International Media Kit 2024
China
These figures refer to PROCESS China and PharmaTEC China.
Target group/Circulation/Distribution

Magazine PROCESS China

With more than 25 years of local operating experience, PROCESS China has been building up deep influence in petrochemical, chemical, pharmaceutical, food, water treatment as well as environmental protection industry fields, provides high-quality information, expert perspectives, and successful practices from the entire value chain of process plants, including planning, design, construction, operation, and maintenance. On the strength of well-developed Internet ecology in China, PROCESS China provides a wide reach among researchers, enterprises, experts, and users through abundant online and offline activities, conferences, forums, seminars, etc., making the B2B communication ever more efficient and easier.

Circulation / Distribution

PROCESS China

| Frequency  | 6 issues / year |
| Circulation | printed magazine 20,000 |

PharmaTEC China

| Frequency  | 6 issues / year |
| Circulation | printed magazine 20,000 |

Target group

PROCESS:
- Engineering / Equipment / Maintenance / Power 32.87%
- Digitalization / Automation / IIoT 23.34%
- Production / Safety / Environmental Protection 16.21%
- Procurement / Supply Chain / Logistics 7.85%
- Quality / Quality Control / Analysis / Testing 6.35%
- Corporate Executives 6.03%
- R&D / Development 5.66%
- Other 1.69%

PharmaTEC:
- Production Technology 29%
- Engineering / Equipment / Maintenance 24%
- Quality / Quality Control / Quality Inspection 21%
- R&D / Development / Design 7%
- Corporate Executives 9%
- Digitalization / IIoT 3%
- Safety and Environmental Protection 3%
- Other 4%

FoodTEC:
- Production Technology 38%
- Quality / Quality Control / Quality Inspection 17%
- Engineering / Equipment / Maintenance 13%
- Procurement / Supply / Logistics 12%
- Corporate Executives 7%
- R&D / Development / Design 6%
- Digitalization / Security / IIoT 1%
- Other 6%
## Rate Card

### Ad Formats and Prices

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>BASIC PRICE black/white</th>
<th>AD PRICE 4-colour</th>
<th>COLUMNS, w × h in mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>6,390.00</td>
<td>7,990.00</td>
<td>4 190 × 270</td>
</tr>
<tr>
<td>Junior page</td>
<td>4,290.00</td>
<td>5,490.00</td>
<td>136 × 190</td>
</tr>
<tr>
<td>1/2 page</td>
<td>3,790.00</td>
<td>4,990.00</td>
<td>2 94 × 270, 4 190 × 134</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,790.00</td>
<td>3,990.00</td>
<td>1 62 × 270, 4 190 × 88</td>
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<tr>
<td>1/4 page</td>
<td>2,190.00</td>
<td>2,990.00</td>
<td>1 46 × 270, 2 94 × 134, 4 190 × 66</td>
</tr>
<tr>
<td>1/8 page</td>
<td>1,190.00</td>
<td>1,990.00</td>
<td>1 46 × 134, 2 94 × 66, 4 190 × 32</td>
</tr>
</tbody>
</table>

Rate Card no. 26, valid from January 1, 2024
All prices are exclusive of applicable VAT and subject to change.
Digital Magazine for just half the normal rate.
Prices for special formats such as inserts and bound-in inserts on request.
All prices in EUR plus VAT.

### Additional Charges

#### FOR PLACEMENT
- On inside front cover or back cover: 20 % on basic price b/w
- Other preferred placement options: 10 % on basic price b/w
- All ads will be placed in the best position possible.

#### FOR COLOUR (not discountable)
- Junior page
  - 1/4 page
  - 1/1 page
  - 1/2 + 1/3 page
  - and smaller
- 4-colour
  - 1,600.00
- 1/1 page
  - 1,200.00
- 1/4 page
  - 800.00

#### FOR ADS ACROSS BINDING AND BLEED ADS
(not discountable)
- 10 % of basic price 1/1 page, b/w, i.e. 639.00

### Discounts

For placement within one insertion year, starting with the publication of the first ad.

#### FREQUENCY DISCOUNT
- 3 ads and more: 10 % on basic price b/w
- 6 ads and more: 15 % on basic price b/w
- 12 ads and more: 20 % on basic price b/w

### Payment Terms

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

<table>
<thead>
<tr>
<th>VAT ID No.</th>
<th>Bank Account</th>
<th>BIC / Swift Code</th>
<th>IBAN</th>
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<tbody>
<tr>
<td>DE 169 343 403</td>
<td>HypoVereinsbank, Würzburg</td>
<td>HYVE DE MM 455</td>
<td>DE65 7902 0076 0326 2120 32</td>
</tr>
</tbody>
</table>

### 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
# Editorial Calendar 2024
## PROCESS China

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>TOPICS</th>
<th>FAIRS/EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td><strong>Main topic</strong></td>
<td>Industrial Carbon Reduction and Smart Operation and Maintenance</td>
</tr>
<tr>
<td><strong>AC</strong></td>
<td><strong>Topics</strong></td>
<td>Efficient use of carbon-containing energy technologies; Hydrogen and ammonia energy and other cutting-edge technologies; Park planning/design/management; Energy efficiency management; Energy-saving renovation/resource recovery; Process optimization/improvement; Control systems/hardware/software/instrumentation; Information technology/management/data analysis; Environmental protection engineering/processes/equipment; Waste treatment; Resource recycling; Environmental monitoring; Process development/design; Equipment maintenance/revamping/investigations; Industrial safety/explosion-proofing; Process machinery/separation/heat exchanges/mixing; Pipes/valves/connections/seals; Pumps/compressors/vacuum technology; Logistics/supply chain management; HES management</td>
</tr>
<tr>
<td><strong>JAN 5</strong></td>
<td><strong>Special</strong></td>
<td>Green Low Carbon Technology Innovation/ Hydrogen Energy Technology and Equipment</td>
</tr>
<tr>
<td><strong>AC</strong></td>
<td><strong>Main topic</strong></td>
<td>Digital Factory/Green manufacturing</td>
</tr>
<tr>
<td><strong>PD</strong></td>
<td><strong>Topics</strong></td>
<td>Engineering/Project/Procurement Management; Installation/System Operation; Process Development/Design/Verification; Equipment Maintenance/Retrofit/Inspection; Control System/Hardware/Software/Instrumentation; Information Technology/Management/Data Analysis; Industrial Safety/Explosion Proof; Energy Management/Hardware/Software; Process Machinery/Separation/Heat Transfer/Mixing; Pipes/Valves/Connections/Seals; Pumps/Compressors/Vacuum Technology; Environmental Monitoring/Laboratory Technology; Chemical Logistics/Supply Chain Management; HSE Management; Environmental Protection Engineering/Processes/Equipment etc.</td>
</tr>
<tr>
<td><strong>MAR 5</strong></td>
<td><strong>Special</strong></td>
<td>Digital Engineering/Intelligent Operation and Maintenance/Intelligent Fluid Conveying</td>
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<tr>
<td><strong>2</strong></td>
<td><strong>Main topic</strong></td>
<td>Hydrogen energy technology and equipment</td>
</tr>
<tr>
<td><strong>MAY 5</strong></td>
<td><strong>Special</strong></td>
<td>Hydrogen production equipment and technology analysis/Hydrogen Energy Storage and Transportation Equipment Technology Progress/Coupling Development of Green Hydrogen and Petrochemicals</td>
</tr>
<tr>
<td>ISSUE</td>
<td>TOPICS</td>
<td></td>
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</tr>
<tr>
<td><strong>4</strong>&lt;br&gt;AC JUL 5&lt;br&gt;PD JUL 20</td>
<td><strong>Main topic</strong> Smart Manufacturing and operation&lt;br&gt;<strong>Topics</strong> Smart factory design and construction; control system/instrumentation/sensors; industrial software; information technology/data acquisition/analysis/management; mobile technology; industrial communication/information security; artificial intelligence technology application; robotics and system integration; energy management; warehousing/logistics/supply chain; AR/VR technology; transmission and control system devices; industrial internet platform; smart factory technology solutions; HSE management&lt;br&gt;<strong>Special</strong> Digital Supply Chain/Industrial Safety &amp; Intelligence/Smart Operation and Maintenance</td>
<td></td>
</tr>
<tr>
<td><strong>5</strong>&lt;br&gt;AC SEP 5&lt;br&gt;PD SEP 20</td>
<td><strong>Main topic</strong> Process Safety&lt;br&gt;<strong>Topics</strong> Functional safety / Information security; Control system / Hardware &amp; software / Apparatus; Safety consultation / Certification / Training; Safety inspection / Monitoring and control equipment; Equipment maintenance / Management; Storage of hazardous chemicals / Conveying; IT / Data analysis; Environmental monitoring / Laboratory technique; Chemical logistics / Supply chain management; Environmental protection engineering / Process / Equipment.&lt;br&gt;<strong>Special</strong> Safety Instrumented System Design/Industrial Explosion Protection/Industrial Leak Detection and Control/Equipment Analysis and Diagnostics/Advanced Valve Technology</td>
<td></td>
</tr>
<tr>
<td><strong>6</strong>&lt;br&gt;AC NOV 5&lt;br&gt;PD NOV 20</td>
<td><strong>Main topic</strong> Low Carbon and Environment Protection&lt;br&gt;<strong>Topics</strong> Low Carbon Industrial Process Re-engineering, Collaborative Technology for Pollution Reduction and Carbon Emission Reduction, Low Carbon Industrial Raw Materials, Industrial Energy Efficiency Improvement, Water Treatment Engineering/Process Technology; HSE Management; Exhaust Gas Treatment; VOCs Management; Environmental Protection Policies; Solid Waste Treatment Technology; Resource Recycling and Utilization; Sludge Treatment and Disposal; Energy Management/Hardware/Software; Membrane Technology; Disinfecting and Sterilizing/Water Treatment Pharmaceuticals; Control System/Hardware/Software/Instrumentation; Information Technology/Management/Data Analytics; Engineering Design/Project Management; Pipes/Valves/Connections/Seals; Pumps/Compressors/Vacuum Technology; Filtration and Separation Machines; and etc.&lt;br&gt;<strong>Special</strong> Industrial Low Carbon Environmental Protection Technology Application/Industrial energy saving and clean production/Equipment Management/Chemical environmental protection technology and process</td>
<td></td>
</tr>
<tr>
<td>ISSUE</td>
<td>TOPICS</td>
<td>FAIRS/EVENTS</td>
</tr>
<tr>
<td>-------</td>
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</tbody>
</table>
| 1     | **Main topic**: Pharmaceutical quality management Compliance  
Topics: Quality Process Management System (QMS), Document Management System (DMS), Training Management System (TMS); Laboratory Management System (LIMS); COTS software for laboratory instrumentation; Laboratory Analytical Instrumentation; IT such as Cloud Computing, Artificial Intelligence, and Big Data; Interpretation of Regulations and Trends; Analysis of Compliance Points; Quality Risk Management; Change Management; Deviation Management; Traceability Management; Quality system construction; process and validation; clean room technology; energy saving and environmental protection technology; pharmaceutical water system; pumps, valves, seals, pipelines; automation and control technology; information and data management; packaging system and inspection; logistics, storage, supply chain technology. | **Special**: Digitalization of pharmaceutical quality management |
| 2     | **Main topic**: Biopharmaceutical process development and production  
Topics: ATMPs R&D & Manufacturing; Vaccine Development & Manufacturing; Process Optimization & Validation; API Development & Approval; Bioanalytical Research; Quality Risk Management; Laboratory Automation; Commercial Manufacturing; Contract Manufacturing; CRO Management; Continuous Manufacturing; Customized Manufacturing; Liquid Storage Bags, Stirring Bags; Chromatography Packing; Separation & Purification Chromatography Systems; Filling Isolation & Packaging Equipment; Sampling equipment; analytical instruments; light testers; cleaning and disinfection equipment; sterilization equipment; robotics; lyophilization systems; single-use technology; clean room technology; energy saving and environmental protection technology; pharmaceutical water systems; pumps, valves, seals, piping; automation and control technology; information and data management; packaging systems and inspections; logistics, storage, supply chain technology. | **Special**: Key technology of biopharmaceutical process optimization/Key point control of biopharmaceutical production process |
| 3     | **Main topic**: Aseptic Dosage Production  
Topics: Aseptic Drug Development and Manufacturing; Aseptic Processing Technology and Equipment; Regulatory Updates; Quality Risk Management; Contamination Control Strategies; Facility Design; Process Validation; CDMO/CMO; Laboratory Technology; Sampling Equipment; Analytical Instrumentation; Specialty Complex Dosage Forms Technology; BFS Technology; Containment and Isolation Systems; Packaging and Drug Delivery Devices; Cleaning and Disinfection Equipment; Sterilization Equipment; Robotics; Freeze-Drying Systems; Single-Use Technology; Clean Room Technology; HVAC Systems; Pharmaceutical Water Systems; Pumps, Valves, Seals, Pipes; Automation and Control Technology; Information and Data Management; Packaging Systems and Inspection; Logistics, Storage, Supply Chain Technology. | **Special**: Contamination Control Strategies for Sterile Pharmaceuticals/Preparation and quality control of pharmaceutical water |
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>TOPICS</th>
<th>FAIRS/EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td><strong>Main topic</strong> VPEIF Special</td>
<td>VPEIF 2024</td>
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<tr>
<td></td>
<td>Topics</td>
<td></td>
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<tr>
<td></td>
<td>Digital Factory; Facility Design &amp; Engineering; Facility Management &amp; Maintenance; Retrofits; Lean Labs; Artificial Intelligence; Quality Risk Management; Contamination Control; Quality Management; Contamination Control Strategies; Risk Assessment; Cleaning Validation; Hygienic Design; Cleanroom Equipment &amp; Technology; Equipment Validation; Robotics/AI/VR; Traceability &amp; Tracking Systems; Lifecycle Management Strategies; Cleanroom Technology; Energy Efficiency &amp; Environmental Protection Technology; HVAC Systems; Pharma Water Systems; Pumps, Valves, Seals, Tubing; Automation &amp; Control Technology; Information &amp; Data Management; Packaging Systems &amp; Inspection; Logistics, Storage, Supply Chain Technology.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Special</td>
<td>Pharmaceutical Digital Intelligence and Energy Reduction</td>
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<td></td>
<td>Digital</td>
<td>VPEIF Live show</td>
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<tr>
<td>5</td>
<td><strong>Main topic</strong> Solid Dosage advanced production</td>
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<tr>
<td></td>
<td>Topics</td>
<td>Solid Dosage R&amp;D and Production; Green Digital Production of Traditional Chinese Medicine; Inhalation Production; Generic Drugs; Improved New Drugs and Complex Formulations; APIs/Excipients; Regulatory Updates; Quality Management; Pollution Control Strategies; Pharmaceutical Stability Tests; Dissolution Tests; Continuous Manufacturing; Extraction Analytical Techniques; Conveyor Systems, Hoppers, Weighing Systems, granulators, tablet presses, coating machines, packaging machines; abrasives, screens, filter bags; monitoring and control equipment; clean room technology; energy saving and environmental protection technology; HVAC systems; pharmaceutical water systems; pumps, valves, seals, piping; automation and control technology; information and data management; packaging systems and inspections; logistics, storage, supply chain technology.</td>
</tr>
<tr>
<td></td>
<td>Special</td>
<td>Continuous production</td>
</tr>
<tr>
<td>6</td>
<td><strong>Main topic</strong> Digital production</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Topics</td>
<td>Smart production; Digital Factory; Lean Lab; Artificial Intelligence; Continuous Manufacturing; Lean and Process Improvement; Sustainable Operations; Lifecycle Management Strategies; Electronic Batch Records; IT Integration and Data Exchange; Industrial Internet of Things; Big Data and Analytics; Modern Cloud Technology; Data Security; Data Integrity; Cleanroom Technology; HVAC Systems; Pharmaceutical Water Systems; Pumps, Valves, Seals, Pipes; Automation and Control Technology; Information and Data Management; Packaging Systems and Inspection; Labeling and Tracking Technology; Robotics/AI/VR; Digitalization of Logistics, Storage, Supply Chain.</td>
</tr>
<tr>
<td></td>
<td>Special</td>
<td>Drug Information System Compliance Management and Application</td>
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Digital Advertising

Banner PROCESS China

PROCESS

**DOMAIN**
chem.vogel.com.cn

**Page Impressions**

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<tr>
<th></th>
<th>Monthly</th>
<th>Daily</th>
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<tbody>
<tr>
<td></td>
<td>700,013</td>
<td>23,334</td>
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Ø Unique Visitors

<table>
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<tr>
<th></th>
<th>Monthly</th>
<th>Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>167,931</td>
<td>5,597</td>
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<table>
<thead>
<tr>
<th>POSITION</th>
<th>CODE</th>
<th>SPECS (PX)</th>
<th>FORMAT</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Across Column Ad (big)</td>
<td>Q01</td>
<td>1920×350(PC) 750×300(mobile)</td>
<td>jpg/gif</td>
<td>3,000.00</td>
</tr>
<tr>
<td>Right Banner Ad</td>
<td>Q02</td>
<td>320x180</td>
<td>jpg/gif</td>
<td>2,600.00</td>
</tr>
<tr>
<td>Top Across Column Ad</td>
<td>Q03</td>
<td>1200x100</td>
<td>jpg/gif</td>
<td>2,680.00</td>
</tr>
<tr>
<td>Middle Column</td>
<td>Q04</td>
<td>1200x100</td>
<td>jpg/gif</td>
<td>2,600.00</td>
</tr>
</tbody>
</table>

All prices in EUR plus VAT.
Digital Advertising

Banner PharmaTEC China

**PharmaTEC**  
**DOMAIN**  
pharm.vogel.com.cn

**Page Impressions**  
- Monthly: 681,759  
- Daily: 22,752

**Unique Visitors**  
- Monthly: 146,711  
- Daily: 4,890

<table>
<thead>
<tr>
<th>POSITION</th>
<th>CODE</th>
<th>SPECS (PX)</th>
<th>FORMAT</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Across Column Ad (big)</td>
<td>Q01</td>
<td>1920x350(PC)</td>
<td>jpg/gif</td>
<td>3,000.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>750x300(mobile)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Right Banner Ad</td>
<td>Q02</td>
<td>320x180</td>
<td>jpg/gif</td>
<td>2,600.00</td>
</tr>
<tr>
<td>Top Across Column Ad</td>
<td>Q03</td>
<td>1200x100</td>
<td>jpg/gif</td>
<td>2,680.00</td>
</tr>
<tr>
<td>Middle Column</td>
<td>Q04</td>
<td>1200x100</td>
<td>jpg/gif</td>
<td>2,600.00</td>
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</table>

All prices in EUR plus VAT.
**Newsletter PharmaTEC China**

<table>
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<tr>
<th>POSITION</th>
<th>CODE</th>
<th>SPECS (PX)</th>
<th>FORMAT</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
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<td>jpg/gif</td>
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<tr>
<td>Semi Banner</td>
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<td>405x40</td>
<td>jpg/gif</td>
<td>1,350.00</td>
</tr>
</tbody>
</table>

All prices in EUR plus VAT.

**PharmaTEC**

**DOMAIN**

pharm.vogel.com.cn

**E-Newsletter Frequency**

1 issue / 2 month

(on the 10th day of each month)

**Recipients per issue**

80,000

**Opening Rate**

>20%
**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 teams of PROCESS China and PharmaTEC/FoodTEC 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 PROCESS China</th>
<th>PRICE PharmaTEC China</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline</td>
<td>Q01</td>
<td>Text + Foto</td>
<td>2,800.00</td>
<td>2,000.00</td>
</tr>
<tr>
<td>Subline</td>
<td>Q02-03</td>
<td>Text + Foto</td>
<td>1,600.00</td>
<td>1,000.00</td>
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</tbody>
</table>

All prices in EUR plus VAT.

**PROCESS CHINA**

Followers 134,295*

*Date: 22.08.2023

**PharmaTEC**

Followers 76,058*

*Date: 22.08.2023

*
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

<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/email</td>
</tr>
<tr>
<td>10,000 – 30,000 recipients</td>
<td>0.20/email</td>
</tr>
<tr>
<td>More than 30,000 recipients</td>
<td>0.15/email</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: General manager/president/CEO/chief representative/factory director/owner/chief engineers
- Middle level director: Vice manager/GM assistant/executive assistant/executive secretary/office administrator
- Technology/design director
- Production/manufacturing director
- Equipment dynamic department director
- Purchasing director
- Engineering director
- QC director
- Technologists such as technician/designer/manufacturing engineer/instrument engineer/electrical engineer/QC engineer
Online Conferences
The exclusive moving image format for the full attention of your target group!

Your Benefit

- **High-quality content**
  PROCESS China and PharmaTEC/FoodTec China present in regular online conferences current technological developments.

- **Full access to your target group**
  PROCESS China and PharmaTEC/FoodTec China promote 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 6,200.00
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 Video Promotion

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.

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**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 PROCESS and PharmaTEC 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

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**Prices**

| Each Trade Fair Video Promotion Package | 4,900 |

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**Discounts**

When booking several Trade Fair Video Promotion packages, you will receive a discount per package

| 3 Trade Fair Video Promotion packages | 5 % |
| 6 Trade Fair Video Promotion packages | 8 % |
| 9 Trade Fair Video Promotion packages | 10 % |

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.

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 x 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>■</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 in €</strong></td>
<td><strong>2,490.00</strong></td>
<td><strong>11,990.00</strong></td>
<td><strong>22,990.00</strong></td>
</tr>
</tbody>
</table>

## BASIC SERVICE

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>PRICE</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>2,500.00</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>Price</th>
<th>Amount</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.

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
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sales@vogel.de
We empower you!

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