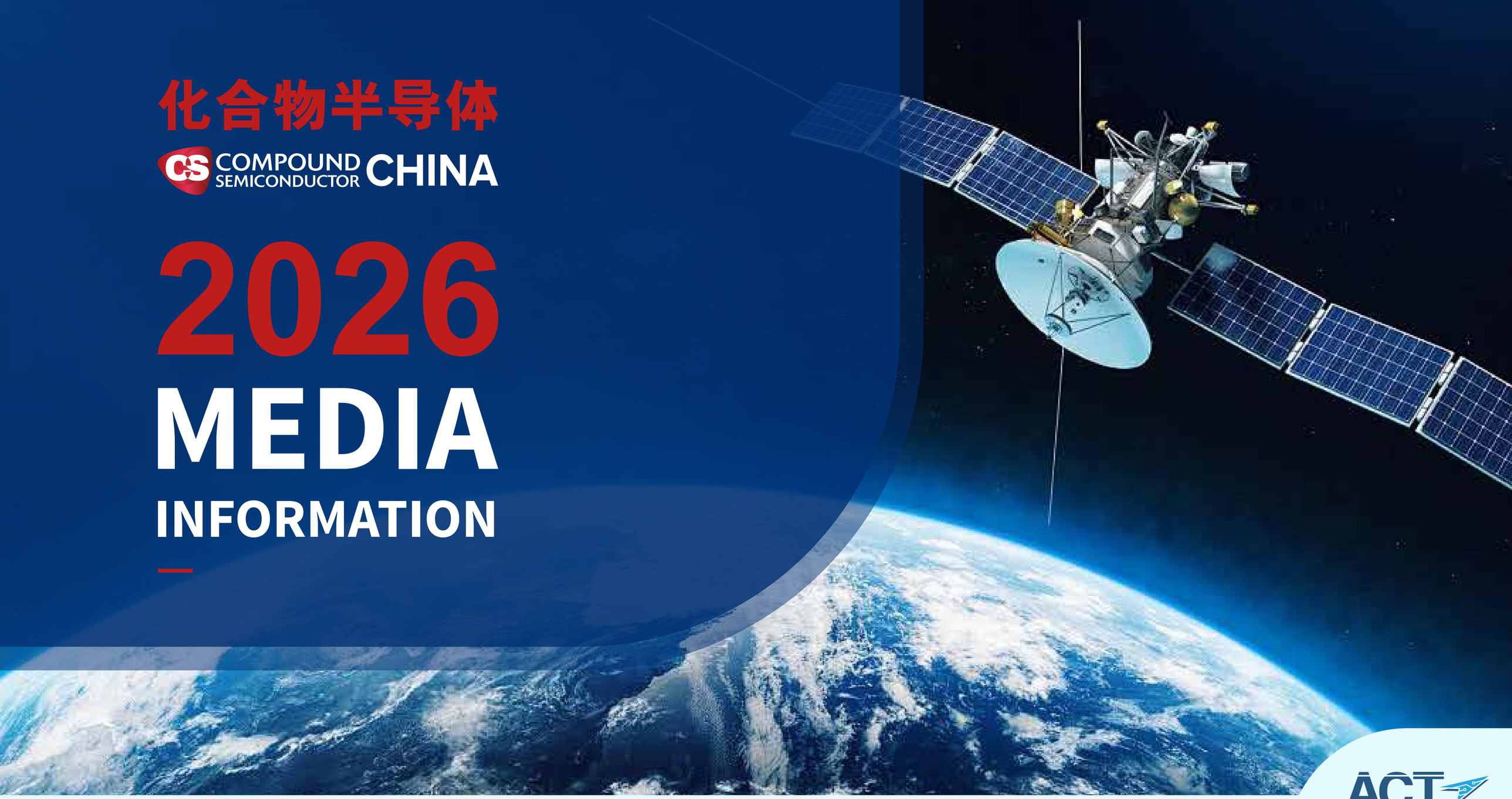
化合物半导体

COMPOUND SEMICONDUCTOR CHINA

2026 MEDIA INFORMATION



WWW.COMPOUNDSEMICONDUCTORCHINA.NET

ACT INTERNATIONAL

INTRODUCTION

The application of compound semiconductors is seeing continuous growth across numerous markets. Clearly, electric vehicles and data centers will continue to be areas with good growth prospects. Micro-LED display applications and Silicon Photonics Applications are also markets that are seeing very good development. In addition to these mature applications, compound semiconductor technology is also developing in some new markets, including Artificial Intelligence, Low-Altitude Economy, and Smart Grid, among others.

At the same time, the compound semiconductor industry itself is undergoing tremendous changes. Scientific research continues to develop new compound semiconductor materials and applications, such as gallium oxide, Aluminum Nitride, and diamond. The industry has improved specialized tools for designing compound semiconductor devices. Various manufacturing technologies continue to evolve.

China has long played a significant role in the compound semiconductor industry, and the Chinese government has given even greater support to this industry. In the coming years, China plans to invest more in the development of wide-bandgap semiconductors, a future industry. However, for now, China still relies on importing a large amount of semiconductor manufacturing equipment, materials and devices from foreign suppliers. According to SEMI estimates, the growth rate of China's semiconductor industry leads the world, higher than the global average. The third-generation semiconductor market will exceed 4 billion US dollars in 2025, with the Chinese market accounting for about35%, and the third-generation semiconductor market will break through the 10 billion US dollars threshold by 2028.

The Chinese version of Compound Semiconductor magazine was founded in 2005. It provides in-depth analysis and timely information reports on the global compound semiconductor industry for professional readers in China, expanding readers' focus and global vision. **Compound Semiconductor China** magazine publishes both print and digital editions in simplified Chinese, delivered bimonthly to more than 30,000 readers (print + digital) , and gave more gifts in major industrial activities across the country.

The main content of **Compound Semiconductor China** magazine and its website and e-newsletters is selected from Compound Semiconductor, the most respected and authoritative English magazine in its field. Articles written by professional reporters from Compound Semiconductor magazine (all of whom come from industry and research backgrounds) and technical topics written by industry-leading companies have been widely praised by the industry. **Compound Semiconductor China** editorial is carefully selected and complemented with local stories by a Chinese editorial team to better meet the needs of the Chinese local market.

For compound semiconductor companies that want to enter the Chinese market and obtain profit returns, **Compound Semiconductor China** is the most influential platform and professional media option available in the market.

化合物半导体
COMPOUND SEMICONDUCTOR CHINA

Free
Subscription

COMPLETE COVERAGE

化合物半导体
COMPOUND SEMICONDUCTOR CHINA

Readers: 30,571
(Sep 2025)

Visits IP: 130,653
(Jul 2025)

ENGLISH EDITION

CHINESE EDITION

WeChat

WeChat followers: 35,296
(Sep 2025)

eDM

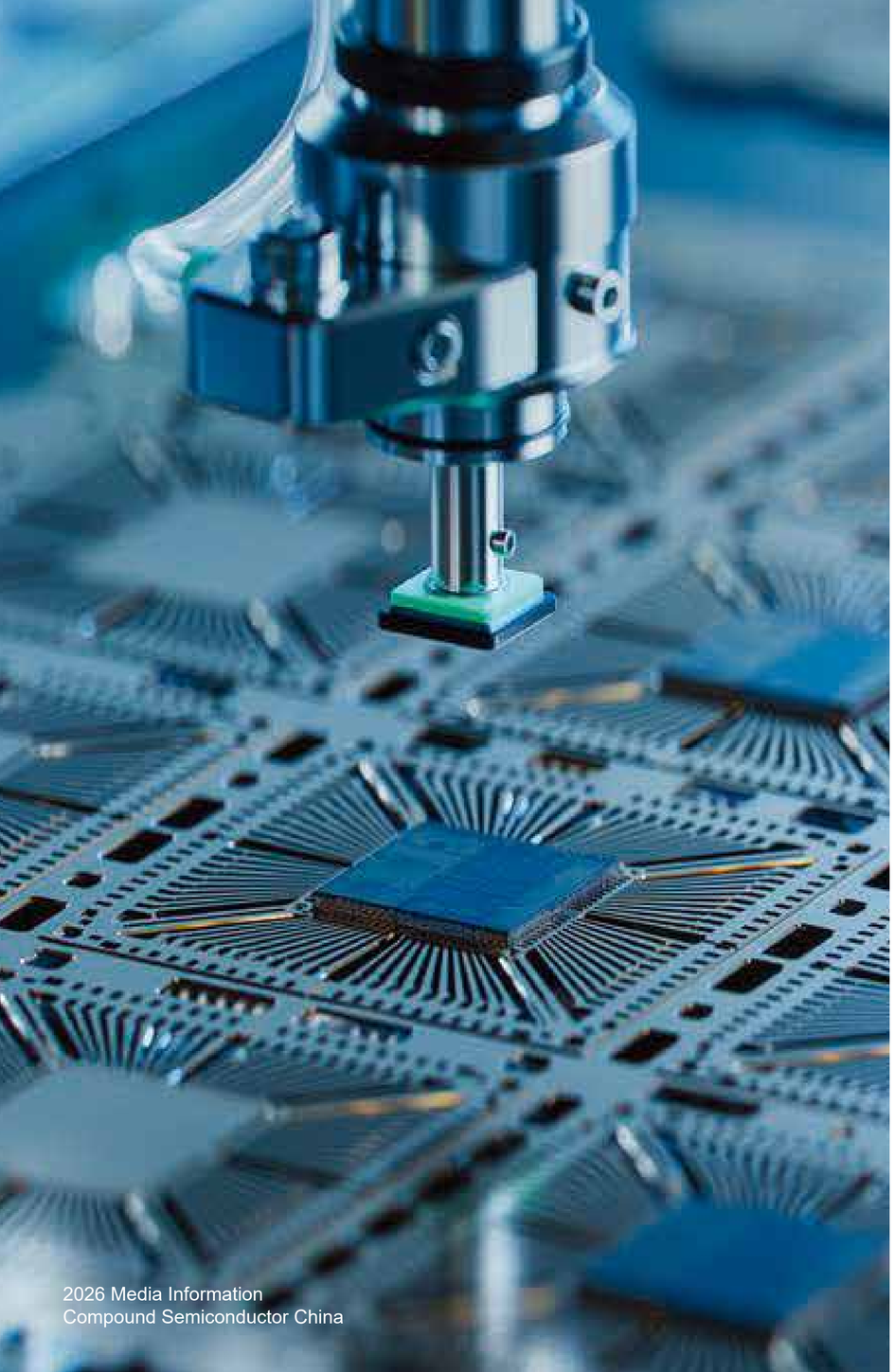
Conference delegate: 20,000+
(Sep 2025)

WEBSITE

WeChat Channels

eFOCUS

Cooperating Self-Media



circulation

Compound Semiconductor China Edition is the primary information source for professionals working with compound semiconductormaterials and devices. Each issue is distributed for over 3000 copies (print & digital) copies to qualified individuals in China.

Job Functions	Semiconductor process / process development	18.7%
	Company management	15.6%
	Research and development	7.8%
	Material science	6.4%
	Academic research	6.1%
	Financial / market analysis	6.0%
	Application / design / process / equipment engineering	5.9%
	Performance / testing	5.4%
	Epitaxy	5.1%
	Science / engineering / technology management	4.8%
	Device / IC R & D design	3.3%
	Packaging	3.0%
	Reliability / quality control	2.7%
	Procurement	2.6%
	Others	6.6%
	Total	100.0%
Company Types	Semiconductor equipment or material company	19.4%
	Semiconductor foundry or fab	18.2%
	Academic / government semiconductor research institute	12.9%
	System / component manufacturers using compound semiconductor devices	8.3%
	Epitaxial wafer / substrate supplier	8.2%
	Investment company or market research / analysis	6.0%
	Device/IC R&D and design company	5.2%
	IDM	2.4%
	Others	19.4%
	Total	100.0%
Breakdown by Region	East China	48.5%
	South China	24.0%
	North China	12.6%
	Central China	4.9%
	Southwest China	3.5%
	Northwest China	2.7%
	Northeast China	1.9%
	Taiwan	0.8%
	Hong Kong	0.5%
	Others	0.6%
	Total	100.0%

EDITORIAL CALENDAR

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CS China is published in Simplified Chinese and all contents are edited and translated by experienced editors and experts in the field.

Issue	Feb/Mar Issue: date: Feb 26 Materials: Feb 13 Ad booking: Feb 06 Editorial: Jan 26	Apr/May Issue: date: Apr 22 Materials: Apr 15 Ad booking: Apr 08 Editorial: Mar 25	Jun/Jul Issue: date: Jun 24 Materials: Jun 17 Ad booking: Jun 10 Editorial: May 27	Aug/Sep Issue: date: Aug 26 Materials: Aug 19 Ad booking: Aug 12 Editorial: Jul 29	Oct/Nov Issue: date: Oct 28 Materials: Oct 21 Ad booking: Oct 14 Editorial: Sep 23	Dec/Jan Issue: date: Dec 23 Materials: Dec 16 Ad booking: Dec 09 Editorial: Nov 25
Cover Story	AR/VR applications	Photonics integrated	TSSG SiC	Diamond semiconductor growing	Data center application	Smart Grid application
Tech Features	Visible light communication	Micro-LED	VCSEL laser	AI appocation	Electric vehicle application	Gallium oxide crystal growth
Column	GaN power electronics	SiC substrate	GaN substrate	Gallium oxide diode	Diamond semiconductor device	SiC IGBT
Special Supplements	SiC power electronics	AlN substrate	InP Optoelectronics	Gallium oxide MOS	Gallium oxide epitaxial	BN
Bonus Distribution	• Semicon China Shanghai, Mar 23-25 • Laser World of Photonics China, Shanghai, Mar 17-19	• SNEC International PV Power Expo, May	• Guangdong Int'l Lighting Fair, Jun	• Semicon Taiwan, Sep • CIOE, Shenzhen, Sep • EDICON China, Beijing, Sep	• China Solid-State Lighting, Nov	

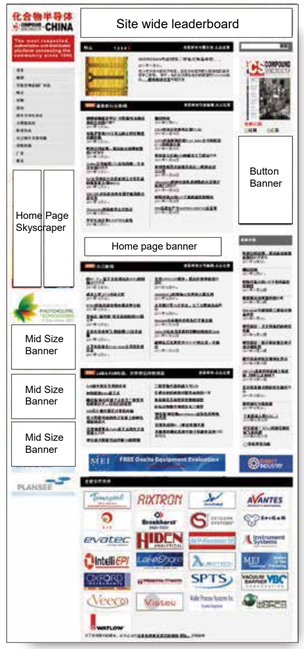
eFocus (eNewsletter) schedule

Date	Theme
Jan 09	SiC power electronic devices
Feb 06	Diamond semiconductor growth
Mar 13	Gallium oxide crystal growth
Apr 10	Electric Vehicle Applications
May 15	GaN radio frequency device
Jun 12	Gallium oxide device
Jul 17	Photonics integrated
Aug 14	Deep UV LED
Sep 11	AlN
Oct 16	GaAs device
Nov 13	InP Optoelectronics
Dec 18	VCSEL

ADVERTISING RATE

化合物半导体
COMPOUND SEMICONDUCTOR CHINA

Online Banner



Position	Ad Size (pixels)	Price/ Month			
		RMB	£	€	US$
Leader Board	728 x 90	10500	1170	1320	1360
Home Page Banner	468 x 60	6680	740	840	870
Home Page Skyscraper	100 x 400	9150	1020	1150	1190
Button Banner	180 x 300	9150	1020	1150	1190
Mid Size Banner	215 x 150	3980	440	500	520

All banner spaces allow 2 rotations

Position	Ad Size (pixels)	Price/ Month					
		RMB			US$		
		One week	Two week	Four week	One week	Two week	Four week
Welcome Banner	215 x 150	3750	6750	13500	490	880	1750

*File format: JPEG
(1) Duration of display: 15 sec. or closed by browser
(2) “Welcome banner” appears one time per day, per browser

www.compoundsemiconductorchina.net

Magazine (4 Color)

	RMB		£		€		US$	
	1x	6x	1x	6x	1x	6x	1x	6x
Full Page	23100	20780	2570	2310	2900	2610	3000	2700
2/3 Page H/V	19730	17780	2190	1970	2480	2240	2560	2310
1/2 Page Island	19730	17780	2190	1970	2480	2240	2560	2310
1/2 Page H/V	18150	16350	2020	1820	2280	2060	2360	2120
1/3 Page H/V	13280	11930	1470	1320	1670	1500	1720	1550

	RMB	£	€	US$
Cover II	33000	3660	4150	4280
Cover III	26400	2930	3320	3430
Cover IV	34650	3850	4360	4500
Page One	33000	3660	4150	4280
Facing Table of Content	27750	3080	3490	3600
Other specified positions	+ 10%			

Free
Subscription

mechanical specifications

Send your booking orders & ad materials by email, courier or FTP upload.
Contact us at adservice@actintl.com.hk or our sales representatives for details.

	Spread Page	Full Page	1/2 Page Vertical	1/2 Page Horizontal	1/2 Page Island	1/3 Page Vertical	1/3 Page Horizontal	1/4 Page Vertical	1/4 Page Horizontal
有效面积 Live Area (Non-Bleed)	400mm x 277mm 15.75" x 10.9"	190mm x 277mm 7.48" x 10.9"	76mm x 240mm 2.99" x 9.45"	168mm x 113mm 6.61" x 4.45"	113mm x 183mm 4.45" x 7.2"	46mm x240mm 1.81" x 9.45"	168mm x 73mm 6.61" x 2.87"	76mm x 112mm 2.99" x 4.41"	168mm x 52mm 6.61" x 2.05"
裁切尺寸 (Trim)	420mm x 297mm 16.54" x 11.69"	210mm x 297mm 8.27" x 11.69"	86mm x 250mm 3.39" x 9.84"	178mm x 123mm 7" x 4.84"	123mm x 193mm 4.84" x 7.6"	56mm x 250mm 2.2" x 9.84"	178mm x 83mm 7" x 3.27"	86mm x 122mm 3.39" x 4.8"	178mm x 62mm 7" x 2.44"
出血尺寸 (Bleed)	426mm x 303mm 16.77" x 11.93"	216mm x 303mm 8.5" x 11.93"							

ADVERTISING RATE

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Product Focus

- Distribute your latest product information to 12,000 industry professionals
- Deliver via eNewsletter, directly to the readers' screens
- Inquirers can easily download product information. Inquirers' email addresses collected and provided to advertisers

Net Cost per each resource unit USD/500

Specifications:
1. One photo with 300 dpi or higher resolution; no animation
2. About 100 Chinese characters (50 English words) for the introduction
3. Click for more details on CS China's website
4. One email address to receive leads (email addresses of inquirers). Leads will be provided two weeks and four weeks after publication

Position	Leaderboard	Middle 1/2
Dimension (pixels, w x h)	728 x 90	350 x 180
Size	60k	40k
Format	JPG	JPG
Per month	¥ 8500 $ 1100 £ 940 € 1070	¥ 5000 $ 650 £ 550 € 630

eFocus (eNewsletter)

Position	Dimension (pixels, w x h)	Size	Format	Per issue
Top Banner	728 x 90	60k	JPG/GIF	¥ 8500 £ 940 $ 1100 € 1070
Banner 1	350 x 180	40k	JPG/GIF	¥ 8500 £ 940 $ 1100 € 1070
Banner 2/3/4	350 x 60	30k	JPG/GIF	¥ 5000 £ 550 $ 650 € 630

CONTENT MARKETING PROGRAMS

化合物半导体 COMPOUND SEMICONDUCTOR CHINA

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

- Placement on the HOMEPAGE during 1st month (text link or banner)
- Inclusion in 1x CS China FLASH e-newsletter
- One dedicated email promo
- One WeChat promo
- Archived in the White Papers section of the website for 1 year
- Sales leads captured

1x	¥ 11250 $ 1460 £ 1250 € 1410
4x	¥ 37500 $ 4870 £ 4170 € 4720
6x	¥ 49500 $ 6430 £ 5500 € 6230
12x	¥ 90075 $ 11700 £ 10010 € 11330

Video

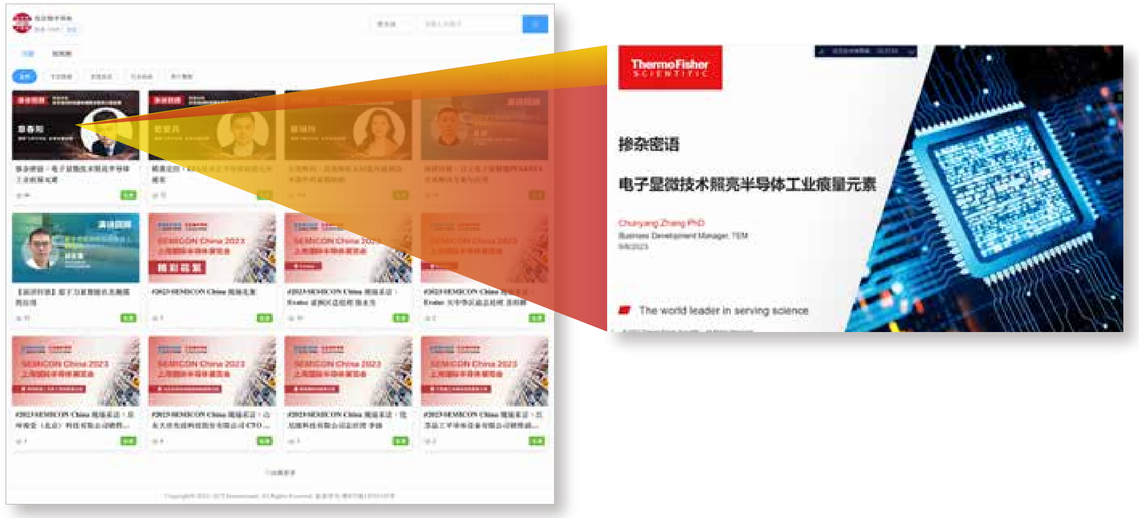
The Power of Video Marketing

- An effective way to convey your message in a memorable way
- Stand out in the crowd
- 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 CS China's homepage (text link or banner)
- Promotion in CS China's website's "Video" section
- One dedicated email broadcast promoting your video
- One WeChat promo

Cost: ¥ 10500 $ 1360 £ 1170 € 1320



CONTENT MARKETING PROGRAMS

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Webinar

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.

- Promotion in Website (text link or banner)
- Two dedicated email promos
- One WeChat promo
- Promotion in CS China eNewsletters
- Sponsors logo on all promo material
- Ability to add up to 4 additional, customized registration questions (optional)
- Sponsors receive full contact information on all registrants as available

Live Webcast ¥35100 $4560 £3900 €4410
View on demand Webcast ¥24600 $3190 £2730 €3090

Welcome Ads

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.

1 week	¥3780 $490 £420 €470
2 weeks	¥7240 $940 £800 €910
4 weeks	¥13580 $1760 £1510 €1710

WECHAT CONNECTS

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CS COMPOUND SEMICONDUCTOR CHINA

WeChat is China's online social service to chat and share information with friends, read news, play games, track their fitness goals, make voice and video calls, shop online, and even pay for lunch. 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.

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

Within our WeChat environment you can deliver messages to customers

- Promoting tech articles
- For new product launch information
- Use the site as a recruitment tool
- By using banner-like ads as page breaks between articles sent by WeChat, or to
- Set up customized WeChat programs

Consult us for your WeChat programs.

CS China WeChat followers

35296+

WeChat Advertising Opportunities

			$	£	€	¥
Article blast	1st article	1st article of the wechat message blast to full list	700	590	670	5400
	Other positions	Article place in other positions	460	390	440	3500
Ad blast	First ad	Banner size: 900 x 250 px, on top of the wechat message for 2 times (random) within 4 blasts (2 weeks)	400	340	380	3080
	Other positions	Banner size: 900 x 250 px, in between articles of the wechat message for 2 times (random) within 4 blasts (2 weeks)	300	250	280	2300
Video blast	Quick video of for interviews, educations, solutions etc.	Video of 2-3 mins. supplied or aided by CSC team . include one article blast for promotion	1000	850	960	8850
New Product blast	Product Showcase	Product picture and introduction, with URL	700	590	670	5400

Enjoy frequecy discount for multiple insertions within a 12 month period

3x	5%
6x	10%
9x	15%
12x and above	20%

Contact Us

化合物半导体 COMPOUND SEMICONDUCTOR CHINA

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Commercial Cooperation