

半导体芯科技



• CHINA

www.siscmag.com

2019

媒体信息

Media Information



ACT



概述 Introduction

为了提高半导体制造能力，中国政府将在未来 10 年投资逾 1770 亿美元，用于建设国内芯片产业。目前，中国有 24 座晶圆厂正在建设中。

考虑到这一增长的投资期，Silicon Semiconductor 于 2018 年推出了中文版《半导体芯科技》（Silicon Semiconductor China）。

独立的中文版《半导体芯科技》：

- 一年六期以简体中文出版
- 送达 10,000 名半导体行业专业人士，远远超过 Silicon Semiconductor 英文版杂志原有的 3,620 名中国订户
- 编辑的重点是满足中国市场的信息需求
- 加入中国本土的内容，由 Sunnie Zhao（原《半导体科技》主编及《化合物半导体》中国版的现任主编）领导中国编辑团队

《半导体芯科技》媒体平台包括：印刷版杂志和数字版杂志，以及全中文网站。数字版杂志通过 email 发送至 15,000 名目标读者，数字版也在全中文网站上发布。

利用《半导体芯科技》全中文网站平台，经销商可以通过白皮书、视频和在线研讨会与业界专业人士进行交流。

《半导体芯科技》还推送两份电子邮件通讯，每两周出版一次，将最新的本地和国际新闻及产品信息带给中国数字版的读者。

《半导体芯科技》还与母公司雅时国际通讯（ACT International）共同在苏州举办“晶芯研讨会（Chip China）”及展览会，为芯片制造和集成电路封装、组装和测试提供领先的技术和产品信息。

To pump up its semiconductor manufacturing capabilities, Beijing is investing more than US\$177 billion over the next decade to build a domestic chip industry. Presently, China now has 24 fabs under construction.

In light of this heightened investment period, Silicon Semiconductor launched Silicon Semiconductor China in 2018. The stand-alone, Chinese edition is

- published in Simplified Chinese six times a year
- received by 10,000 semiconductor industry professionals, up from 3,620 Chinese subscribers for the English-only edition
- focused with editorial targeted solely to the information needs of the Chinese market
- locally generated by a team of China-based editors led by Sunnie Zhao, past editor of SolidState Technology China and current editor of Compound Semiconductor China.

In addition to a "print edition", Silicon Semiconductor China media platform includes a digital edition of the magazine, targeting an audience of 15,000 e-mail addresses, and a full, Chinese-language website. It is within this context that marketers can communicate to key industry professionals via white papers, videos, and webinars.

Rounding out the Silicon Semiconductor China platform are two email newsletters published once every two weeks to bring the latest local and international news and product information to Silicon Semiconductor China's digital readers.

Silicon Semiconductor China through its parent, ACT International Media company, also organizes and hosts Chip China, a conference and exhibition held in Suzhou to provide leading edge technology and product information for fab manufacturing and IC packaging, assembly, and test.

全方位信息平台 Completed Information Platform

印刷杂志 Print Magazine



中文简体版
Simplified Chinese Edition



英文版
English Edition

业界活动 Industry Event



www.siscmag.com

电子媒体 Digital Media



网站
Website



微信名：半导体芯科技
微信号：ACT-SiC



电子快讯
eFocus



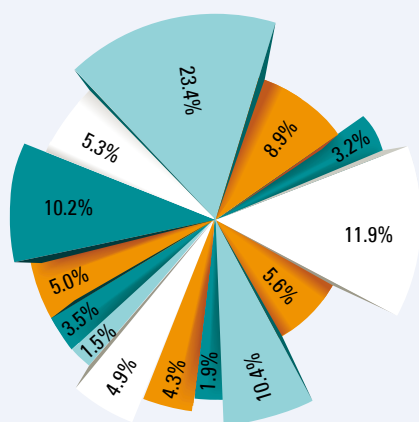
电子书
eMagazine

发行 Circulation

《半导体芯科技》主要采用读者申请、免费赠阅的方式发行，并在很多专业展览和会议上向观众免费派发。印刷版每期发行量为 10,000 册，电子版送达更多专业读者。读者分布情况如下：

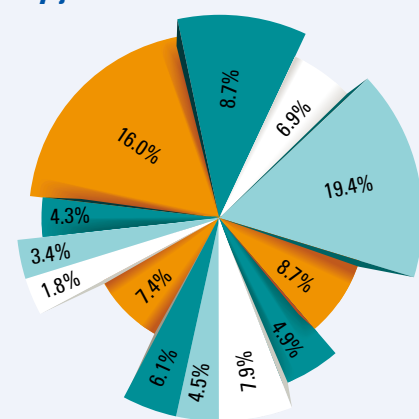
Silicon Semiconductor China is distributed controlled-free to the qualified readers, with bonus distribution at major trade shows/ conferences in China. Total circulation for print magazine is 10,000, digital version reaches much larger base of audiences. The circulation breakdown is as following.

按读者所在单位类型 By business/ industry



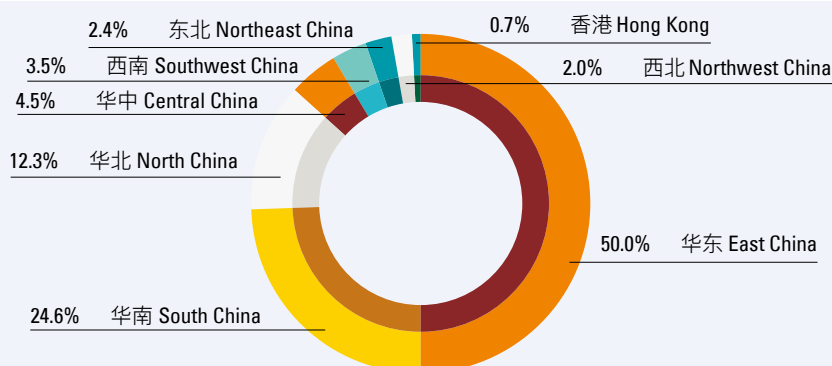
23.4%	半导体制造厂商	Semiconductor Manufacturers
10.2%	半导体制造 / 测试的设备商	Semiconductor Manufacturing Test Equipment
11.9%	半导体封装测试厂商	IC Assembly and or Testing
8.9%	材料 / 化学 / 硬件制造商与销售商	Materials Chemicals Hardware Manufacturers-Merchant
10.4%	计算机 / 通讯 / 消费类 / 汽车 / 医疗电子产品制造商	Computing Communication Consumer Automotive Medical Electronics
5.6%	工业控制系统或设备制造商	Industrial Controls, Systems or Equipment Manufacturers
5.3%	元件或部件组装	Components or Sub-assemblers
4.3%	光电元件封装 / 组装	Opto-electronic Component Packaging, Assembling
4.9%	独立的研发实验室	Independent Research & Development Lab
5.0%	其他相关领域	Other Allied to the Field
3.2%	教育机构	Educational Institutions
3.5%	使用薄膜技术制造非半导体产品的厂商	Non-Semiconductor Products Manufacturing using Thin Film Technologies
1.5%	航天、航海、航空、海洋和大气系统或设备制造商	Aviation Aerospace Navigation Guidance Oceanography & Geophysical Systems or Equipment Manufacturers
1.9%	政府及军方单位	Government and Military

按读者的工作性质 By job functions



19.4%	公司运营和工程管理	General Corp and Engineering Management
16.0%	研发	Research & Development
8.7%	工程技术支持	Engineering Support
8.7%	封测工艺和生产	Packaging Assembly Processing and Production IC
7.9%	工艺开发	Process Development
7.4%	晶圆厂制造工艺和生产	Wafer-Fab Processing and Production
4.9%	设备和材料的制造	Production Equipment Material Manufacturing
6.9%	工厂 / 设备 / 维护工程	Plant Facilities Maintenance Engineering
6.1%	可靠性, 品质控制, 评估和测试	Reliability, Quality, Control, Evaluation, Testing
4.5%	其他	Other
4.3%	采购	Purchase
3.4%	设计	Design
1.8%	咨询	Consulting

按地区分布 By locations



广告价格 (人民币)

Advertising Rate (RMB ¥)

广告类型 Ad Size	彩色 Full Color					双色 Two Color					黑白 B/W				
	1x	3x	6x	9x	12x	1x	3x	6x	9x	12x	1x	3x	6x	9x	12x
整版 Full Page	27,150	26,030	24,980	24,000	22,950	23,930	22,880	21,900	20,780	19,800	21,900	20,780	19,730	18,680	17,700
2/3 版 Page 横 / 纵 H/V	21,080	20,400	19,650	18,680	21,080	18,000	17,180	16,430	15,600	14,780	15,900	15,080	14,400	13,500	12,680
1/2 版 Page 岛型 Island	19,730	19,050	18,230	17,400	16,730	16,500	15,900	15,080	14,180	13,580	14,480	13,800	12,900	12,150	11,400
1/2 版 Page 横 / 纵 H/V	19,050	18,230	17,480	16,800	16,050	15,900	15,080	14,250	13,650	12,830	13,650	12,900	12,230	11,480	10,730
1/3 版 Page 横 / 纵 H/V	15,000	14,550	14,100	13,650	13,050	11,850	11,400	11,030	10,430	9,980	9,680	9,300	8,930	8,330	7,800
1/4 版 1/4 Page	12,750	12,380	12,150	11,780	11,330	9,600	9,380	9,600	8,550	8,100	7,580	7,280	6,900	6,600	6,000
1/6 版 1/6 Page	10,580	10,430	10,200	10,050	9,450	7,500	7,280	7,050	6,900	6,230	5,400	5,250	4,950	4,730	4,280

特殊版位 Premium Positions

封面内页 Cover II	35,400	第一页 Page 1	35,400	广告公司佣金 Commission to recognized ad agency	15%
封底内页 Cover III	32,400	目录对页 Facing table of content	33,680	翻译 Translation charge: RMB ¥ 750/ page 页	
封底 Cover IV	40,650	其他特别位置 Other specified positions	+10%		

网站

网站出现 / Appearance: 全网站 Run of Site
尺寸 / Dimension (pixels, w x h): 728 x 90
大小 / Size: 60k
格式 / Format: JPG, GIF, Flash, animated GIF
共享 / Shares of inventory: 3

Rectangle 1, 2, 3
网站出现 / Appearance: 全网站 / Run of Site
尺寸 / Dimension (pixels, w x h): 300 x 250
大小 / Size: 40k
格式 / Format: JPG, GIF, Flash, animated GIF
共享 / Shares of inventory: 3
8 banners 于 3 个位置随机出现
8 through all 3 positions on page

网站出现 / Appearance: 全网站 / Run of Site
尺寸 / Dimension (pixels, w x h): 300 x 600
大小 / Size: 80k
格式 / Format: JPG, GIF, Flash, animated GIF
共享 / Shares of inventory: 3

网站出现 / Appearance: 全网站 / Run of Site
尺寸 / Dimension (pixels, w x h): 300 x 60
大小 / Size: 30k
格式 / Format: JPG, GIF, Flash, animated GIF
共享 / Shares of inventory: 3
4 banners 于 2 个位置随机出现
4 through all 2 positions on page

网站出现 / Appearance: 首页 / Home page
尺寸 / Dimension (pixels, w x h): 140 x 70
大小 / Size: 20k
格式 / Format: JPG

网站出现 / Appearance: 首页 / Home page
尺寸 / Dimension (pixels, w x h): 140 x 100
大小 / Size: 30k
格式 / Format: JPG

Website

位置 Position	每月 per month	独家 (每月) Exclusive (per month)
页首横幅 Leaderboard	12,380	2,502
长方形 Rectangle	7,500	不适用 N.A.
直长方形 Half page (skyscraper)	9,000	1,812
页中横幅 Middle	5,250	不适用 N.A.
赞助公司标志 Logo Sponsor	2,630	不适用 N.A.
精品推介 Prime product	6,380	不适用 N.A.

欢迎广告 Welcome ad

网站出现 / Appearance:

全网站 / Run of Site

尺寸 / Dimension (pixels, w x h):

640 x 480

大小 / Size:

280k

格式 / Format:

JPG

一周 One week	4,050
两周 Two weeks	7,650
四周 Four weeks	14,480

资源中心

- 面向近 15,000 多名行业专业人员，发送你的最新产品信息
- 通过电子快讯传递，方便快捷，直达读者屏幕
- 读者可直接点击下载，反馈电邮地址将被收集，提供给广告客户

资源中心价格 (每一单位), 净价

RMB 3,750

稿件的要求:

1. 一张产品图片 (300 dpi), 不接受动态图片
2. 100 个文字描述 (50 English words)
3. 可链接更多内容 (请提供信息的 pdf 文件或是链接地址以存放于半导体芯科技网站)
4. 一个用于接收反馈 (点击者的电邮地址) email 地址, 反馈报告将于资源中心外发两周后提供

Resources Center

- Distribute your latest product information to 15,000 industry professionals
- Deliver in eNewsletter format, directly to the screens.
- Readers can easily download, email addresses will be collected and provide to advertisers.

Cost (per each resource unit), net

RMB 3,750

Specifications:

1. One picture of 300 dpi or above, animation picture is not accepted
2. About 100 Chinese words as introduction (50 English words)
3. Click for more details (full description in PDF, or web-link host in Silicon Semiconductor China website).
4. One email address to receive the leads (email addresses of inquirers). Leads report will be provided two weeks after the distribution

The screenshot shows the 'Resources Center' (资源中心) page. It features a 'Leaderboard' section with two columns of articles, each with a title, brief description, and a 'Sample' button. Below the leaderboard are two 'Middle' sections, 'Middle 1' and 'Middle 2', each with a title and a 'Sample' button.

Banner 价格, 净价 Cost (per each banner), net

尺寸 / Dimension (pixels, w x h): 728 x 90
大小 / Size: 60k
格式 / Format: JPG/GIF

位置 Position	每月价格 per month
页首横幅 Leaderboard	11,780
页中横幅 1,2 Middle 1,2	3,750

尺寸 / Dimension (pixels, w x h): 350 x 60
大小 / Size: 30k
格式 / Format: JPG/GIF

焦点快讯 eFocus (eNewsletter)

The screenshot shows the 'eFocus 焦点' (eFocus Focus) page. It features a 'Top Banner' section with a title and a brief description. Below the top banner are four 'Banner' sections, 'Banner 1' through 'Banner 4', each with a title and a brief description.

尺寸 / Dimension (pixels, w x h): 728 x 90
大小 / Size: 60k
格式 / Format: JPG/GIF

位置 Position	每期 per issue
Top Banner	11,780
Banner 1	11,780
Banner 2,3,4	5,250

尺寸 / Dimension (pixels, w x h): 350 x 180
大小 / Size: 40k
格式 / Format: JPG/GIF

尺寸 / Dimension (pixels, w x h): 350 x 60
大小 / Size: 30k
格式 / Format: JPG/GIF

《半导体芯科技》网站 Silicon Semiconductor China Website 内容营销方案 Content Marketing Programs

白皮书

在我们的网站上发表技术白皮书，向数以千计的工程师、设计师等读者传递贵公司的专门技术知识。通过发表白皮书可以将公司定位为创意和创新先锋，并能获取高质量的营销线索。

您的白皮书会通过多种渠道推广，包括

- ◎ 在双月刊印刷广告中推广，带有公司 Logo。
- ◎ 第一个月链接置于《半导体芯科技》网站首页。
- ◎ 在《半导体芯科技》“eFocus”电邮快讯中做链接广告。
- ◎ 在网站白皮书栏目永久存档。
- ◎ 通过电邮获取持续的营销线索。

费用：1x RMB¥ 11,250；4x RMB¥ 37,500；6x RMB¥ 49,500；12x RMB¥ 90,000

White Paper

Deliver your company's technical expertise to a targeted audience of thousands of design engineers looking for solutions to design and development challenges. Position your company as a thought leader and innovator and generate high quality leads for your sales team.

Your White Paper is promoted through multiple channels for the first two months, including

- ◎ Promotion in the bimonthly print advertisement with company logo
- ◎ Link placement on the HOMEPAGE of the Website during the first month
- ◎ Link placement in SiS's "eFocus" E-Newsletters

In addition, your White Paper is archived in the White Papers section of the Website permanently with all sales leads captured and delivered to you via email.

费用：1x RMB¥ 11,250；4x RMB¥ 37,500；6x RMB¥ 49,500；12x RMB¥ 90,000

视频

视频营销的力量

- ◎ 视频是直观地传达信息的高效方法。
- ◎ 使您鹤立鸡群——产生“惊叹”的效果。
- ◎ 通过演示您的方案更清晰地传递复杂的信息。
- ◎ 增加您的企业视频或产品演示视频的访问量。

您的视频会通过多种渠道推广，包括

- ◎ 在《半导体芯科技》网站首页“新闻”栏目推广。
- ◎ 在《半导体芯科技》“视频特写”栏目推广。
- ◎ 专门发送电邮推广。

费用：RMB¥ 11,250

Video

The Power of Video Marketing

- ◎ An effective way to convey your message in a memorable way
- ◎ Stand out in the crowd – create that WOW factor
- ◎ Helps to convey complex information more clearly by demonstrating your solution
- ◎ Drive traffic to your corporate videos or product demonstration videos

Your Video is promoted through multiple channels, including

- ◎ Promotion in the SiS's homepage "News" section
- ◎ Promotion in SiS's website's "Featured Video" section
- ◎ A dedicated email broadcast promoting your video

Cost: RMB¥ 11,250



在线会议

产生高质量的营销线索。

在线会议可以高效地、不受地域限制地向大量的设计师、工程师、设计经理等听众传递技术、产品信息，提高品牌知名度。

赞助包括

- ◎ 赞助商的高管可参加会议
- ◎ 在《半导体芯科技》网站上推广
- ◎ 在电邮快讯中推广
- ◎ 在《半导体芯科技》上推广
- ◎ 听众姓名和统计信息
- ◎ 赞助商的演讲稿和信息
- ◎ 赞助商的 Logo 出现在所有会议推广资料上：
Banner 广告、电邮邀请函和注册页面
- ◎ 直接向《半导体芯科技》读者电邮推广

收益包括

- ◎ 获得高质量的营销线索
- ◎ 所有注册听众的完整联系信息
- ◎ 有机会直接跟进联系听众
- ◎ 可在注册表中添加确认资格的问题
- ◎ 会后持续点播，长期获取营销线索
- ◎ 问答环节提供市场洞悉和听众互动

费用：RMB¥ 37,500 (实时)；RMB¥ 26,250 (非实时)

Webinar

Generate qualified leads.

Webinars are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers and engineering manager sales prospects. A custom webinar provides great branding opportunities for your company.

Sponsorship includes

- ◎ Sponsor's executives' participation on the panel
- ◎ Event promotion on SiS's website
- ◎ Event promotion in email newsletters
- ◎ Event promotion in Silicon Semiconductor China
- ◎ Attendee names and demographics
- ◎ Sponsor's slides and message
- ◎ Sponsor's logo on all webinar promotion materials:
Banner ads, Email invitations and Registration Page
- ◎ Numerous email blasts to SiS's database



Benefits include

- ◎ Excellent lead generation
- ◎ Full contact information provided on all registrants For potential direct follow-up contact with attendees
- ◎ Ability to add qualifying questions to the registration form
- ◎ Available for "on demand" viewing, providing long-term lead-generation
- ◎ Q&A session provides market insight and audience interaction

Cost: RMB¥ 37,500 (Live Webcast); RMB¥ 26,250 (View on demand Webcast)

欢迎广告 Welcome Ads

网站欢迎广告（也称为封面广告、路障广告）是出现在被访问的页面之前的整版广告。这种广告让浏览器先展示广告一段时间（一般设置为约 10 秒）然后关闭或者让读者点击跳过，再呈现被访问的页面，因此这种广告是读者一定会看到的广告，但是它每天向每个读者仅呈现一次，以免引起不便。广告尺寸：800x450 或 960x540 像素

格式：gif、gif 动画、jpg

文件大小：小于等于 40k

大多数第三方标签式广告都适合作为欢迎广告，但需在投放前做一下测试。

费用：1 周 RMB¥ 4,050； 2 周 RMB¥ 7,650； 4 周 RMB¥ 14,480

Welcome ads (also known as Cover ads or Roadblock ads) are full-page ads that appear on top of the page when arriving at a URL. This unit captures the user's browser for display of the ad and then redirects/closes after a set time (about 10 seconds) or click through, so they have to be viewed. They are programmed to appear only once a day to each user.

Banner sizes: 800x450 or 960x540 pixels

Formats: gif, animated gif, jpg

File Size: 40k or less

Most third-party Ad tags can be accommodated but require testing prior to deployment.

Cost: 1 week RMB¥ 4,050； 2 weeks RMB¥ 7,650； 4 weeks RMB¥ 14,480



编辑计划 Editorial Calendar

刊期 Issue	Feb/Mar	Apr/May	Jun/Jul	Aug/Sep	Oct/Nov	Dec/Jan
出版 Issue date	Feb 28	Apr 25	Jun 25	Aug 25	Oct 25	Dec 25
物料 Mat close	Feb 21	Apr 18	Jun 18	Aug 18	Oct 18	Dec 18
广告 Ad close	Feb 14	Apr 11	Jun 11	Aug 11	Oct 11	Dec 11
投稿 Editorial	Feb 01	Apr 04	Jun 04	Aug 04	Sep 30	Dec 04
封面故事 Special Report/ Cover Story	• 3D 集成 3D Integration	• 光刻 Lithography	• 检测 Metrology	• 5G 发展 5G Development	• 原子层沉积 / 原子层刻蚀 ALD/ALE	• 先进组装 / 封装 Advanced Assembly/ Packaging
专题文章 Feature Articles	• 检测 Metrology • 封装 Packaging • IoT 与硅供应链 IoT and the silicon supply chain	• 微机电系统 MEMS • 发光二极管 LED • 材料 Material	• 沉积 Deposition • 极紫外光刻 EUV • 工厂自动化 Smart Factory	• 功率电子 Power Electronics • 晶圆清洗 Wafer Cleaning • 测试和检查 Test Inspection	• 检测 Metrology • 材料 Material • 子系统 / 组件 Subsystems/ Components	• 刻蚀 Etching • 制造执行系统 / 自动化 MES/Automation • 市场 Market
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※ 欢迎投稿 Submissions welcomed

电子快讯编辑计划 eFocus Editorial Calendar

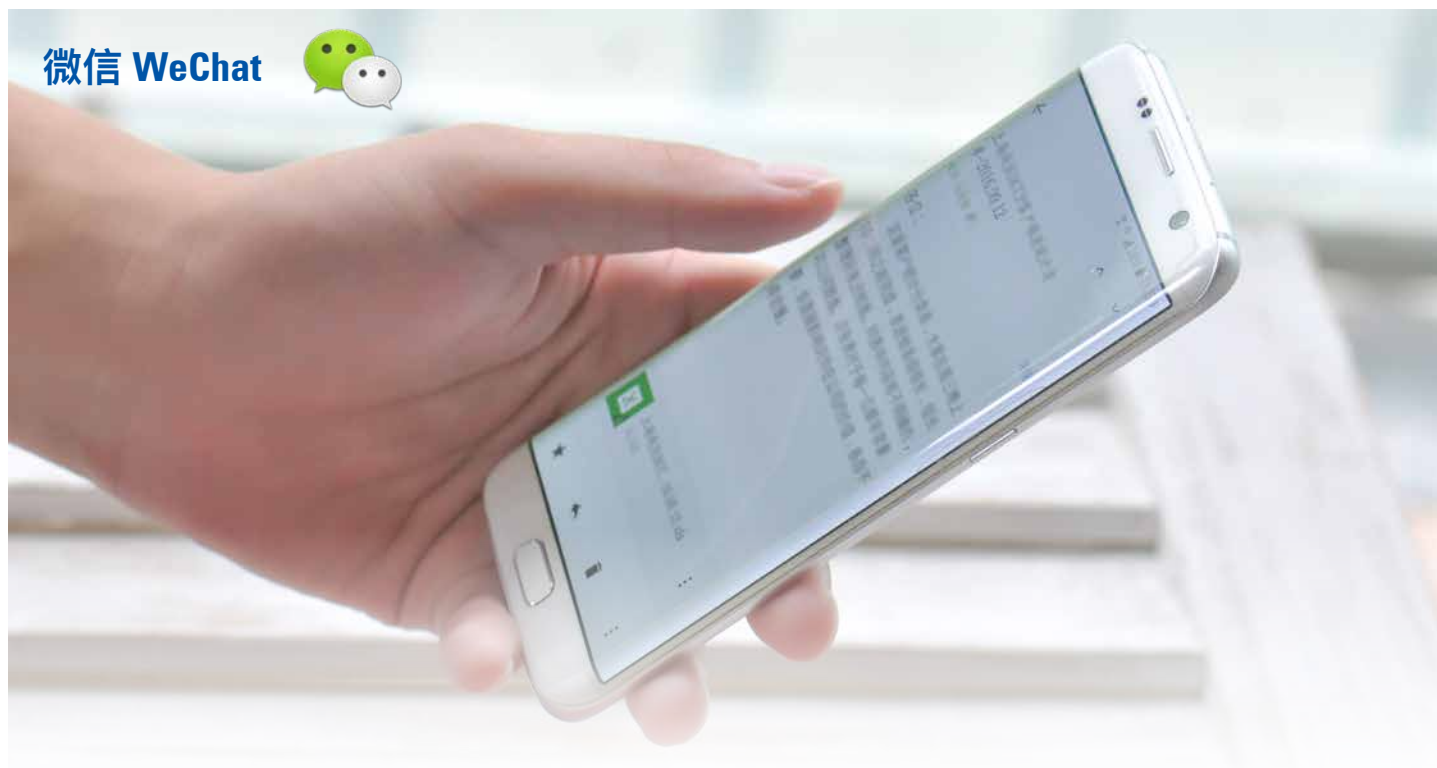
出版 Issue date	主题 Theme	出版 Issue date	主题 Theme
Jan 11	• 2019 展望 2019 Outlook	Jul 10	• 刻蚀 Etching
Feb 12	• 检测 Metrology	Aug 12	• 封装 Packaging
Mar 12	• 3D 集成 3D Integration	Sep 10	• 材料 Material
Apr 11	• 5G 发展 5G Development	Oct 10	• 沉积 Deposition
May 10	• 微机电系统 MEMS	Nov 12	• 发光二极管 LED
Jun 11	• 光刻 Lithography	Dec 10	• 原子层沉积 / 原子层刻蚀 ALD/ALE

※ 欢迎投稿
Submissions welcomed

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Please send booking on or before 2 weeks.

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Please send material on or before 1 week.





营销不是关于技术的事，而是关于人的事。从营销的角度来看，技术只是在能够更高效地将人们联系起来时才是有意义的。

然而，在中国无法访问 Facebook、Instagram 或 Twitter。一半以上的人使用一个在线社交应用与朋友聊天和分享信息、阅读新闻、玩游戏、跟踪健身目标、拨打语音和视频电话、在线购物、甚至付款。这个应用就是微信。

因为微信是如此地深入生活，企业甚至是技术公司，都使用微信在中国市场上赢得一席之地。

《半导体芯科技》的微信公众号已经为您打开了大门，可以有效地触及《半导体芯科技》读者中的微信号订户，他们有兴趣接收来自《Silicon Semiconductor》、《半导体芯科技》和 ChipCHINA 的最新技术信息。

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Marketing isn't about technology, it's about people. Technology is only interesting, from a marketing perspective, when it connects people with other people more effectively.

Nevertheless imagine a market (China) with no access to Facebook, Instagram, or Twitter. And imagine that more than half of those people are using one online social service to chat and share with friends, read news, play games, track their fitness goals, make voice and video calls, shop online, and even pay for lunch. That's WeChat.

Because WeChat is so deeply embedded in people's lives, companies—even technical companies—use WeChat as a way of gaining a foothold in the Chinese market.

SiSC's WeChat channel has already opened the door for you to effectively reach a self-defined audience of SiSC followers who are interested in receiving the latest technology information from SiS, SiSC, and ChipCHINA.

Within our WeChat environment you can

- Deliver messages to customers promoting tech articles, new product launch information
- Use the site as a recruitment tool
- Deliver banner-like ads to be used as page breaks between articles sent by WeChat
- Set up customized WeChat programs.

Consult us for your wechat programs.



规格 Mechanical Specifications

	跨版 Spread Page	整版 Full Page	2/3 版纵向 2/3 Page Vertical	2/3 版横向 2/3 Page Horizontal	1/2 版纵向 1/2 Page Vertical	1/2 版横向 1/2 Page Horizontal	1/2 版岛型 1/2 Page Island	1/3 版纵向 1/3 Page Vertical	1/3 版横向 1/3 Page Horizontal	1/4 版 1/4 Page	1/6 版 1/6 Page
有效面积 Live Area (Non-Bleed)	386mm x 253mm 15" x 10"	183mm x 253mm 7" x 10"	115mm x 253mm 4.5" x 10"	183mm x 162mm 7.2" x 6.4"	82mm x 253mm 3.2" x 10"	183mm x 117mm 7" x 4.6"	117mm x 183mm 4.6" x 7.2"	48mm x 253mm 2" x 10"	183mm x 71mm 7.2" x 2.8"	82mm x 117mm 3.22" x 4.6"	48mm x 117mm 2" x 4.6"
裁切尺寸 (Trim)	406mm x 273mm 16" x 10.75"	203mm x 273mm 8" x 10.7"	135mm x 273mm 5.3" x 10.7"	203mm x 182mm 8" x 7.2"	102mm x 273mm 4" x 10.7"	203mm x 137mm 8" x 5.4"	137mm x 203mm 5.4" x 8"	68mm x 273mm 2.6" x 10.7"	203mm x 91mm 8" x 3.6"	102mm x 137mm 4" x 5.4"	68mm x 137mm 2.7" x 5.4"
出血尺寸 (Bleed)	412mm x 279mm 16.2" x 11"	209mm x 279mm 8.2" x 11"	141mm x 279mm 5.6" x 11"	209mm x 188mm 8.2" x 7.4"	108mm x 279mm 4" x 11"	209mm x 143mm 8.2" x 5.6"	143mm x 209mm 5.6" x 8.2"	74mm x 279mm 3" x 11"	209mm x 97mm 8.2" x 3.8"	108mm x 143mm 4.3" x 5.6"	74mm x 143mm 3" x 5.6"

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刊登广告的厂商及广告代理商对广告的内容负有全部责任，并且因广告内容而对出版人提出的要求承担全部责任。对于内容与本刊文章类似的广告稿件，出版人有权加上“广告”二字。对于数字方面的错误，出版人一概不负任何责任。由于非人力不可抗拒的原因、政府机构或者半官方机构的行动、火灾、水灾、事变、动乱、爆炸、禁运、合法或者非法的罢工、劳力或者材料短缺、各种原因引起的运输中断和怠工所造成的广告稿件交送延误或者无法交送，以及其他出版人无法控制的因素而影响生产或者材料交送，因此导致广告刊登延误或者延期，出版人一概不承担任何责任。

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行政及销售人员 Administration & Sales Offices

行政人员 Administration

HK Head office (香港总部)

ACT International (雅时国际商讯)
Unit B, 13/F, Por Yen Building,
No. 478 Castle Peak Road,
Cheung Sha Wan, Kowloon, Hong Kong
Tel: 852 2838 6298

Publishing Director (出版总监)
Adonis Mak (麦协林), adonism@actintl.com.hk

Associate Publisher (副社长) - China
Sky Chen (陈燕), skyc@actintl.com.hk

Editor-in-Chief (总编辑)
Sunnies Zhao (赵雪芹), sunniez@actintl.com.hk

Regional Sales Director (区域销售总监)
Mark Mak (麦协和), markm@actintl.com.hk

General Manager-China (中国区总经理)
Michael Tsui (徐旭升), michaeltsui@actintl.com.hk

London Office

Hannay House, 39 Clarendon Road
Watford, Herts, WD17 1JA, UK.
T: +44 (0)1923 690200

Coventry Office

Unit 6, Bow Court, Fletchworth Gate
Burnsall Road, Coventry, CV5 6SP, UK.
T: +44 (0)2476 718 970

Publisher & Editor-SiS English
Jackie Cannon, jackie.cannon@angelbc.com
+44 (0)1923 690205

销售人员 Sales Offices

China (中国)

Shenzhen (深圳)

Jenny Li (李文娟), jennyl@actintl.com.hk
Gavin Hua (华北平), gavinH@actintl.com.hk
Tel: 86 755 2598 8571

Shanghai (上海)

Hatter Yao (姚丽莹), hattery@actintl.com.hk
Helena Xu (许海燕), helenax@actintl.com.hk
Amber Li (李歆), amberL@actintl.com.hk
Tel: 86 21 6251 1200

Beijing (北京)

Cecily Bian (边团芳), cecilyB@actintl.com.hk
Tel: 86 135 5262 1310

Wuhan (武汉)

Sky Chen (陈燕), skyc@actintl.com.hk
Tel: 86 137 2373 9991
Eva Liu (刘婷), eval@actintl.com.hk
Tel: 86 138 8603 3073

Grace Zhu (朱婉婷), graceZ@actintl.com.hk
Tel: 86 159 1532 6267

Hong Kong (香港特别行政区)

Mark Mak (麦协和), markm@actintl.com.hk
Tel: 852 2838 6298

Asia

Japan (日本)

Masaki Mori, mori-masaki@ics-inc.co.jp
Tel: 81 3 6721 9890

Taiwan, Singapore, Malaysia, Korea (台湾, 新加坡, 马来西亚, 韩国)

Mark Mak (麦协和), markm@actintl.com.hk
Tel: 852 2838 6298

US (美国)

Janice Jenkins, jjenkins@brunmedia.com
Tel: 724 929 3550
Tom Brun, tbrun@brunmedia.com
Tel: 724 539 2404

Europe (欧洲)

Shehzad Munshi, Shehzad.Munshi@angelbc.com
Tel: +44 (0)1923 690215
Jackie Cannon, Jackie.cannon@angelbc.com
Tel: +44 (0) 1923 690205