International Media Kit 2023

China
| 141,000 copies in print and digital magazine |
| 178,200 followers WeChat |
| 2.3K followers Weibo |
| > 500,000 page impressions per month |

| Magazine | 03 |
| Print Rate Card | 04 |
| Editorial Calendar | 05 |
| WeChat Sponsored Posts | 06 |
| Stand-Alone Mailing | 07 |
| Online Conferences | 09 |
| Webinar | 10 |
| Event Cross-Media Campaign | 11 |
| WeChat Account Services | 12 |
| Agency Services | 14 |
| Vogel Communications Group | 17 |
| Contact | 18 |
The Magazine

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 1 issue per year
141,000 copies
21,000 print
120,000 digital magazine

MAGAZINE DIN A4

Target Group by Industry Sector

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>%</th>
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</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>
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</table>

Recipients by Position in Company

<table>
<thead>
<tr>
<th>Position</th>
<th>%</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>
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</table>

Target Readership Analysis

<table>
<thead>
<tr>
<th>Readership Analysis</th>
<th>%</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>
## 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>
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<tr>
<td>2/3 page</td>
<td>2,400.00</td>
<td>3,150.00</td>
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<tr>
<td>1/2 page</td>
<td>1,800.00</td>
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<td>1/3 page</td>
<td>1,300.00</td>
<td>1,900.00</td>
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<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>
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</table>

Rate Card no. 42, valid from January 1, 2023

All prices in EUR plus VAT.
# Editorial Calendar 2023

<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</td>
<td>• Industry Outlook&lt;br&gt;• Policies and Regulations&lt;br&gt;• Laboratory Equipment&lt;br&gt;• Special Topics in Analytical Techniques&lt;br&gt;• Research Frontier&lt;br&gt;• Frontier Research in Food&lt;br&gt;• Drug Development Progress&lt;br&gt;• Frontier Research in Environment&lt;br&gt;• Frontiers in Life Science&lt;br&gt;• Medical Diagnostic Research&lt;br&gt;• Frontiers in Advanced Materials&lt;br&gt;• Analysis and Testing&lt;br&gt;• Food Safety and Testing&lt;br&gt;• Drug Testing and Analysis&lt;br&gt;• Environmental Monitoring and Testing&lt;br&gt;• Life Science Applications&lt;br&gt;• Industrial Inspection and Analysis&lt;br&gt;• Laboratory Quality Control&lt;br&gt;• Laboratory Management Science&lt;br&gt;• Laboratory Design and Construction&lt;br&gt;• Laboratory Safety</td>
<td><strong>analytica China 2022</strong> and <strong>labtech China Congress 2022</strong>&lt;br&gt;Shanghai, China&lt;br&gt;Mar 01-03, 2023&lt;br&gt;&lt;br&gt;<strong>CHINA LAB 2023</strong>&lt;br&gt;Guangzhou, China,&lt;br&gt;Mar 09-11, 2023&lt;br&gt;&lt;br&gt;<strong>CIPM</strong>&lt;br&gt;To be confirmed&lt;br&gt;&lt;br&gt;<strong>BCEIA 2023</strong>&lt;br&gt;Beijing, China,&lt;br&gt;Sep 06-08, 2023&lt;br&gt;&lt;br&gt;<strong>China International Import Expo</strong>&lt;br&gt;Shanghai, China,&lt;br&gt;Nov 05-10, 2023</td>
</tr>
</tbody>
</table>

PD: Publication Date | AC: Ad Close
**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+Image</td>
<td>2,000.00</td>
</tr>
<tr>
<td>Subline</td>
<td>Q02-05</td>
<td>Text+Image</td>
<td>1,000.00</td>
</tr>
</tbody>
</table>

All prices in EUR plus VAT.

**LABORPRAXIS China**

Followers 178,200*

*Date: 10.10.2022*
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>Recipients 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
- 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

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

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.
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**

**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 of LaborPraxis China
- Your company video (3-5 min.) or pre-show trailer on the Live Show website
- Product/booth introduction (3-5 min.)
- Interview with your CxO at the fair (3-5 min.)
- Feedback report in PDF format after the fair

**SOCIAL MEDIA**
- Product preview based on your product information (WeChat Advertorial, Headline)
- Product preview based on your product information (Weibo Advertorial)

**ONLINE**
- Product preview on the website

**Prices**

| Each Cross-Media Campaign Package | 4,900 |

**Discounts**

When booking several Cross-Media Campaign packages, you will receive a discount per package

<table>
<thead>
<tr>
<th>Packages</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>5 %</td>
</tr>
<tr>
<td>6</td>
<td>8 %</td>
</tr>
<tr>
<td>9</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>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>Possible for an extra charge</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>Price in €</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>
<tr>
<td>WeChat Advertising</td>
<td>Price upon request</td>
</tr>
</tbody>
</table>

All prices in EUR plus VAT.
Strategy Workshop

We are glad to offer you comprehensive advice with intercultural competence and in several languages (DE/EN/CN - half or full-day digital or on-site workshop).

Our Workshop is aimed at participants from management, department heads and managers from marketing and is individually tailored to your needs. The workshop consists of theoretical and practical parts with interactive discussion rounds to individually address possible solutions.

Example:

- Welcome & Introduction
- Overview of China’s market
- Overview of relevant media and search engines in China
- Overview of relevant eCommerce platforms
- Combination of eCommerce and marketing
- Channel strategy, partners, and roadmap
- Long-term support from Vogel
- Q & A

Price

<table>
<thead>
<tr>
<th>Workshop Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-day workshop</td>
<td>4,990.00</td>
</tr>
<tr>
<td>Half-day workshop</td>
<td>2,990.00</td>
</tr>
</tbody>
</table>
Chinese Website

Best accessibility in China: we offer you an all-round website service (consulting, domain and hosting service, testing, UX, content)

Kickoff & Milestones

✓ Kickoff Meeting
✓ Concept development
✓ Quarterly meetings
✓ Project Management

Website China

Option A:
Direct connection to China
✓ Administrative setup for websites with domain names in WordPress (One time)
✓ Hosting Setup (One time)
✓ Ongoing Hosting (12 months)

Option B:
Hosting directly in China
✓ ICP Registration (One time)
✓ Hosting Setup (One time)
✓ Ongoing direct hosting in China (12 months)

Price upon request
# Baidu SEO/SEA Service

We support you with Baidu SEO / SEA Services (analog Google)

## Search Engine Optimization
- Baidu Webmaster Tools (One time)
- Launch (One time)
- SEO Check Websites (One time)

## Baidu Ads/SEA
- Keyword Research (One time)
- Baidu Ads Account Setup (One time)
- Ongoing ad campaign management; adding new keywords and campaigns; basic reporting. (12 months)
- Additional advertising budget required

## Optional

### Banner Ads
- Placement of the company banner on various B2B platforms (6 months)

Price upon request
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.

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**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

- **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  
Annika Schlosser  
Head of Sales  
t +49 931 418-2982  
sales@vogel.de
We empower you!

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