

MAGAZINE

EEPW

INFORMATION COMMAGAROCUPLES

Media Kit

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EEPW Plus
Power

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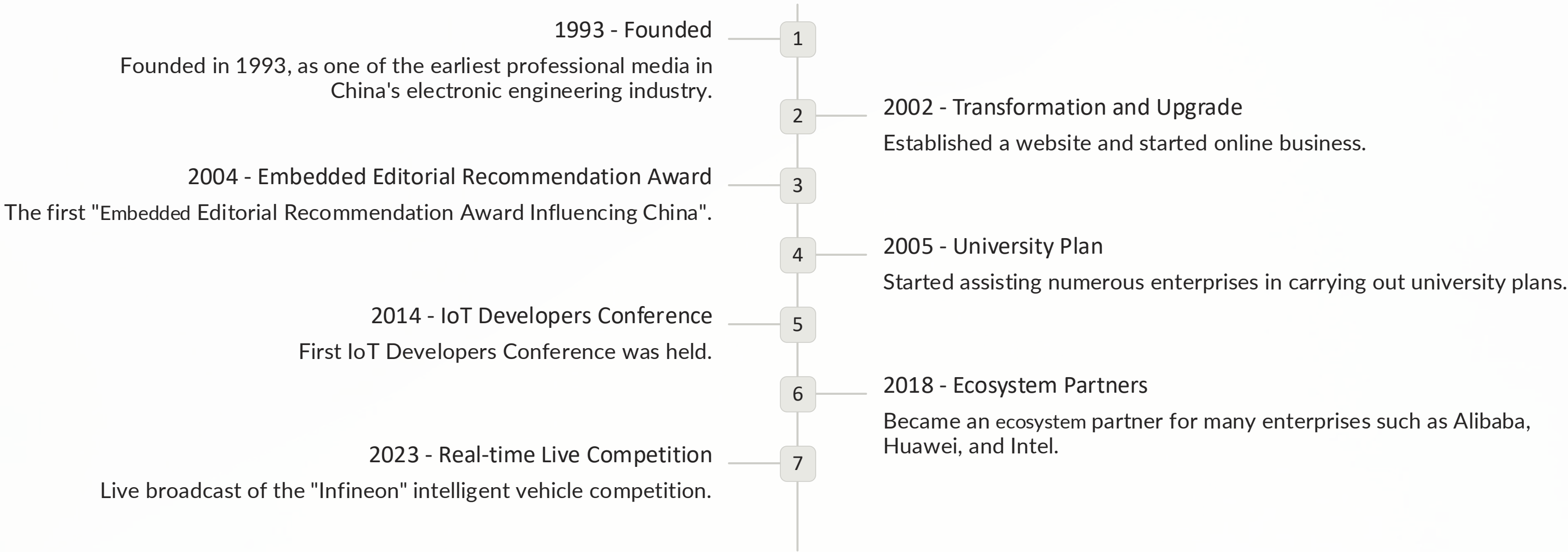




Introduction



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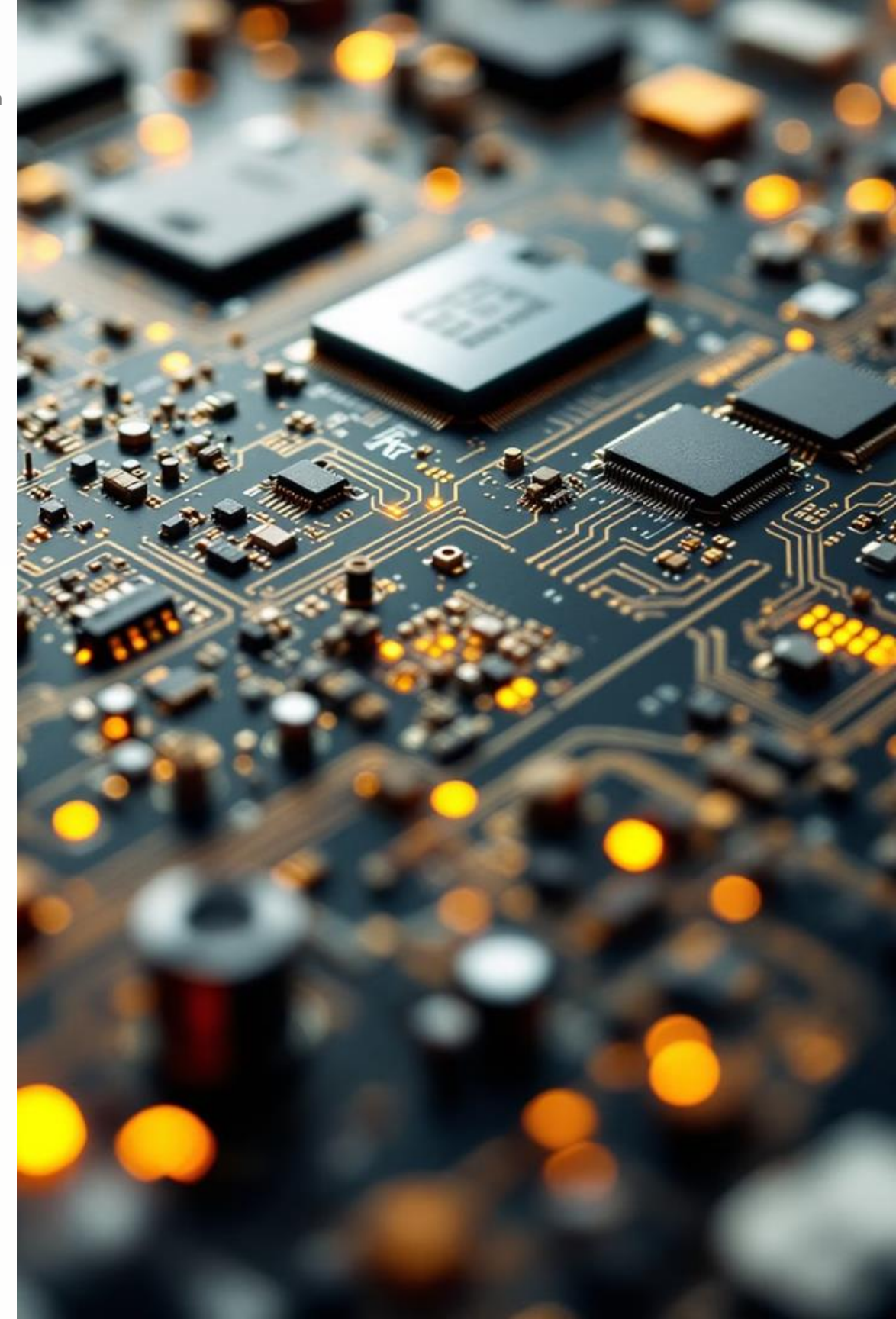


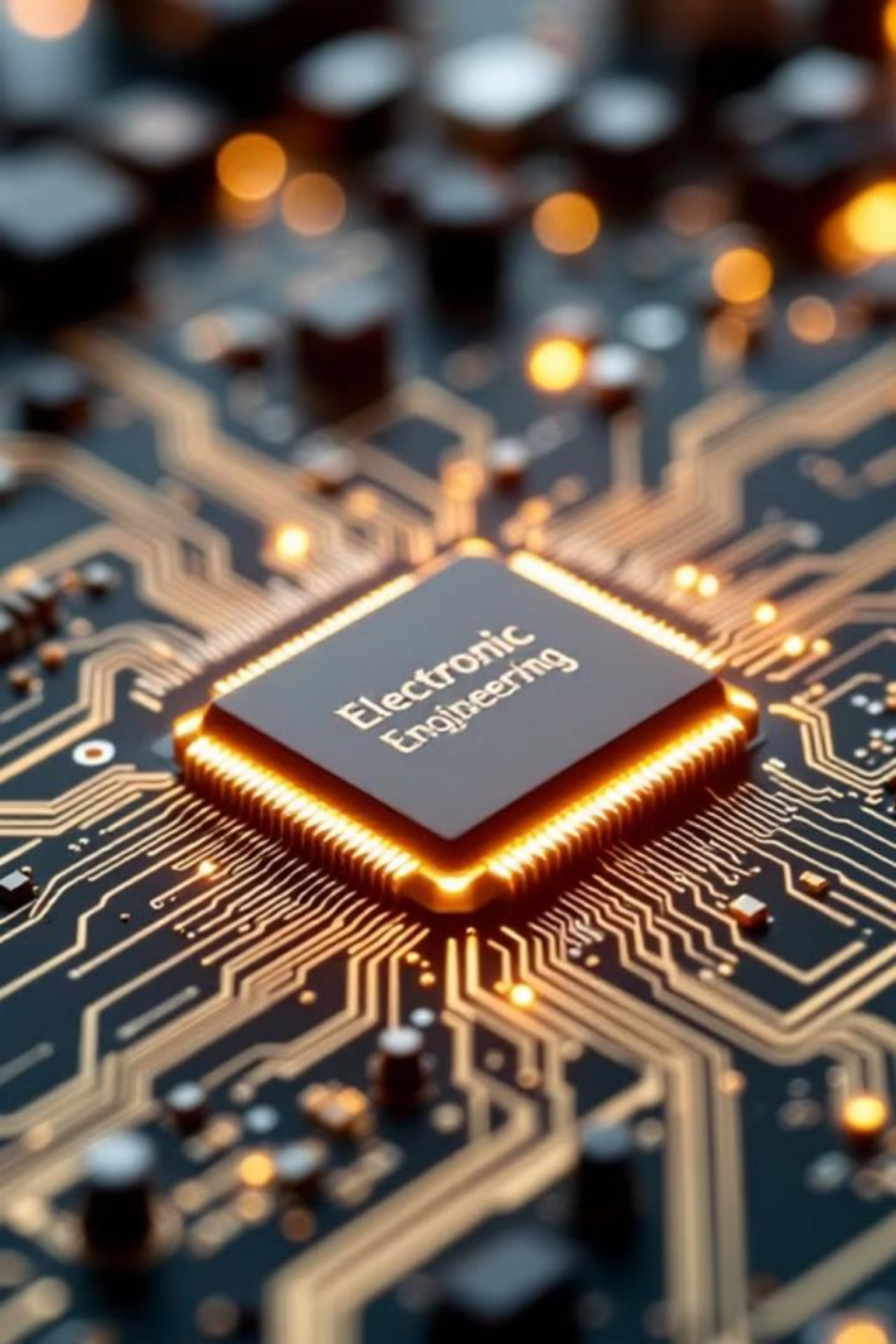
Our Core Value: Promoting Cutting-Edge Electronic Technology Globally

EEPW delivers world-leading electronic technology promotion services, guided by "Serving Electronic Technology, Leading Industry Development." Our expert team provides comprehensive, professional solutions tailored to client needs.

We offer end-to-end technological management: consulting, promotional services, and platform development. Our services include strategic guidance, market research, technical analysis, and effective promotional strategies to boost brand awareness and market reach.

EEPW prioritizes client needs, continuously innovates, and strives to be a trusted technology partner.





Domestic and International High-Tech Release and Promotion

Technology Learning

We maintain strong partnerships with leading domestic and international electronic information companies to learn and master advanced international technologies.

Cooperative Promotion

As a preferred partner for top companies in promoting advanced technologies, we are committed to driving the application of advanced technologies.



Industry Applications

We have accumulated abundant industry resources for technology applications and can provide integrated solutions for the application and promotion of new technologies in China.

EEPW Product Matrix



Professional Journals

Publishes high-quality professional journals for the electronics industry, providing in-depth reports and industry insights.



Videos and Live Streams

Expands video content, hosts high-quality themed live streams, enriches content formats, and attracts more viewers.



Website and Mobile App

Optimizes website user experience, provides real-time news and professional content, meeting readers' needs anytime, anywhere.



Industry Events

Organizes industry conferences, exhibitions, and other events, providing networking and business opportunities for the electronics industry.

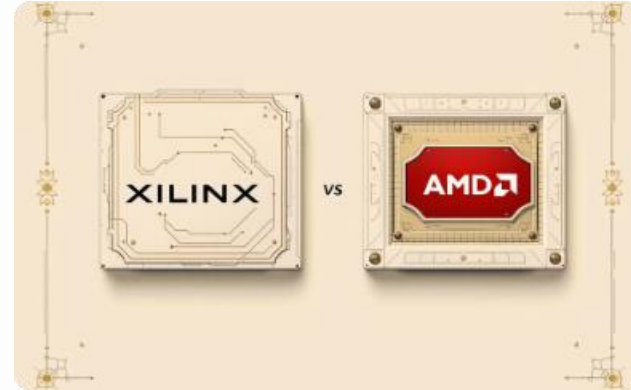


Key Technology Cooperation Projects



Intel Cooperation

Promoting Intel's fourth-generation Quark technology and development reference designs, and engaging in in-depth cooperation with Intel's AI platform OpenVINO ecosystem.



Xilinx and AMD Developer Cooperation

Partnering with Xilinx (now AMD)'s developer innovation program to jointly promote industry innovation.



Cloud Platform Ecosystem Ecosystem Cooperation

Establishing close developer ecosystem cooperation relationships with platforms such as Microsoft Azure, Alibaba Cloud IoT, and Huawei HarmonyOS IoT.



Cooperation with Chip Giants

Engaging in in-depth integrated marketing and solution promotion cooperation with chip manufacturers such as STM32 and Qualcomm.

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EEPW User Data



EEPW Website Overview



High-Quality User Base

Over 85% of registered members are frontline electronics design and R&D personnel, accurately targeting professionals in the electronics industry.



Excellent User Stickiness

Average session duration of 3 minutes, with 3.9 pages viewed per visit, demonstrating strong user engagement.



Continuous High-Quality Content

Daily additions of 120 technical articles, 160 forum posts, and 60 downloadable documents provide users with abundant information.



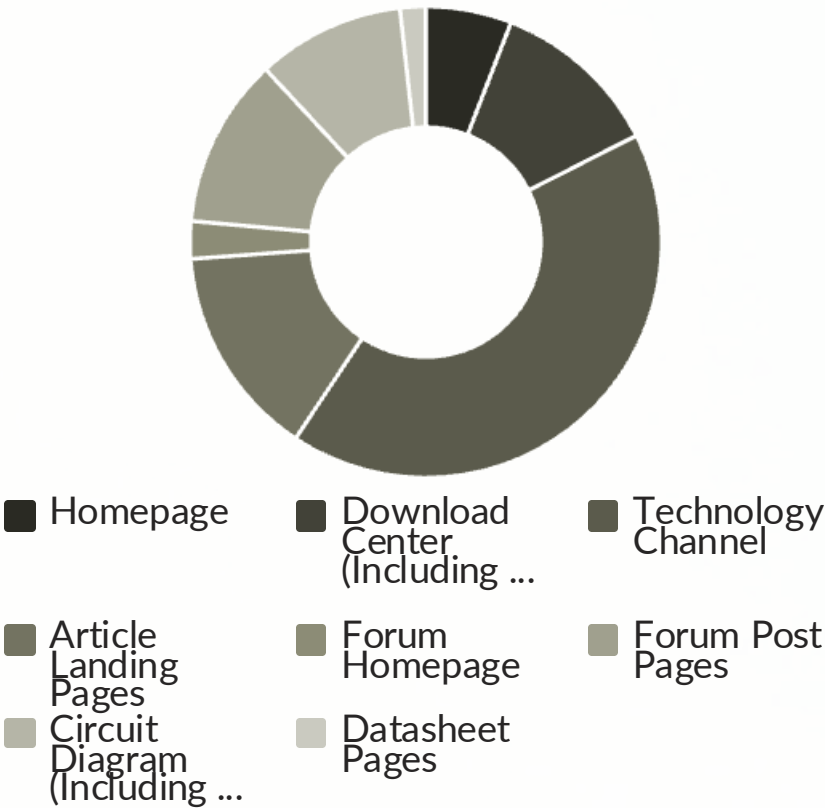
Rapid Growth Momentum

Monthly growth of 10,000+ registered users, with a total of over 1.4 million registered users. Page views (PV) reach 8.57 million, and unique visitors (UV) reach 2.81 million.

EEPW Website Traffic Report

Item	Monthly Data
PV Total Traffic/Month	8,591,218
UV Unique Visitors/Month	2,812,511
Total Registered Users	1,400,374

Location	Monthly Traffic PV
Homepage	394,511
Download Center	799,523
Technology Channel	2,909,438
Article Landing Pages	1,001,256
Forum Homepage	162,189
Forum Post Pages	800,563
Circuit Diagram (Including Landing Pages)	692,013
Datasheet Pages	105,567

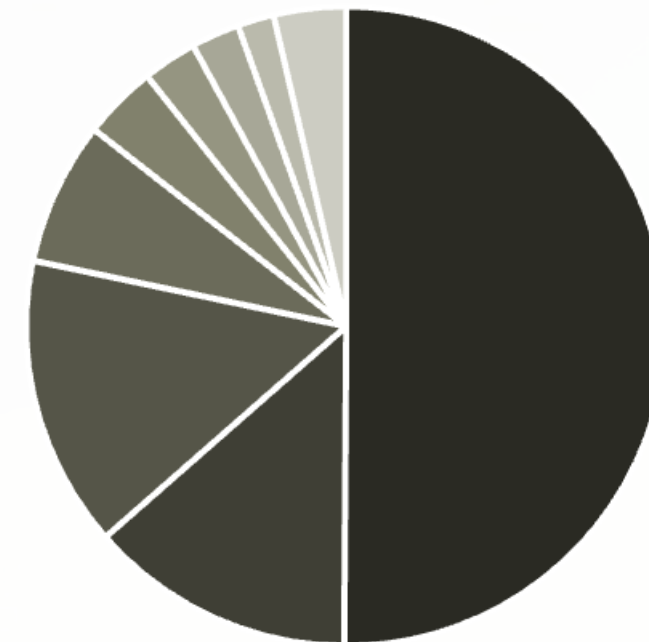




Technical Channel Category	Traffic/Month
Power Supply & New Energy	293,135
Embedded Systems	281,381
Industrial Control & Automation	261,124
Consumer Electronics	237,982
Automotive Electronics	219,613
Test & Measurement	197,212
Networking & Storage	161,682
Analog Technology	169,146
IoT & Sensors	159,215
Optoelectronics & Displays	130,351
Mobile & Wireless Communication	139,636
Medical Electronics	136,721
Components/Connectors	125,098
Security & Defense	97,845
EDA/PCB	97,201
Intelligent Computing	100,275
Robotics	101,821
Total Traffic/Month	2,909,438

User Job Responsibilities

Job Responsibility Analysis	User Count
Design & Development	701629
Academic Research	188216
Technical Management	206597
Testing & Measurement	101671
Technical Support & Maintenance	52567
Sales & Marketing	38478
Corporate Management	34256
Procurement	25815
Other	51145



- Design & Development
- Academic Research
- Technical Management
- Testing & Measurement
- Technical Support & Maintenance
- Sales & Marketing
- Corporate Management
- Procurement
- Other

Technical Field of Interest	User Count
Control/MCU	274,066
Testing & Measurement	265,589
Embedded Design	263,574
Processor/DSP	234,468
Programmable Logic & FPGA	235,505
Interface/Bus/Driver	231,339
Power Supply & New Energy	213,226
Sensing/MEMS	211,238
Networking/Protocol	199,722
RF/Microwave	194,118
Optoelectronics & Display Technology	189,130
EDA/IP/IC Design	184,520
EMI/EMC Design	188,396
Buffering/Storage Technology	187,753
Manufacturing/Packaging	184,559
Amplification/Adjustment/Conversion	195,680
PCB Design	115,381
Operating System	113,157
Data Acquisition	112,188
Artificial Intelligence	50,276
Machine Vision	50,164

Technical Substation- Special Topic



Substation: Online Promotion Plan



Topic Content Composition

Topic content consists of EEPW original content and resources provided by clients, including technical articles, training videos, product recommendations, etc.



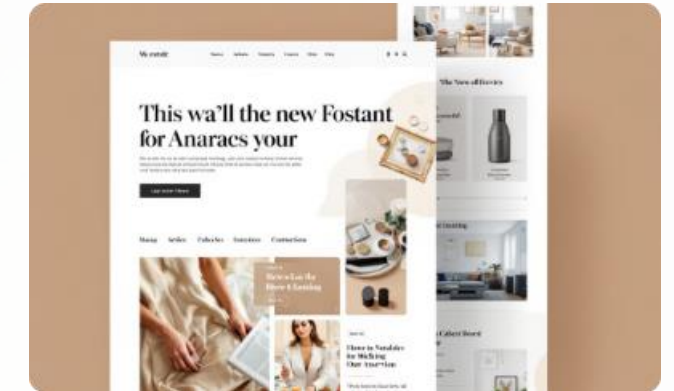
EEPW Original Section

Includes topic overviews, market analysis, key interviews, foreign website compilation/technical reviews, and technical interviews.



Client-Provided Resources Resources

Clients can provide technical articles, training videos, product recommendations, datasheets, and reference designs.



Content Presentation

Integrates various online content formats, including articles, videos, white papers, and solutions, to provide readers with comprehensive topic reports.



Addressing Engineers' Practical Needs



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- ☐ **Market Insights**
Trends and forecasts for industry growth.
- ☐ **IC Enterprise Insights**
Insights and strategies from leading IC companies.
- ☐ **Chip Design**
Cutting-edge chip design techniques and tools.
- ☐ **Technical Insights**
In-depth analysis of emerging technologies.
- ☐ **Advanced Training**
Upskilling for professionals with advanced programs.
- ☐ **Live Product Focus**
Live-streamed recommendations for key products.

Special Topic: - Comprehensive Upgrade

Leveraging various EEPW platforms, our content services center around the actual needs of users (developers). We aim to expand the user base while simultaneously increasing the engagement of high-quality users. Using this high-quality user base as a foundation, we will provide customized promotional services to meet client needs, thus building a technological marketing and communication chain from user to client.

Quarter

Smart Cockpit and ADAS ADAS

Topics Include:

Autonomous Driving and Assisted
Driving

BMS and Battery Management

OEM/Solution Exchanges and
Manufacturer Reviews

Quarter

Artificial Intelligence and and Big Data Processing Processing

Topics Include:

AI Processor Applications

Data Centers and Energy
Efficiency

In-Memory Computing and HBM

Quarter

Industrial Internet of Things and Smart Factories

Topics Include:

Industrial Automation and
Machine Vision

Edge Intelligence Applications

Motor Control

Quarter

Energy Infrastructure and Power System Design

Topics Include:

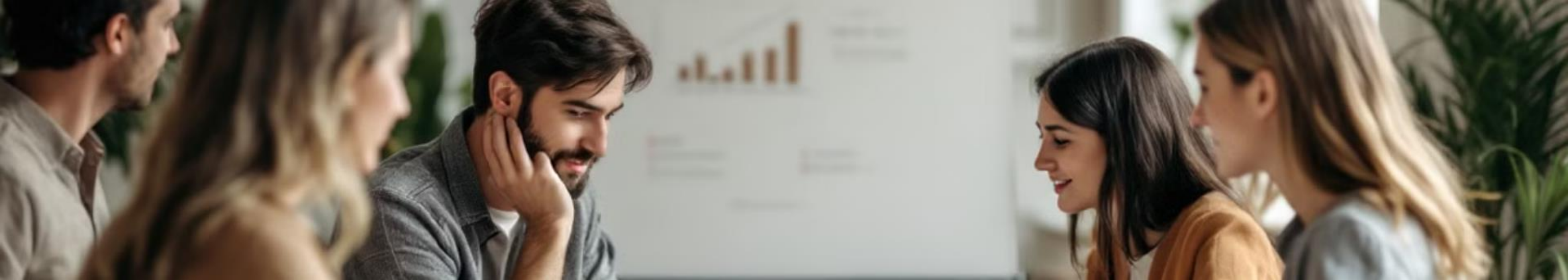
Power Management and Power
Conversion

Energy Storage and Energy
Infrastructure

Digital Power and Switching
Power Supplies

Enhancing User Engagement with Multi-Level Content Services

Basic	Design Solutions	Basic	Development Board Trials	Basic	Development Training Programs
Intermediate	Solution Center	Intermediate	Offline Sharing Sessions	Intermediate	"Let's Do" Initiative
Advanced	Design Competition	Advanced	Prototype Customization	Advanced	Commercial Project Development



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EEPW Marketing Strategy



Precise Data

Leveraging big data analytics to provide advertising clients with more precise audience targeting and placement recommendations, improving advertising effectiveness.



Video Marketing

Organically integrating video content with advertising, offering clients creative video and content marketing solutions.



Exhibition Events

Organizing industry summits, exhibitions, and other events to facilitate networking and business opportunities within the electronics industry.



Omnichannel Integration

Providing comprehensive marketing solutions encompassing various advertising formats, including online and offline channels, and content advertising.

Website Marketing

Website Ads

By analyzing website traffic and user data, we select and customize ad placements to meet clients' specific advertising needs.

White Papers

We also provide the latest white papers on technology and market trends, offering clients data support and industry insights.

EDM

We also offer EDM (email marketing) services, providing clients with more targeted email marketing solutions through refined segmentation and marketing strategies.



Our comprehensive digital marketing services include email marketing and content marketing. Through email marketing, we help clients build stronger relationships with potential customers, delivering important promotional information and the latest product updates. Through content marketing, we create high-quality custom content for clients, attracting and retaining user attention, enhancing brand awareness and user loyalty. Whether increasing website traffic, boosting sales, or building brand image, we can help clients achieve their goals.

Social Media



Video Marketing

Integrating Ads and Content

Combining brand advertising with valuable video content to create more engaging and impactful marketing solutions for our clients.

Creative Video Production

Leveraging our professional creative team and video production capabilities to tailor high-quality brand video content to meet clients' specific needs.

Content Dissemination Optimization

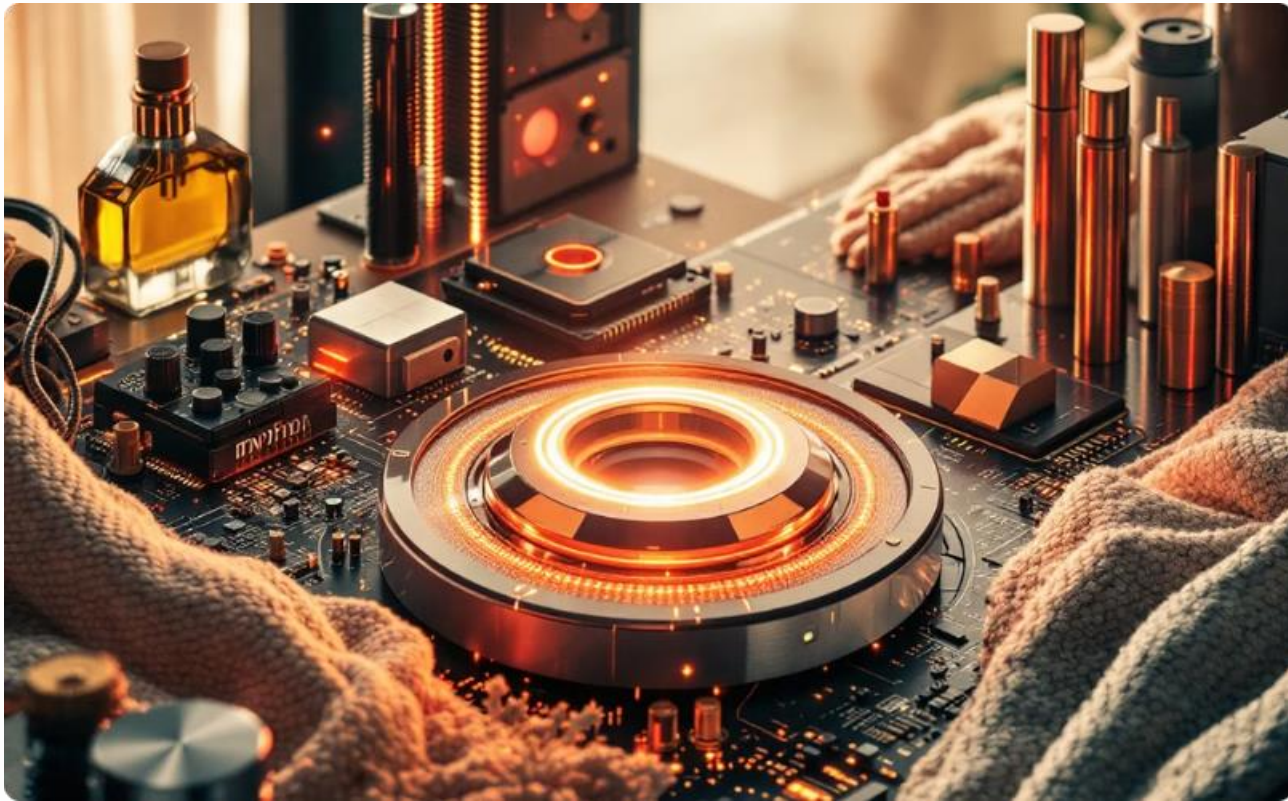
Using data analysis and channel promotion to help clients effectively disseminate video content to their target audiences.

Third-Party Platform Data

Platform	Total Views
Douyin	4.87 Million
WeChat Video Account	51.6k
Bilibili	3.37 Million
Total	8.29 Million

Video Program Name	Update Frequency
Smart Car	Weekly
Weekly Tech News	Weekly
EEPW Selection	Monthly
E-Point Trivia	Bi-weekly
Solutions	Weekly
Selection Guide	Bi-weekly

Special Topic: Video Promotion Plan



Brand Promotional Video

EEPW will plan and produce a 3-5 minute brand promotional video for you, showcasing industry development directions and technological trends, and embedding your brand content to enhance your corporate influence.



Strictly Selected Recommendations

For your key products, EEPW will shoot short videos to visually demonstrate product features and technological advantages, attracting the attention of target users and driving product sales.

Conferences and Exhibitions



Conference and Exhibition Activities

Conference Exchanges

EEPW regularly organizes electronic industry summits, providing professionals with a platform for in-depth communication and sharing cutting-edge technologies and trends.

Industry Exhibitions

EEPW plans and hosts large-scale electronics product exhibitions to help companies showcase their latest products and technologies and expand their business opportunities.

Resource Integration

The event also features a professional buyer matchmaking area to facilitate effective communication and cooperation between suppliers and buyers.



1

Large-Scale Industry Exhibitions

Large-scale electronics product exhibitions, helping companies showcase their latest products and technologies and expand their business opportunities.

2

Technology Summits

Electronic industry summits provide professionals with a platform for in-depth communication and sharing cutting-edge technologies and trends.

3

Custom Conferences

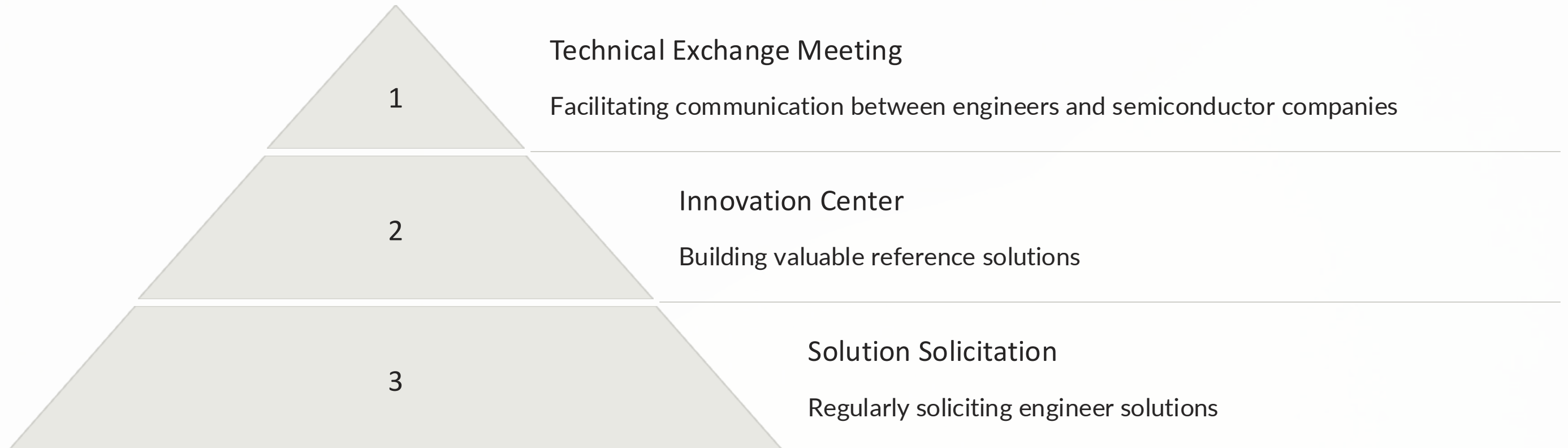
Specially customized conferences held in multiple locations, jointly hosting themed seminars to share cutting-edge technologies and trends.

4

Online Seminars

Without geographical limitations, helping companies showcase their latest products and technologies.

Special Topic: Solution Solicitation and Offline Activities



EEPW will regularly solicit innovative solutions from engineer users, encouraging the sharing of cutting-edge technological designs. At the same time, we will also hold special technical exchange meetings nationwide, inviting leading industry companies and senior engineers for in-depth exchanges. This will not only inspire the innovation enthusiasm of engineers but also help build a technical solution center with practical reference value.

Robot Conference, Selection, and Themed Summit

Robots, as a fusion of intelligent and digital applications, have become an important representative of technological innovation. EEPW, in collaboration with the BRICS Fund and the Ministry of Industry and Information Technology's International Cooperation and Exchange Center, is committed to promoting innovation and application in the domestic and international robotics industry.

Through this collaborative plan, EEPW will solicit advanced robotic application solutions from leading domestic and international robotics innovation teams, SMEs, and startups. Simultaneously, EEPW will organize a robotics innovation design summit, providing an opportunity for excellent enterprises and projects in the industry to showcase and exchange ideas.

In the future, EEPW will further strengthen cooperation with relevant government departments and institutions, continuously injecting new vitality into the domestic and international robotics industry, promoting technological innovation and application, and providing users with higher-quality electronic information services.



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Thank You

A large, futuristic circuit board is shown flying through a sky filled with clouds. The board is illuminated with blue and orange light, and the words "Thank You" are displayed in a glowing, white, sans-serif font across its center. The background features a vibrant sunset or sunrise with orange and yellow light breaking through the clouds. In the upper left, a small, glowing blue object is visible against the dark sky.