



# International Media Kit 2024



# China

**VOGEL** COMMUNICATIONS  
GROUP



122,000

copies in print  
and digital  
magazine



7.8K

followers Weibo



213,370

followers WeChat



> 500,000

page impressions per month



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## 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 24 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 210,000 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

122,000 copies

2,000 print

120,000 digital magazine

MAGAZINE DIN A4

## Target Group by Industry Sector

Pharmacy	40%
Food products	21%
Environment	17%
(Petro)chemical	8%
Life Science	10%
Materials	4%

## Recipients by Position in Company

Directors of University laboratories	32%
QC/QA	30%
Heads of scientific research institutes	17%
Testing Managers	8%
R&D Managers	7%
Equipment Managers	6%

## Target Readership Analysis

Government Testing Laboratories	17%
QC/QA laboratories of companies	22%
Universities/research institutes	30%
Third party testing and certification laboratories	16%
Enterprise R&D laboratory	15%

## Ad Formats and Prices

FORMAT	PRICE 4c	COLUMNS, w × h in mm
Inside Front Cover	7,990.00	190 × 270
Inside Back Cover	6,990.00	190 × 270
Back Cover	8,490.00	190 × 270
First Right Page	7,990.00	190 × 270
Page2~4	6,990.00	190 × 270

Rate Card no. 42, valid from January 1, 2024

All prices in EUR plus VAT.

**SIZE OF MAGAZINE** 210 x 297 mm (width x height), DIN A4

Type Area 190 mm x 270 mm

4 columns each 46 mm wide

**PRINTING, BINDING** Offset printing, perfect binding

## Discounts

### FREQUENCY DISCOUNT

3 ads and more 10 %

## Payment Terms

14 days with 2 % cash discount, within 30 days net.

VAT ID No. DE 169 343 403

Bank Account HypoVereinsbank, Würzburg

BIC / Swift Code HYVE DE MM 455

IBAN DE65 7902 0076 0326 2120 32

# Editorial Calendar 2024

ISSUE	DATES	TOPICS	FAIRS/EVENTS
1	AC MAR 10 PD MAR 18	<ul style="list-style-type: none"> <li>• Industry Outlook</li> <li>• Policies and Regulations</li> <li>• Laboratory Equipment</li> <li>• Special Topics in Analytical Techniques</li> <li>• Research Frontier</li> <li>• Frontier Research in Food</li> </ul>	<p><b>Pittcon 2024</b> 2.24-28, USA</p> <p><b>China LAB 2024</b> 3.5-3.7, Guangzhou, China</p>
2	AC JUN 10 PD JUN 18	<ul style="list-style-type: none"> <li>• Drug Development Progress</li> <li>• Frontier Research in Environment</li> <li>• Frontiers in Life Science</li> <li>• Medical Diagnostic Research</li> <li>• Frontiers in Advanced Materials</li> <li>• Analysis and Testing</li> <li>• Food Safety and Testing</li> <li>• Drug Testing and Analysis</li> </ul>	<p><b>analytica 2024</b> 4.9-12, Munich, Germany</p> <p><b>CIEPEC 2024</b> 4.10-12, Beijing, China</p> <p><b>IE Expo China 2024</b> 4.18-20, Shanghai, China</p>
3	AC SEP 10 PD SEP 18	<ul style="list-style-type: none"> <li>• Environmental Monitoring and Testing</li> <li>• Life Science Applications</li> <li>• Industrial Inspection and Analysis</li> <li>• Laboratory Quality Control</li> <li>• Laboratory Management Science</li> <li>• Laboratory Design and Construction</li> <li>• Laboratory Safety</li> </ul>	<p><b>CPHI China 2024</b> 6.19-21, Shanghai, China</p> <p><b>WBE 2024</b> 8. 8-10, Guangzhou, China</p> <p><b>CIIE 2024</b> 11.5-10, Shanghai, China</p>
4	AC DEC 10 PD DEC 18		<p><b>analytica China 2024</b> 11.18-20, Shanghai, China</p>

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.

POSITION	CODE	FORMAT	PRICE
Headline	Q01	Text+Image	2,000.00
Subline	Q02-05	Text+Image	1,000.00

All prices in EUR plus VAT.

### LABORPRAXIS China

Followers 191,200\*

\*Date: 27.09.2023



# 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.

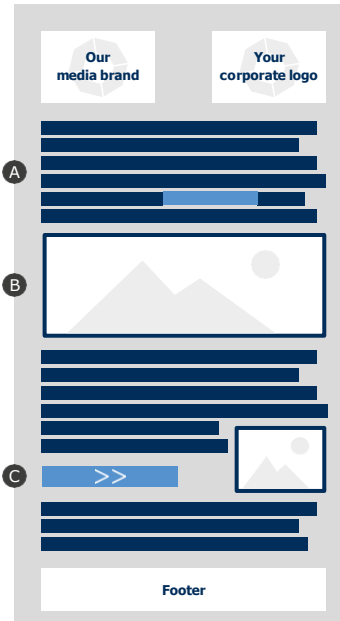
## Your Benefit

- 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

Less than 10,000 recipients	0.25 /email
10,000 – 30,000 recipients	0.20 /email
More than 30,000 recipients	0.15 /email

All prices in EUR plus VAT.



A: text with link\*

B: picture material\*

C: Call-to-action button\*

\*can be chosen freely

## *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.



# Trade Fair Cross-Media Campaign

Make your trade fair appearance in China a multimedia highlight!

With a comprehensive multichannel communication package, we ensure attention and reach in your target group.

Your special advantage: All services from one hand.

## Service Package

### TRADE SHOW VIDEOS

- Promotion poster of the trade fair with your logo and your stand number, distribution before the fair in all printed and digital channels of China
- Your company video (3-5 min.) or pre-show trailer
- Product introduction at the booth (3-5 min.)
- Interview with your CxO at the fair (3-5 min.)

### SOCIAL MEDIA PROMOTION

- WeChat Advertorial post
- Weibo Advertorial post
- Trade show video promotion via video channels in China (such as Tencent Video, Youku, Bilibili, iQiy, Douyin, Xigua, etc.)

### ONLINE PROMOTION

- Video content published on the website of our special media brand

### PERFORMANCE REPORT

## Prices

Each Cross-Media Campaign Package	4,900.00
Receive the video material for your own use	490.00

All prices in EUR, plus VAT.

## Benefits

- Moving image formats are well-liked in China
- Wide-Reaching Promotion
- Extensive representation of the companies
- Editorial, language, and intercultural support
- Fast implementation and attention to the Chinese market
- Long-term added value possible through further use
- Detailed performance report
- Simple pricing model



# 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.



Service Account

## Our Full-Service for Your WeChat Channel

PACKAGE SERVICE	MONTHLY PACKAGE	HALF-YEAR PACKAGE	ANNUAL PACKAGE
Content service (translation service, editing, regular posting on WeChat 4 × month)	■	■	■
Layout-design (e.g., Logo, QR Code, greeting cards on official holidays, ...)	■	■	■
Performance report (quarterly)		■	■
Individual consulting	■	■	■
10% discount off the regular fee for WeChat-advertorials from our media brands		■	■
Customized development (e.g., mini-program, cross-border payment solution, event planning & organization, promotion, etc.)	<b>Possible for an extra charge</b>	<b>Possible for an extra charge</b>	<b>Possible for an extra charge</b>
<b>Price in €</b>	<b>2,490.00</b>	<b>11,990.00</b>	<b>22,990.00</b>

BASIC SERVICE	
Overseas WeChat Official Account registration & verification	<b>390.00</b>
Annual validation	<b>190.00 / year</b>
WeChat Quick Check	<b>1,490.00</b>
WeChat Advertising	<b>Price upon request</b>

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*

Full-day workshop	4,990.00
Half-day workshop	2,990.00

# 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)

or

### 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.



## Communication Solutions at a Glance

Industry platforms	Corporate publishing	Communication consultancy	Progressive web apps
Chatbots	Digital trade fair solutions	Crisis communication	Public relations
Community building	Digital showrooms	Market research	SEO and SEA
Content creation	Expert positioning	HR development	Social media
Content marketing	Infographics digital + animated	Podcasts	Websites

*Tell us how we can spark your excitement for communication.*



## Strategy

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## Sales

Please contact **your personal sales manager**

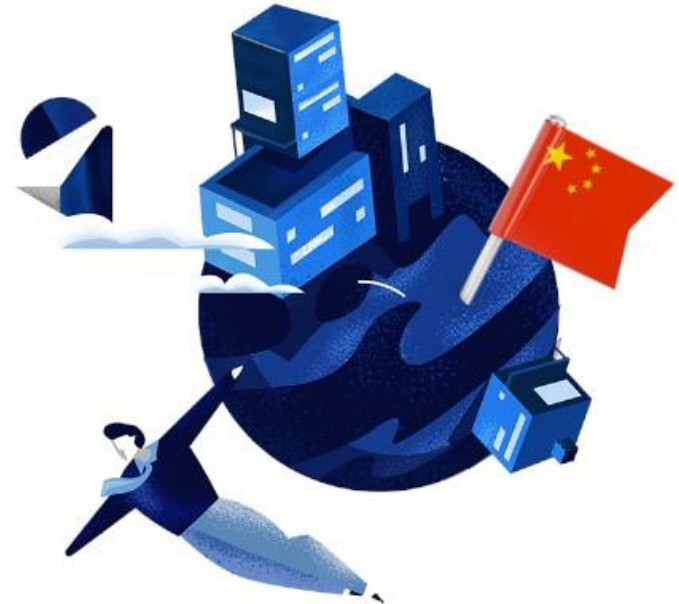
or

**Annika Schlosser**

Head of Sales

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sales@vogel.de



**We empower you!**

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