

The schedule is determined according to the format and questions.

Team recruitment

A team of highly talented people from society or universities

Award Ceremony

Award ceremony for the winning team

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2022 EEPW Meeting Plan (tentative)

Conference Title	Conference Location	Conference Time	The number of expectation
Winning Motor Control	Online	2022.04	350-450
International Conference on Test Equipment Applications	Online+Offline	TBC	300
Efficient Power Supply Design and Carbon Neutral Solutions	Online+Offline	2022.06	300-400
IoT Developer Summer Bash Week	Online	2022.07	2500-3000
Artificial Intelligence Technology Workshop	Offline	2002.08	150-200
Electric Vehicle and Charging Pile Technology Forum	Online+Offline	2022.09	300-400
High School Technology Forum	All over the country	2022.09-10	150-200/round
Artificial Intelligence and IoT Applications	Online+Offline	2022.10	150-200
IoT Developer Winter Warm-Up Week	Online	2022.12	2500-3000
IoT Developer Carnival	BeijingOnline	2022.12	1000-1200

In the past two years, we had to move many offline activities to online because of the epidemic. In 2022, we will follow the national epidemic prevention policy and carry out more conference services according to the actual situation, and strive to go offline and join hands with vendors and readers to communicate face to face. At the same time, we will also join hands with leading enterprises to hold dozens of online technical Webinar to help the majority of developers grasp the new direction of technology development without leaving home.

EEPW online meeting service platform, long-term cooperation with the industry's leading online meeting service providers, to provide a simple and stable and powerful live online meeting platform, and provide detailed meeting information data reports and analysis, is the ideal platform for your technical communication and training.

Internet advertising prices

AD PRICE

Website Advertising Space -Home Page

All quotations are in US$.

No.	Size	Flow/month	Average clickthrough rate	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	Text chain	200,000	0.3~0.5%	5700

*Up to 3 ad rotations for the above spots and 5 rotations for the A7

Website Advertising Space - Home Page Barricade Ads

Home Page 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 Ad Space - Article Final Page Barricade Ads

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 Advertising Space - Home Page Video Window Ad

Index Page

Home - Video Pontoon - Exclusive Sponsorship

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

Website Advertising Space - Home Page Ads

Home Page

Home - Bottom Column - Exclusive Sponsorship

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

Website Advertising Space-Technology Channel Home

Technical channel home page (illustrated)

Technical channel home page

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 Ad Space - Article Final Page

Final page of the article (illustrated)

Article Final Page

No.	Size	Location	Flow/month	Average clickthrough rate	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 & Webinars & Wiring Diagrams Page

No.	Size	Location	Flow/month	Average clickthrough rate	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

*Up to 3 ad rotations in the above ad space.

Download Center

B11

B12

circuit diagram

B13

Webinars

Website Advertising Space - Forum Page

Forum Home

Forum Posts Page

B14

B15

B16

Forum Home & Forum Posts Final Page

No.	Size	Location	Flow/month	Average clickthrough rate	Price/month	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

Other Network Advertising Sponsorship Profiles

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	http://seminar.eepw.com.cn/
	On-demand: $6,000 per session / 3 months	
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	电子产品世界（EEPWweixin）
Online Survey	Price: $18,000 per survey	
University Project	Price: Customized items, please contact sales	
Seminar Project	Price: Customized items, please contact sales	

* For more information, please contact sales at：初本祥 Chu@eepw.com.cn | 陈婷 Aurora@eepw.com.cn

Magazines

About the magazine

Release Data | Advertising Price | Editorial Outline

Industry Type Analysis

Industry Type Analysis	Number	Proportion (%)
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	37,118	100.00%

Analysis of job functions

Analysis of job functions	Number	Proportion (%)
Design Development	490,542	49.50%
Technology management	148,149	14.95%
Technology procurement	144,888	14.62%
Testing and Quality Control	71,182	7.18%
Total	991,078	100%

Advertising Prices and Advertising Law

Advertising rates (in RMB)

Edition and Issue Number	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 Front Cove	34,000	32,980	31,960	31,190
Page opposite to copyright pag	33,660	32,810	31,995	31,190
Index Opposite Page	32,980	32,150	31,348	30,566

Geographical distribution analysis

Geographical distribution analysis	Number	Proportion (%)
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%
Shanxi	1,113	3.0%
Hubei	928	2.5%
Shandong	890	2.4%
Tianjin	706	1.9%
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	37,118	100.0%

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

● Advertisements should not use infinitely high adjectives such as "most", "first", "first", "leader", etc. adjectives.

● Advertisements involving patent rights must indicate the patent number and type of patent granted by the State Intellectual Property Office of the People's Republic of China. Advertising of ungranted patent applications and patents that have been terminated and invalidated is prohibited.

Ad Size

Finished size : 205mm x 270mmBleed size : 211mm x 276mm

Core size : 180mm x 250mm (text area)

Finished size : 410mm x 270mmBleed size : 416mm x 276mm

Magazine Editorial Outline

ISSUE	Industry & Market		Design and Application			Design Concept	Additions
	Industry Focus	China Chip	Feature Story	Popular Technologies	Design Applications		
January End date: 2021.12.15	●	●	Electronic Technology Outlook	Signal Conversion	★Industrial Control ★Artificial Intelligence ★Power Management ★Automotive Electronics ★Consumer Electronics ★ Communications & Networking ★Robotics ★Security & Safety ★New Energy ★IC Design ★Connector	●	
February End date: 2022.01.15	●	●	Smart Home	Power Management		●	《2022 IoT Design Manual》
March End date: 2022.02.10	●	●	Motor Control	Security		●	
April End date: 2022.03.15	●	●	MCU & Edge AI	Signal Conditioning		●	
May End date: 2022.04.15	●	●	Wearable Electronics	Connectors		●	
June: 2022.05.15	●	●	5G/6G	Robotics		●	
July End date: 2022.06.15	●	●	Power & Power Management	Wireless Charging		●	
Aug. Closing date: 2022.07.15	●	●	Automotive Electronics	Sensors		●	
September: 2022.08.15	●	●	Embedded AI	Signal Conditioning		●	
October: 2022.09.15	●	●	Sensors	Information Security		●	
November: 2022.10.15	●	●	Industrial Wireless	AI chips		●	
December: 2022.11.15	●	●	Safety & Security	Smart Grid		●	

Electronic Engineering & Product World

Electronics World Magazine

Room 506, Wenbo Building, No.2 Wanshou Road West Street, Haidian District, Beijing

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