

Bodo's **功率系统** Bodo's Power Systems®



2023 MEDIA KIT

www.bodospowerchina.com

Welcome To Bodo's Power Systems China

Since 2006, Bodo's Power Systems magazine has been one of the world's leading publications for power electronics, power management, power conversion, intelligent and the embedded motion control market for system design engineers.

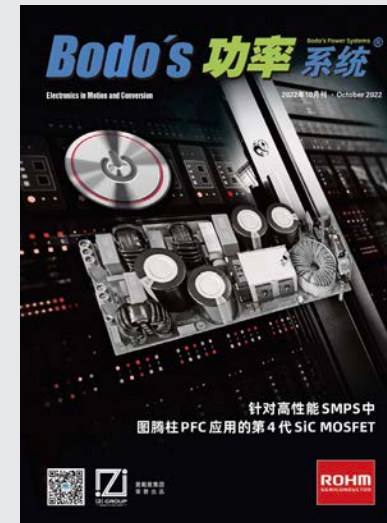
Bodo's Power Systems arrived in China in March 2012, and successfully brings international news, information and feature stories to the world's fastest growing market place. Bodo's Power Systems China is available in print and electronic format, reaching a high quality audience in China 8 times a year, plus special issues.

Editorial Content

The magazine features a unique global and local perspective with diverse editorial and content provided by industry, academia and research; focused on offering power electronics and related application business, scientific research institutions, universities and academics with the latest information, cutting edge technologies and new product profiles.

The magazine content includes comprehensive technology development and product applications for embedded power, design measurement, battery, portable power, digital power, design and simulation, high-power switching, high-voltage transformers, IGBT, SiC & GaN Technology and thermal management etc.

Bodo's Power Systems China - your link to China's power electronics, power management, power conversion, intelligent and embedded motion control market.



Magazine Audience

Print Circulation

East China	4,552
South China	3,486
North China	2,455
Central China	1,389
Southwest China	521
Northwest China	874
Northeast China	673
Total	13,950

PDF-Downloads per issue

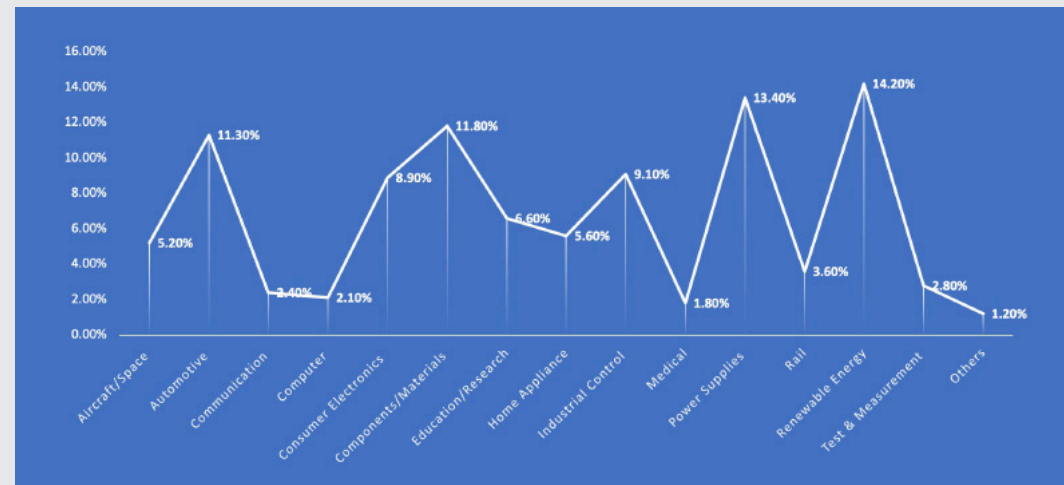
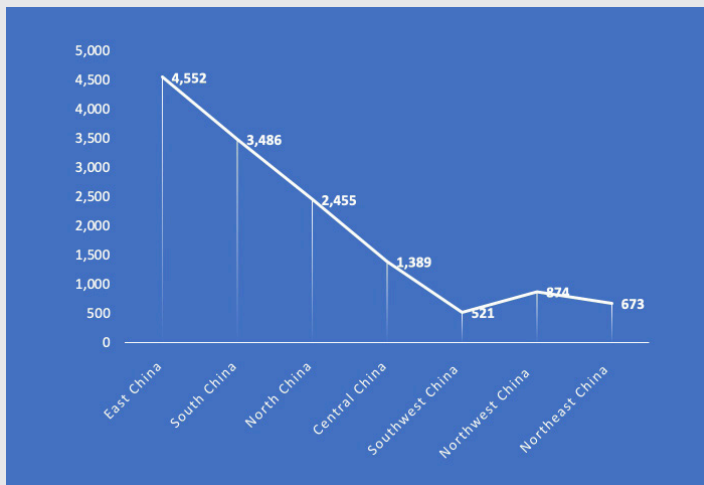
Average	5,000
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Industry Segments

Aircraft/Space	5.20%
Automotive	11.30%
Communication	2.40%
Computer	2.10%
Consumer Electronics	8.90%
Components/Materials	11.80%
Education/Research	6.60%
Home Appliance	5.60%
Industrial Control	9.10%
Medical	1.80%
Power Supplies	13.40%
Rail	3.60%
Renewable Energy	14.20%
Test & Measurement	2.80%
Others	1.20%

Job Function Titles

Management	12.60%
Design	55.40%
Sales / Marketing	20.40%
Purchasing	4.60%
Education	3.70%
Others	3.30%



Advertising Rate and Production Requirements

Rate

Full Page	2,995 Euro
Half Page	1,850 Euro
Third Page	1,050 Euro

Production Requirements

Closing date: 15th of previous month. Mailing is in the 1st week of its distribution month. For bi-monthly issues, mailing is usually in the third week of its distribution month.

Advertising Material

Advertising must be in high resolution (300 dpi, printing quality) in the format of: PDF or JPG or PNG or AI or IND or PSD etc.

Advertising Material Sent To

xumin@i2imedia.net

The email advert attachment should be less than 30 MB to the above email address. Any larger file (over 30 MB) can be sent to us via <https://chinai2igroup.wetransfer.com/>

Mechanical Requirements

Bodo's Power Systems China is the size of 210 mm Width x 285 mm Height.

Full Page:	210 mm W x 285 mm H
Half Page Horizontal:	185 mm W x 130 mm H
Half Page Vertical:	90 mm W x 245 mm H
Third Page Horizontal:	185 mm W x 85 mm H
Third Page Vertical:	60 mm W x 245 mm H

3 mm bleed on each side is required for full page advert.



Private eNewsletter

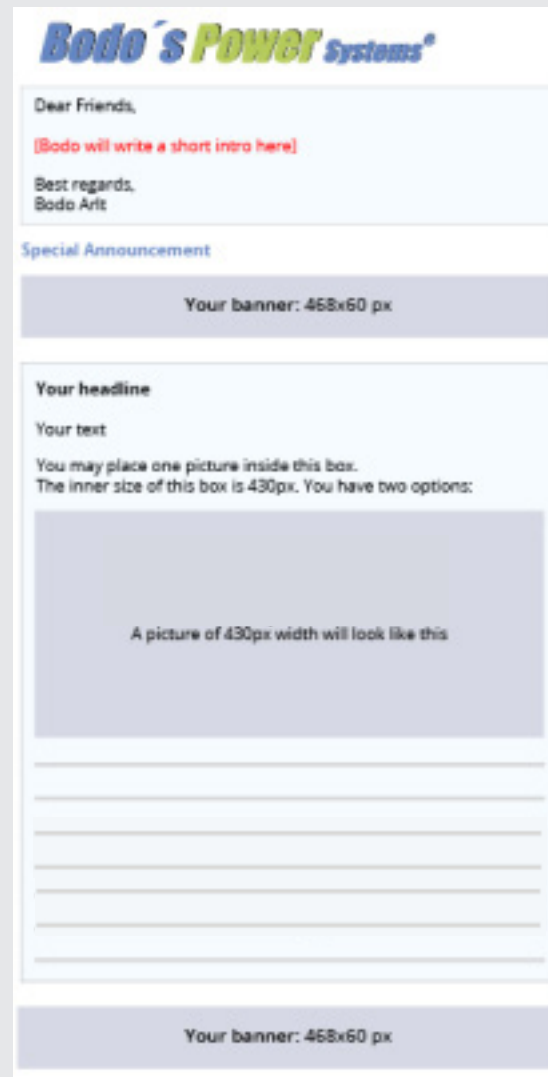
"Bodo's Special Announcement" - Private eNewsletter service is offered based on requirements from the client. The special announcement contains 200 words, one picture and two banners, size of 468 x 60 px, mailed to 14,376 subscribers, mostly in mainland China, and abroad.

Our editor will write a short introduction to every private eNewsletter to reach the professional audience of Bodo's Power Systems China magazine subscribers. The newsletter uses a defined format. Please use our template.

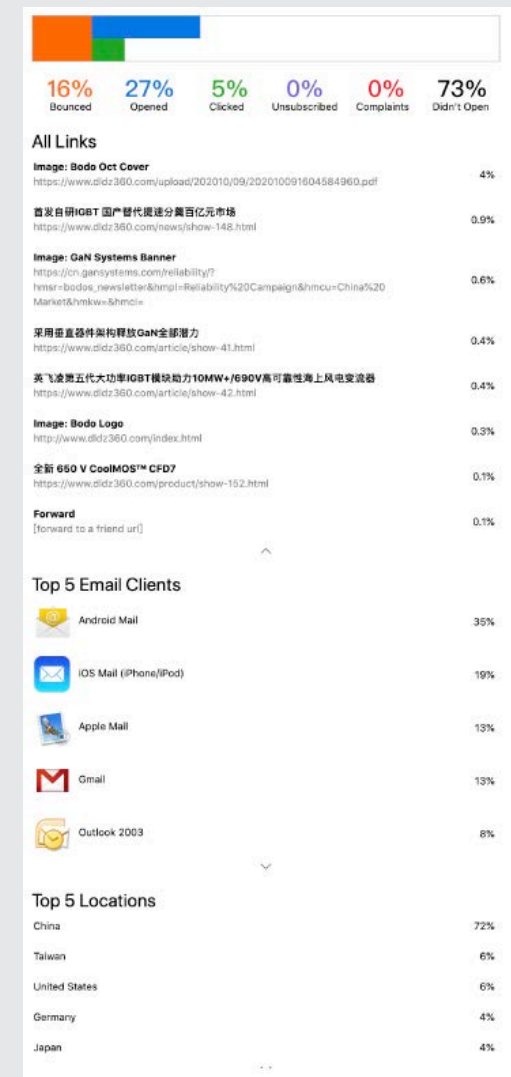
Deadline for the material is 10 days before the scheduled send date. We support animated newsletter banners. Please be aware that some email apps show the first frame only - design your frame order accordingly. Marketing statistics, including open rate and click rate along with the additional information, will be available in 4 days.

Rate: 600 Euro / each private eNewsletter.

Private eNewsletter Template



Private eNewsletter Report Sample



Online Advertisement

Banner 1: 900 Euro / Month

Banner 2: 900 Euro / Month

Banner 3: 1,000 Euro / Month

Banner 4: 800 Euro / Month

Banner 5: 800 Euro / Month

Banner 6: 800 Euro / Month

行业关注

- 2022年12月22日: 布局中试业务,扩大碳化硅应用实验室
- 2022年11月21日: 通过转向1700V SiC MOSFET, 无需考虑功率转换中的权衡问题
- 2022年11月21日: 新增5亿美元投资, 以确保高达6.5亿美元碳化硅器件年度产能供应
- 2022年11月18日: 碳化硅技术赋能电动汽车 VISION EIGXXX 下一代电驱航更迅

确保该邮件投递到您的收件箱, 请视 bps@21cm.com.cn 添加至您可信列表, 查看 [在线版](#).

Bodo's 功率系统®

Dear [first name],

Littelfuse的ISOPLUS-SMPD™ 和 ISOPLUS™ I4-PAC™封装解决方案为各种应用提供了独特的功能: 如更低的热阻、更高的载流能力、减少杂散电感和寄生电容等寄生效应, 从而提高EMI性能等。

顺祝商祺

Bodo's功率系统杂志编辑部

Newsletter Banner 1:
350 Euro / Each Time

行业动态

跨越模块和分立元件之间的差距

Littelfuse的ISOPLUS-SMPD™ 和 ISOPLUS™ I4-PA C™封装解决方案为各种应用提供了独特的功能: 如更低的热阻、更高的载流能力、减少杂散电...

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Newsletter Banner 2:
350 Euro / Each Time

新品推荐

跨越模块和分立元件之间的差距

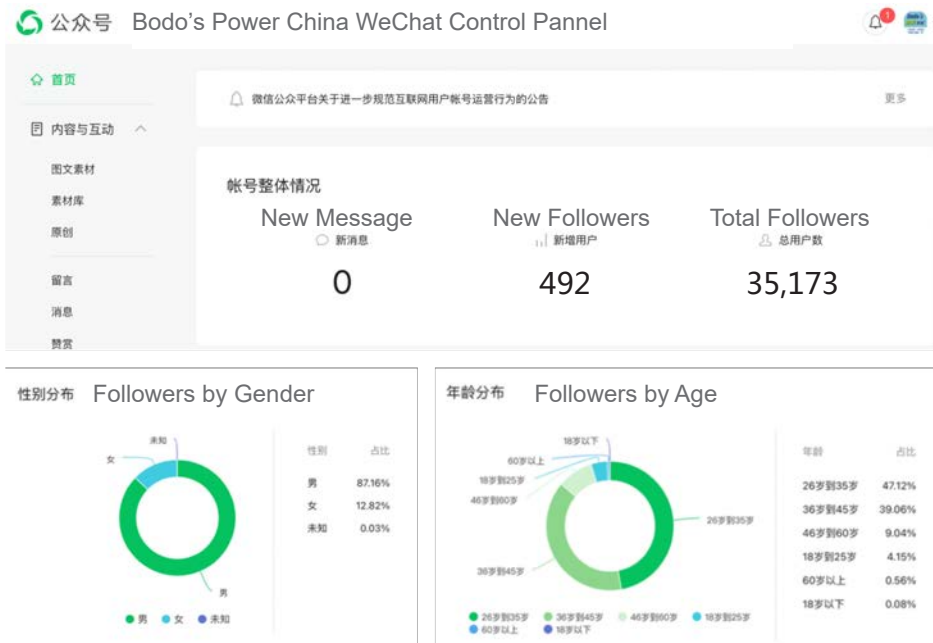
Littelfuse的ISOPLUS-SMPD™ 和 ISOPLUS™ I4-PA C™封装解决方案为各种应用提供了独特的功能: 如更低的热阻、更高的载流能力、减少杂散电...

Bodo's Power China WeChat

WeChat (also known as Weixin), is the leading social media platform in China with more than 1.2 billion followers. WeChat is not just used by individuals, but more and more by industries and companies for promotion, marketing and sales. Bodo's Power China WeChat account has over 35,000 followers and/or fans.



Scan And Follow Our Account



Who Are The Followers / Fans?

Followers / Fans are Bodo's Power China readers from industry, including: power electronics, power management, battery, portable power, digital power, design and simulation, high-power switching, high-voltage transformers, IGBT, SiC & GaN Technology and thermal management. Plus, application markets of renewable energy, electric vehicle, rail, consumer electronics and more.

How To Connect To Bodo's Power China Followers / Fans?



Top Story Position

Second Story Position

Banner Advertisement



Banner Advertisement

WeChat Banner Advertisement.

Banner advertisement can be linked to your own WeChat account, or to your website URL.

Cost: 780 Euro / 4 times

Content Push Message

Content can be linked to your own WeChat account, or to your website URL.

*Cost: 780 Euro / 1 time / Top Story Position
Cost: 520 Euro / 1 time / Second Story Position*

Content Push Samples:

1. Company profile
2. Interview
3. Product feature
4. Technical feature story

If your company does not have a WeChat account, we can be of help.
Services offered include:

- Set up the official WeChat account
- WeChat menu set up and population
- Weekly content push management
- Monthly WeChat report
- Translation
- Design
- Account manager
- Monthly report with statistics
- Ongoing consultation

Content Push Sample:
Interview



Content Push Sample:
Technical Feature Story



Content Push Sample:
Product Feature



For more details, please contact Min XU at
xumin@i2imedia.net

Content Contribution

All editorial contributions are free in Bodo's Power Systems China. We are happy to receive and review your material, but we will only accept articles that have not been previously published in other publications.

Feature articles

Language: Mandarin
Text number: 2000 Chinese characters.
Topics: Embedded power, design measurement, battery, simulation, high-power switching, high-voltage transformers, IGBT, SiC & GaN Technology and thermal management etc.

Text format: Word file
Graphics: High resolution
Title: No company name is allowed

News / New Product

Language: Mandarin
Text number: 350-400 Chinese characters with one high res graphic or 500 Chinese characters with no graphic.

Text format: Word file
Graphics: High resolution
Title: No company name is allowed

ABB HiPak 模块从一只到一百万只的发展历程
ABB 的历史造访瑞士及取得两个公司。在瑞士，Charles E. Brown 和 Water Brown 成立了公司 (BEG Brown Boveri)。他们的愿景是电力是驱动世界进步的力量。

新一代离子电子元件超极板
"随着 CoSiAl Plus 系列推出，离子电子元件超极板系列也正式推出。CoSiAl Plus 系列是离子超极板系列中最高性能的产品。"
1200A CHP-sat 助力实现高性能的AI算力
"AI 算力需求激增，算力成为 AI 应用落地的关键。"
全球首款安全自旋式核磁共振扫描仪
"全球首款安全自旋式核磁共振扫描仪 (sMRI) 的推出，为核磁共振成像技术带来了革命性的突破。"

Feature Articles

New Product

Editorial Planner 2023

Month	Feature	Events	Material Deadline	Publishing Date
January / February	New Year Greetings, Driver ICs, MOSFET, Power Management, Wide Band Gap,		15-Dec-21	19-Jan-23
March / April	Automotive Power, Wide Band Gap, Power Modules, IGBTs, Magnetic Components, Sensors	Electronica Shanghai	15-Feb-23	24-Mar-23
May	Design and Simulation, Renewable Energy, Wide Band Gap, IGBTs	PCIM Europe, SNEC Shanghai, China Wind Beijing	15-Apr-23	12-May-23
June	Industrial, Capacitors, Measurement, Motion Control, Design and Simulation, Wide Band Gap,	SEMICON China, CWIEME	15-May-23	9-Jun-23
July / August	Driver ICs, Digital Power, Thermal Management, DC/DC, Power Management	NEPCON China, China Electronics Fair Chengdu / Shenzhen	15-Jun-23	21-Jul-23
September	Renewable Energy, Wide Band Gap, Battery, Driver ICs, Mosfet, IGBTs, Power Supply,	PCIM Asia	15-Aug-23	8-Sep-23
October	Capacitors, DC/DC Converter, Digital Power, Driver ICs, Power Modules, EMC	Bodo China WBG, Electronica South China, NEPCON Asia, Electronics Sourcing Show, Automotive World China	15-Sep-23	13-Oct-23
November / December	Renewable Energy, Digital Power, Thermal Management, Mosfet, IGBTs, Wide Band Gap	China Electronics Fair Shanghai,	15-Oct-23	24-Nov-23

Bodo's Wide Bandgap Semiconductor Forum

Oct 12, 2023 Shenzhen

<https://wbg.dldz360.com/>

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