

Your link to China's Power Electronics,
Power Management, Power Conversion, Intelligent and Embedded Motion Control Market

Welcome to *Bodo's Power China*

Since 2006, *Bodo's Power* magazine has been one of the world's leading publications for Power Electronics, Power Management, Power Conversion, Intelligent and Embedded Motion Control markets for systems design engineers with a monthly readership of over **40,000** for both online and printed.

Now, *Bodo's Power* 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 China* is available in print and electronic format, as well as offering a twice monthly eFlyer for the latest news. *Bodo's Power China* is your fastest and most qualified link to the important systems design engineers who specify, buy and order your products.

The Content

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

The publication 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 and thermal management etc.

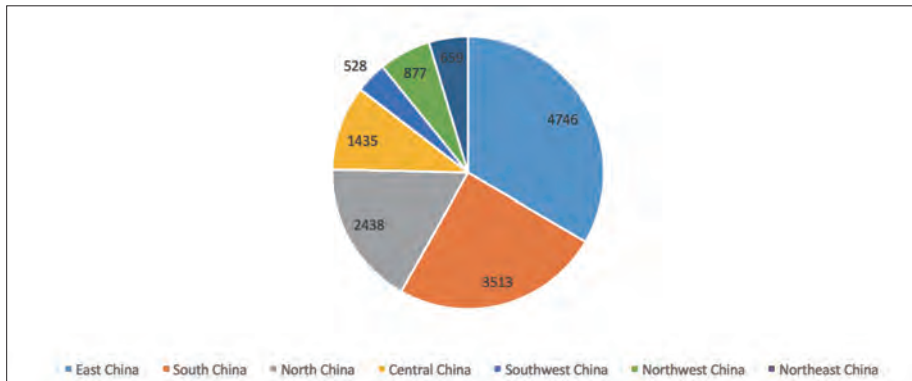


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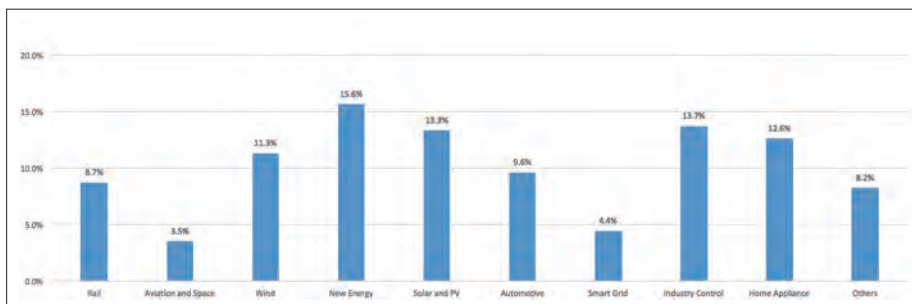
Circulation - Print Run

East China	4746
South China	3513
North China	2438
Central China	1435
Southwest China	528
Northwest China	877
Northeast China	659
Print Readers Total	14196

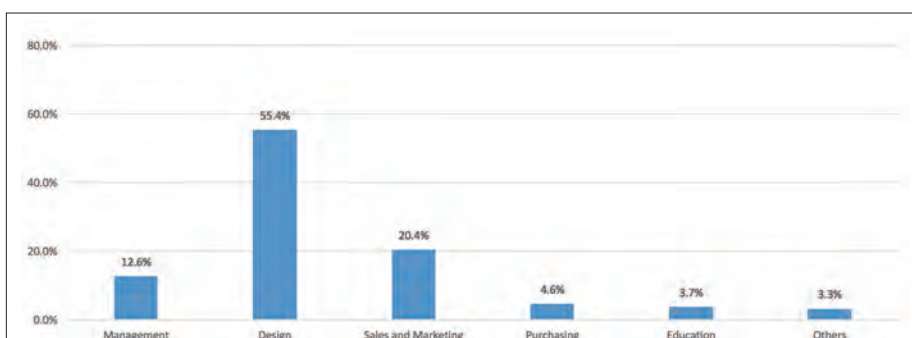


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Circulation Profile - Industry



Circulation Profile - Job



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Advertising Rates

	Euro
Full Page	2995
Half Page	1850
Third Page	1050
Quarter Page	880

Production Requirements

Closing dates: 15th of previous month

Mailing is usually on the 1st week of its distribution month.

Mechanical Requirements:

are based on 210 mm W X 285 mm H Format

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
Quarter Page:	90 mm W x 123 mm H

3 mm bleed on each side of the ad material is required.

Note: **Bodo's Power Systems China** has the right of final interpretation.

Send Materials to:

Electronically

xumin@i2imedia.net

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



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Bodo's Power China Web Banner



This is a screenshot of a data analysis tool, likely a web analytics dashboard. It displays various statistics and metrics for a website. The data is organized into a table with columns for different categories and rows for specific metrics.

指标名称	指标值	环比变化	同比变化
浏览量PV	14,428		
访客数UV	7,551		
IP数	7,332		
跳出率	23.06%		
访问时长	00:06:21		

Website Banner Rate (by month)

Home Page Position 1 Size: 728 x 90
Price: 900 USD / 810 Euro / 6050 RMB

Home Page Position 2 Size: 300 x 250
Price: 1100 USD / 995 Euro / 7400 RMB

Home Page Position 3 Size: 300 x 250
Price: 1100 USD / 995 Euro / 7400 RMB

Home Page Position 4 Size: 300 x 250
Price: 1100 USD / 995 Euro / 7400 RMB

Home Page Position 5 Size: 728 x 90
Price: 700 USD / 630 Euro / 4700 RMB

Inner Page Position 6 Size: 660 x 82
Price: 1100 USD / 995 Euro / 7400 RMB

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Bodo's Power China eFlyer and WeChat Platform



eFlyer Banner Rate (by time)

eFlyer Banner Ad 1 Size: 570 x 80
Price: 400 USD / 360 Euro / 2700 RMB

eFlyer Banner Ad 2 Size: 570 x 80
Price: 400 USD / 360 Euro / 2700 RMB

eFlyer Banner Ad 3 Size: 570 x 80
Price: 400 USD / 360 Euro / 2700 RMB

WeChat Banner Rate (by month, 4 times a month)

Size: 900 x 500
Price: 500 USD / 450 Euro / 3300 RMB

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Editorial Planner 2018

Jan / Feb 2018

IGBTs
Digital Power
Power Modules
Passive Components
Capacitors
New Year Greetings

March / April 2018

Power Modules
Capacitors
Thermal Management
Power Management
Alternative Energy
Magnetic Components
Electronica China Preview

Int'l charging pile/new energy
automobile industry expo
Electronica China 2018
APEC 2018
SEMICON China 2018
NEPCON China 2018
Renewable EV Conference 2018

May 2018

Power Management
MOSFETs
Digital Power
Communication Power
Power Modules
Technology

The 12th China (Shanghai) Int'l
Wind Energy Exhibition
Beijing Essen Welding &
Cutting Fair
and Smart Grid Exhibition
SNEC 2018

June 2018

IGBTs
Magnetic Components
MOSFETs
Power Modules
Thermal Managements
PCIM Asia Preview

PCIM Asia 2018
Beijing EV Charging Station
Technology and Equipment Int'l
Exhibition

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Editorial Planner 2018

July / Aug 2018

Power Supply
Magnetic Components
IGBTs
Power Modules
Charger Supply
Power Managements

Int'l EV Supply Equipments Fair
Shanghai
International Super-capacitor
Industry Fair

Sep 2018

IGBT Modules
Charger Supply
Technology Review
Digital Power
Communication Power

SENSOR CHINA Expo &
Conference 2018
CIIF 2018
China Power Supply Expo

Oct 2018

Motor Drives
Motion Control
Power Management
Power Modules
MOSFETs

China Wind Power 2018

Nov / Dec 2018

Passive Components
Magnetic Components
Communication Power
Digital Power
Charger Supply

Int'l EV Supply Equipments Fair
Beijing