International Media Kit 2022

China
141,000 copies in print and digital magazine

170,030 followers WeChat

> 500,000 page impressions per month

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LABORPRAXIS China is read by laboratory managers and other members of management in industrial, research, and scientific laboratories, especially in the pharmaceutical, environmental, and food industries. After 18 years of local development, LABORPRAXIS China has evolved from the original high-quality print media brands to cross-media service platforms such as social media, digital media, print media, conference training, market research, and individual services. The LABORPRAXIS China platform has unique advantages in social media with more than 170,000 active users (WeChat fans) from the following segments: food, pharmaceutical, environmental, chemical and petrochemical, life science, clinical diagnostics, materials, electronics, forensic investigation, etc.

The LABORPRAXIS China platform offers professional users relevant and useful business services in the form of expertise, public relations, webinars, training, and conferences.

LABORPRAXIS China is published and produced in cooperation with Beijing Jigong Vogel Media Advertising Co Ltd, Beijing.

**FREQUENCY**
4 issue per year

141,000 copies

21,000 print

120,000 digital magazine

**Target Group by Industry Sector**

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacy</td>
<td>31%</td>
</tr>
<tr>
<td>Food products</td>
<td>27%</td>
</tr>
<tr>
<td>Environment</td>
<td>16%</td>
</tr>
<tr>
<td>(Petro)chemical</td>
<td>11%</td>
</tr>
<tr>
<td>Life Science</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Recipients by Position in Company**

<table>
<thead>
<tr>
<th>Position in Company</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directors of University laboratories</td>
<td>30%</td>
</tr>
<tr>
<td>QC</td>
<td>25%</td>
</tr>
<tr>
<td>Heads of scientific research institutes</td>
<td>16%</td>
</tr>
<tr>
<td>Testing Managers</td>
<td>11%</td>
</tr>
<tr>
<td>R&amp;D Managers</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Target Readership Analysis**

<table>
<thead>
<tr>
<th>Readership Analysis</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Testing Laboratories</td>
<td>42%</td>
</tr>
<tr>
<td>QC/QA laboratories of companies</td>
<td>20%</td>
</tr>
<tr>
<td>Universities/research institutes</td>
<td>18%</td>
</tr>
<tr>
<td>Third party testing and certification laboratories</td>
<td>15%</td>
</tr>
</tbody>
</table>
# Editorial Calendar 2022

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>DATES</th>
<th>TOPICS</th>
<th>FAIRS/EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AC MAR 10</td>
<td>Main topic: Environmental monitoring and analysis</td>
<td>CHINA LAB 2022&lt;br&gt;Guangzhou, China, 31.03-02.04.2022</td>
</tr>
<tr>
<td></td>
<td>PD MAR 15</td>
<td>Topics: Policies and regulations, Laboratory design and construction, Laboratory management, Laboratory safety, Analysis and test, Water quality testing, Air testing, Soil testing, Solutions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>EC MAR 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>AC JUN 10</td>
<td>Main topic: Food safety and testing</td>
<td>PITTCON CONFERENCE &amp; EXPO&lt;br&gt;Philadelphia, Pennsylvania, United States, 09-05.05.2022</td>
</tr>
<tr>
<td></td>
<td>PD JUN 15</td>
<td>Topics: Policies and regulations, Laboratory design and construction, Laboratory management, Laboratory safety, Analysis and test, Pesticide residues, Veterinary residues, Microbiological testing, Food additives, Heavy metal testing, Solutions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>EC JUN 5</td>
<td></td>
<td>CISILE 2022&lt;br&gt;Beijing, China, 11-13.05.2022</td>
</tr>
<tr>
<td>3</td>
<td>AC SEP 10</td>
<td>Main topic: Drug R&amp;D and analysis</td>
<td>China International Import Expo&lt;br&gt;Shanghai, China, 05-10.11.2022</td>
</tr>
<tr>
<td></td>
<td>PD SEP 15</td>
<td>Topics: Policies and regulations, Laboratory design and construction, Laboratory management, Laboratory safety, Drug R&amp;D, Analysis and test, Solutions</td>
<td>analytica China 2022&lt;br&gt;Shanghai, China, 14-16.11.2022</td>
</tr>
<tr>
<td></td>
<td>EC SEP 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>AC DEC 10</td>
<td>Main topic: Low carbon chemical testing technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PD DEC 15</td>
<td>Topics: Policies and regulations, Laboratory design and construction, Laboratory management, Laboratory safety, Carbon damping and carbon neutralization, Analysis and test, Solutions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>EC DEC 5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PD: Publication Date | EC: Editorial Close | AC: Ad Close
## Ad Formats and Prices

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>PRICE b/w</th>
<th>PRICE 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>3,400.00</td>
<td>4,150.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>2,400.00</td>
<td>3,150.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,800.00</td>
<td>2,460.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,300.00</td>
<td>1,900.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>990.00</td>
<td>1,590.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>690.00</td>
<td>990.00</td>
</tr>
</tbody>
</table>

Rate Card no. 42, valid from January 1, 2022
All prices in EUR plus VAT.
**WeChat Sponsored Posts**

WeChat is China’s multi-purpose messaging, social media, and mobile payment app developed by Tencent. It is a natural part of everyday communication in China, not only within a private context but also in interaction with businesses. For the editorial team of LABORPRAXIS China, this channel to their specialist readers is indispensable.

Use this important platform for your marketing and present your company with Sponsored Posts.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>CODE</th>
<th>FORMAT</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline</td>
<td>Q01</td>
<td>Text + photo</td>
<td>2,000.00</td>
</tr>
<tr>
<td>Subline</td>
<td>Q02-05</td>
<td>Text + photo</td>
<td>1,000.00</td>
</tr>
</tbody>
</table>

All prices in EUR plus VAT.

**LABORPRAXIS China**

Followers 170,030*

*Date: 20.01.2022*
Stand-Alone Mailing

Benefit from maximum exclusivity through a stand-alone mailing. Your message gets to the mailbox of your target group and reaches them directly. You provide the input on the content and desired target group, and we will take care of the rest.

Your Benefit

- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusive display without competition
- Enhanced acceptance through co-branding with our media brand
- Transparency through reporting

Price

<table>
<thead>
<tr>
<th>Recipient Range</th>
<th>Price per Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 10,000 recipients</td>
<td>0.25</td>
</tr>
<tr>
<td>10,000 – 30,000 recipients</td>
<td>0.20</td>
</tr>
<tr>
<td>more than 30,000 recipients</td>
<td>0.15</td>
</tr>
</tbody>
</table>

All prices in EUR plus VAT.
Selection of Contacts

**BY SIZE OF BUSINESS ENTITY**

1-49 employees
50-99 employees
100-199 employees
200-499 employees
500-999 employees
1,000-4,999 employees
more than 5,000 employees

**BY ADMINISTRATIVE DISTRICT**

- North China (Beijing, Tianjin and Neimeng, Shanxi, Hebei and Shandong Province)
- Eastern China (Shanghai and Anhui, Jiangsu and Zhejiang Province)
- South China (Fujian, Guangxi, Hainan and Guangdong Province)
- Central China (Henan, Hubei, Hunan and Jiangxi Province)
- Northeast China (Heilongjiang, Jilin and Liaoning Province)
- Northwest China (Xinjiang, Ningxia, Shanxi, Qinghai and Gansu Province)
- Southwest China (Chongqing and Xizang, Yunnan, Sichuan and Guizhou Province)

**BY JOB TYPE**

- High level directors / Executives: General manager / president / CEO / CTO / chief representative / factory director / owner / Chief engineers / Chief Research Manager
- Middle level director: Vice manager / GM assistant / executive
  Assistant / executive secretary / office administrator / Head of Lab / Team leader
- Lab / Technology / design director
- Production / manufacturing director
- Equipment dynamic department director
- Purchasing director
- Engineering director
- QC director
- Chemist / Lab technician / designer / lab engineer / Microbiologist / instrument engineer / QC engineer
Online Conferences

The exclusive moving image format for the full attention of your target group!

Your Benefit

- **High-quality content**
  LABORPRAXIS China presents in regular online conferences current technological developments.

- **Full access to your target group**
  LABORPRAXIS China promotes the conferences through all channels.

- **Exclusive platform**
  Position yourself as one of several technology providers and experts.

- **Language**
  Chinese only

Price

- **High-quality content**

  | Each lecture incl. Q&A, duration 45 min | 4,000.00 |
  | 80 leads included                      |          |

- **Full access to your target group**

  | Each lecture incl. Q&A, duration 45 min | 5,200.00 |
  | 100 leads included                      |          |

All prices in EUR plus VAT.
International-Sino Online Matchmaking

Webinar: The exclusive moving image format for the full attention of your target group!

- Full Service for you (possible also from abroad)
  - Development of a promotional poster with the company logo
  - Advertorials via WeChat channels
  - Audience invitation
  - Translation & Chinese Subtitles
  - Technical support
  - Moderation by editor
  - Webinar with Q&A session
  - Leads guarantee: 100
  - Feedback report
  - Conclusion article on WeChat with link to the recording
  - Advertorials via WeChat, Website, and Newsletter, ...
  - Redistribution of the video on other video channels ...

- Price
  - A lecture incl. Q&A, duration 45-60 min  9,900.00
  - 100 leads included

All prices in EUR plus VAT.
**Vogel Live Show Video**

Make your trade fair appearance in China a multimedia highlight!
With a comprehensive communication package, we ensure attention and reach in your target group.
Your special advantage: All services from one hand.

### Service package

**PRINT**
- product preview in the magazine based on your product information

**LIVE SHOW**
- Promotion poster of the trade fair with your logo and your stand number, distribution before the fair in all printed and digital channels
- Your company video (3-5 min.) or pre-show trailer on the Live Show website
- Interview with your CxO at the fair, playout via the Live Show website
- Feedback report in PDF format after the fair

**SOCIAL MEDIA**
- Sponsored post (headline article) on WeChat
- Sponsored post on Weibo (micro-blog)

**ONLINE**
- product preview on the website and in the newsletter based on your product information

### Prices

each Live Show package 5,800.00

### Discounts

When booking several Live Show packages, you will receive a discount per package

<table>
<thead>
<tr>
<th>Packages</th>
<th>Discount (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Live Show</td>
<td>5</td>
</tr>
<tr>
<td>6 Live Show</td>
<td>8</td>
</tr>
<tr>
<td>9 Live Show</td>
<td>10</td>
</tr>
</tbody>
</table>

All prices in EUR plus VAT.
WeChat Account Services

Empower your business network in China with your company’s own WeChat channel. Benefit from our know-how and technical support as full-service provider.

Your Benefit

- Reach your target groups in China even if you do not have a subsidiary or business license in China.
- Promote and offer products, services or technologies (Cross Border Payment).
- By regularly posting press releases, product news and professional articles, you strengthen your brand awareness and expand your exclusive circle of specialist followers.
- You can use your channel for customer care, event invitations or promotional activities.

Here you can see an example of a service account.
### Our full-service for your WeChat channel

<table>
<thead>
<tr>
<th>PACKAGE SERVICE</th>
<th>MONTHLY PACKAGE</th>
<th>HALF-YEAR PACKAGE</th>
<th>ANNUAL PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content service (translation service, editing, regular posting on WeChat 4 × month)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Layout-design (e.g., Logo, QR Code, greeting cards on official holidays, …)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guaranteed average number of followers</td>
<td></td>
<td>250-500</td>
<td>750-1000</td>
</tr>
<tr>
<td>Performance report (quarterly)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual consulting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10% discount off the regular fee for WeChat-advertorials from our media brands</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customized development (e.g., mini-program, cross-border payment solution, event planning &amp; organization, promotion, etc.)</td>
<td>Possible for an extra charge</td>
<td>Possible for an extra charge</td>
<td>Possible for an extra charge</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>2,490.00</td>
<td>11,990.00</td>
<td>22,990.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BASIC SERVICE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Overseas WeChat Official Account registration &amp; verification</td>
<td>390.00</td>
</tr>
<tr>
<td>Annual validation</td>
<td>190.00 / year</td>
</tr>
<tr>
<td>WeChat Quick Check</td>
<td>1,490.00</td>
</tr>
</tbody>
</table>

All prices in EUR plus VAT.
Vogel Communications Group

We are specialists for individual and contemporary B2B communication solutions, through which we make our customers even more successful - nationally and internationally.

Combined know-how for your communication success, bundled from one source.

Communication Solutions at a Glance

- Industry platforms
  - Chatbots
  - Community building
  - Content creation
  - Content marketing

- Corporate publishing
  - Digital trade fair solutions
  - Digital showrooms
  - Expert positioning
  - Infographics digital + animated

- Communication consultancy
  - Crisis communication
  - Market research
  - HR development
  - Podcasts

- Access to target groups
  - with industry media and events

- Progressive web apps
  - Public relations
  - SEO and SEA
  - Social media
  - Websites
Tell us how we can spark your excitement for communication.

**Strategy**

**Gerd Kielburger**  
Director International Business & Strategy  
t +49 931 418-2536  
gerd.kielburger@vogel.de

**Sales**

Please contact your personal sales manager  
or  
**Benjamin Wahler**  
Chief Sales Officer  
t +49 931 418-2982  
sales@vogel.de
We empower you!

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