



功率系统设计：推动全球创新

2011 Media File



# 功率系统设计: 推动全球创新

## 2011 Editorial Planner

Chief Editor - Liu Hong  
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Issue	Special Report Series	Technical Features	Supported Trade Shows
January/February	Designing for Energy Efficiency	Designing for Energy Efficiency Industrial Electronics Power Semiconductors and Modules Power Supplies Power Management	
March/April	Digital Power & White Goods	Digital Power Power Semiconductors and Modules Power Supplies Thermal Management Automotive Electronics Power Management	Intersolar China I Solarcon China, 15 - 17 March 2011, Shanghai, China. ( <a href="http://www.intersolar.asia">www.intersolar.asia</a> ) electronica & Productronica China, 15 - 17 March 2011, Shanghai, China. ( <a href="http://e-p-china.com">http://e-p-china.com</a> )
May/June	Lighting, Video, Surveillance & Security	Lighting Systems PCIM China 2008 Review Power Factor Correction Power Semiconductors and Modules Power Supplies Thermal Management	PCIM Asia, 21 - 23 June 2011, Shanghai, China ( <a href="http://www.pcimchina.com">www.pcimchina.com</a> ) CPS EXPO, 23 - 25 June 2011, Shenzhen, China
July/August	Automotive Electronics	Automotive Electronics Power Management Thermal Management Power Factor Correction Portable Power Medical Electronics	
September/October	Supplying the Power Grid	Supplying the Power Grid Thermal Management Power Semiconductors and Modules Portable Power Design and Simulation Power Supplies	
November/December	Renewable Energy	Renewable Energy Motion Control Power Supplies Power Factor Correction Portable Power Thermal Management	



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## Circulation Profile\*

### Business/Industry

Computers, Computer Systems & Peripherals	1,506	13.6%
Communications Systems & Equipment	2,142	19.4%
Automotive Electronics & Other Ground Vehicles	396	3.6%
Aircraft, Avionics, Marine, Space & Military Electronics	484	4.4%
Industrial Control, Motion Control, Robotics, Motors & Drives	1,844	16.8%
Power Supplies/Batteries, Optoelectronics Equipment	879	7.9%
Medical & Optoelectronics Equipment	341	3.1%
Test & Measurement Equipment/Instrumentation	737	6.7%
Consumer Electronics & Appliances	1,099	9.9%
Electronic Components & Materials	132	1.2%
Government, Military & Related Agencies	121	1.1%
Education, Research & Consultants	957	8.7%
Other	360	3.6%
<b>Total</b>	<b>10,998</b>	<b>100.0%</b>

### Job Function

General/Corporate Management	649	5.9%
Design/Development Engineering & Engineering Management	8,602	78.2%
Engineering Services	682	6.2%
Test/Manufacturing/Production Engineering Management	429	3.9%
Procurement/Purchasing Management/Foreign trade	110	1.0%
Sales & Marketing	132	1.2%
Research, Education, Consulting	275	2.5%
Other	119	1.1%
<b>Total</b>	<b>10,998</b>	<b>100.0%</b>

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## Circulation Profile (continued)

### Geographical Region

Guangdong	2,717	24.7%
Shanghai	1,617	14.7%
Beijing	1,606	14.6%
Jiangsu	880	8.0%
Zhejiang	616	5.6%
Sichuan	407	3.7%
Liaoning	352	3.2%
Shaanxi	341	3.1%
Shandong	330	3.0%
Hubei	286	2.6%
Fujian	251	2.3%
Tianjin	242	2.2%
Henan	198	1.8%
Hebei	176	1.6%
Anhui	154	1.4%
Heilongjiang	132	1.2%
Chongqing	121	1.1%
Hunan	121	1.1%
Rest of China	451	4.1%
<b>Total</b>	<b>10,998</b>	<b>100.0%</b>

\*Circulation files for September/October 2010 issue of PSDC



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## 2011 Advertising Rates\*

- \* All rates are gross in US\$
- \* Advertising agency commission is 15%
- \* Rates subject to change without notice

### Cover Rates

#### Including 4-Color

Cover II	4,500
Cover III	4,000
Cover IV	4,900

### ROP Advertising Rates

Four Color	1x	4x	6x	12x
Full Page	3,500	3,220	3,050	2,910
1/2 Page	2,100	2,000	1,900	1,820
1/3 Page	1,650	1,560	1,490	1,430
1/4 Page	1,230	1,170	1,110	1,060
Two Color	1x	4x	6x	12x
Full Page	2,790	2,650	2,500	2,390
1/2 Page	1,820	1,720	1,620	1,540
Black & White	1x	4x	6x	12x
Full Page	2,440	2,320	2,200	2,110
1/2 Page	1,610	1,508	1,430	1,372

### Custom Advertising

#### Inserts, Outserts & Other Custom Advertising Options

Contact Julia Stocks at: [julia.stocks@powersystemsdesign.com](mailto:julia.stocks@powersystemsdesign.com) for pricing & availability



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## 2011 Online Advertising Rates

- \* All rates are gross US\$
- \* Advertising agency commission is 15%
- \* Prices are subject to change without notice

Ad Unit	Dimensions	Gross Rate
Top Leaderboard	728x90	\$2,400/Month
Bottom Leaderboard	728x90	\$1,800/Month
Wide Skyscraper (Left or Right)	160x600	\$1,700/Month
Boombox	336x280	\$2,200/Month
Tile	125x125	\$1,000/Month

### High Impact Ads

Ad Unit	Dimensions	Gross Rate
Welcome Billboard (Splash Page)	615x489	\$2,800/Month
Video	Rich Media	\$600/Month

### eNewsletters

eNewsletter	Frequency	Gross Rate	Circulation	Dimensions
PowerSurge	52x Annual	\$2,400/Month	52,000 Europe & North America	468x60
ePowerPack	12x Annual	\$1,000/Month	52,000 Europe & North America	468x60
PSD China/Digital Edition	6x Annual	\$700/Month	14,000 China	468x60
PSD Europe/Digital Edition	10x Annual	\$1,000/Month	22,000 Europe	468x60
PSD North America/Digital Edition	6x Annual	\$1,200/Month	32,000 North America	468x60

### eMail List Rental

	Gross Rate	Circulation
Rate/eMail address	\$0.48/Each	Custom Quote per your needs
Sorts/Dedupe	\$275/Thousand	
Language Charge (Does not apply to English)	\$150/Language	

Contact Julia Stocks for availability  
[Julia.Stocks@powersystemsdesign.com](mailto:Julia.Stocks@powersystemsdesign.com)

## 2011 Production Requirements

### Closing Dates

Issue	Ad Booking Deadline	Ad Copy Deadline	Mailing Date
January/February	Jan 14	Jan 14	Feb 1
March/April	Mar 11	Mar 11	Apr 5
May/June	May 13	May 13	Jun 1
July/August	Jul 8	Jul 8	Aug 2
September/October	Sep 9	Sep 9	Oct 3
November/December	Nov 11	Nov 11	Dec 5

### Mechanical Requirements - Size Specifications

Non-Bleed			Bleed		
2- Page Spread	375mm(W) x 254mm (H)	14 3/4" (W) x 10" (H)	2- Page Spread	419mm (W) x 279mm (H)	16" (W) x 10.75" (H)
Full Page	178mm (W) x 254mm (H)	7" (W) x 10" (H)	Full Page	210mm (W) x 279mm (H)	8" x 10.75" (H)
1/2 Page (Island)	114mm (W) x 191mm (H)	4 1/2" (W) x 7 1/2" (H)	Half Page (Island)	Not Available	
1/2 Page (Vertical)	85mm (W) x 254mm (H)	3 3/8" (W) x 10" (H)	Half Page (Vertical)	104mm (W) x 280mm (H)	4 1/16" (W) x 11" (H)
1/2 Page (Horizontal)	175mm (W) x 124mm (H)	6 7/8" (W) x 4 7/8" (H)	1/2 Page (Horizontal)	207mm (W) x 140mm (H)	8 1/16" (W) x 5 1/2" (H)
1/3 Page (Vertical)	54mm (W) X 254mm (H)	2 1/8" (W) x 10" (H)	1/3 Page (Vertical)	70mm (W) x 280mm (H)	2 3/4" (W) x 11" (H)
1/4 Page	85mm (W) x 124mm (H)	3 3/8" (W) x 4 7/8" (H)	1/4 Page	Not Available	

#### Technical Information:

- Publication trim size: 203mm (W) x 273mm (H) 8.00" (W) x 10.75" (H)
- Binding: Saddle Stitch
- Outside line area size = Trim size + Bleed area (3mm around 4 sides)

### Production Services (rates are net in US\$)

Service	Full Page	2-Page Spread
Color Proof	4-Color	260
	2-Color	220
	Black/White	180
Translation	80	140
Film Duplication	4-Color	80
	2-Color	60
	Black/White	40
Disk-to-Film	4-Color	120
	2-Color	80
	Black/White	40