

Bodo's 功率系统®

Bodo's Power Systems China
Media Kit 2020

Bodo's 功率系统®

Your link to China's Power Electronics,
Power Management, Power Conversion, Intelligent and Embedded Motion Control Market

Welcome to *Bodo's Power China*

Since 2006, *Bodo's Power* magazine has been one of the world's leading publications for Power Electronics, Power Management, Power Conversion, Intelligent and Embedded Motion Control markets for systems design engineers with a monthly readership of over **40,000** for both online and printed.

Now, *Bodo's Power* arrived in China in March 2012 and successfully brings international news, information and feature stories to the world's fastest growing market place. *Bodo's Power China* is available in print and electronic format, as well as offering a monthly eFlyer for the latest news. *Bodo's Power China* is your fastest and most qualified link to the important systems design engineers who specify, buy and order your products.

The Content

The publication features a unique global and local perspective with a diverse editorial and content provided by industry, academia and research focused on offering power electronics and related application businesses, scientific research institutions, universities and academics with the latest information, cutting edge technologies and new product profiles.

The publication content includes comprehensive technology development and product applications for embedded power, design measurement, battery, portable power, digital power, design and simulation, high-power switching, high-voltage transformers, IGBT and thermal management etc.

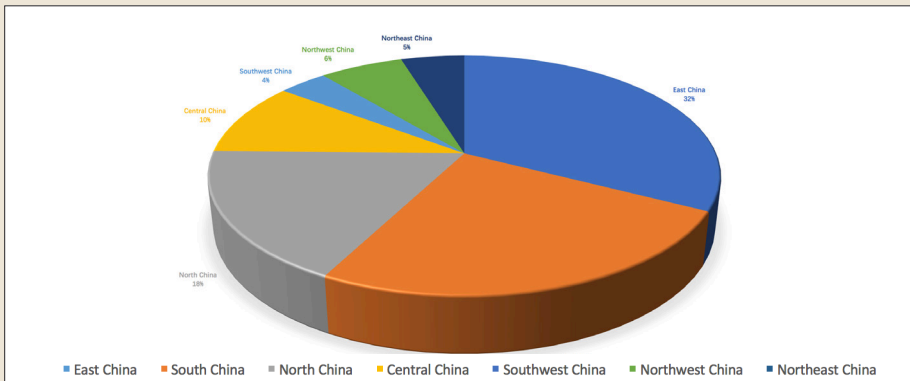


Bodo's Power China
is published by
China i2i Group

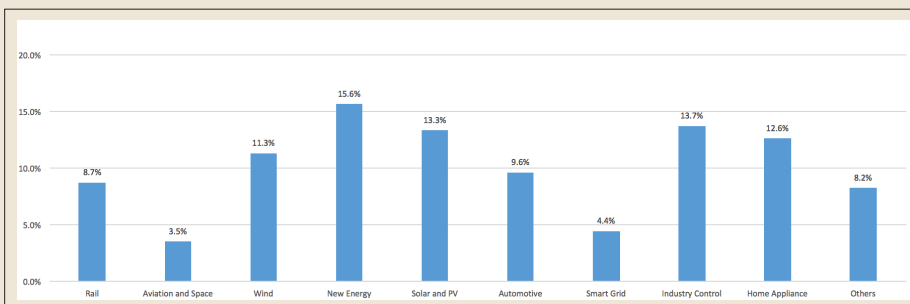
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Circulation - Print Run

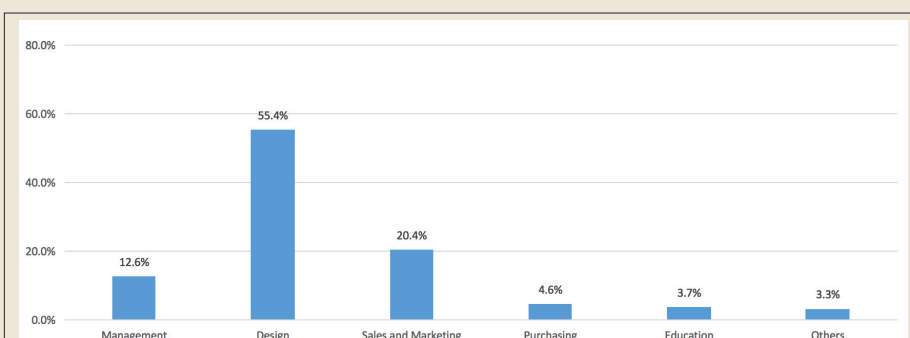
East China	4532
South China	3486
North China	2455
Central China	1379
Southwest China	511
Northwest China	874
Northeast China	663
Print Readers Total	13900



Circulation Profile - Industry



Circulation Profile - Job



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Advertising Rates

Full Page	2995 Euro
Half Page	1850 Euro
Third Page	1050 Euro
Quarter Page	880 Euro

Production Requirements

Closing dates: 15th of previous month

Mailing is usually on the 1st week of its distribution month. For bi-monthly issues, mailing is usually on the third week of its distribution month.

Mechanical Requirements:

are based on 210 mm W X 285 mm H Format

Full Page:	210 mm W x 285 mm H
Half Page Horizontal:	185 mm W x 130 mm H
Half Page Vertical:	90 mm W x 245 mm H
Third Page Horizontal:	185 mm W x 85 mm H
Third Page Vertical:	60 mm W x 245 mm H
Quarter Page:	90 mm W x 123 mm H

3 mm bleed on each side of the ad material is required.

Note: *Bodo's Power Systems China* has the right of final interpretation.

Send Materials to:

Electronically
xumin@i2imedia.net

The attachment of ad materials should be less than 30 MB to the above email address. Any larger files (over 30 MB) can be sent to us via <https://chinai2igroup.wetransfer.com/>



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Bodo's Power China Web Banner

The screenshot shows the Bodo's Power China website interface. The main navigation bar includes '资讯综合', '科技分类', '应用行业', '展会', '面对面', '人物', '视频专区', '在线杂志', and '免费订购'. The content area is divided into several sections:

- 1:** A large blue banner at the top of the main content area.
- 2:** A featured article titled 'MaximDeepCover@安全认证为IoT节点提供强大的系统保护与安全控制' with an image of an A5995 chip.
- 3:** A '市场' (Market) section with multiple articles, including '德系三强发力中国新能源车市场' and '全球锂电池市场规模分析'.
- 4:** An '企业' (Company) section with articles like 'IEPCG 2016年第7期' and 'RS Components 采购电子商务'.
- 5:** A '展会' (Exhibition) section at the bottom featuring '创客盛宴·上海' (Maker Feast Shanghai) from October 15-16, 2016.

This is a detailed view of a featured article on the website. The article title is 'Power Integrations推出全新SCALE-2封装功率IGBT模块, 可支持多种IGBT模块'. It includes a sub-headline '适合450V应用的英诺、强大的IGBT功率模块' and an image of a green PCB with a power IGBT module. The text describes the new SCALE-2 packaging technology and its benefits for various applications.

The screenshot shows a website analytics dashboard with the following data:

浏览数(浏览)	访客数(访客)	浏览量	跳出率	平均访问时长
14,428	7,551	7,332	23.06%	00:06:21

Website Banner Rate (by month)

Home Page Position 1 Size: 728 x 90
Price: 900 USD / 810 Euro / 6050 RMB

Home Page Position 2 Size: 300 x 250
Price: 1100 USD / 995 Euro / 7400 RMB

Home Page Position 3 Size: 300 x 250
Price: 1100 USD / 995 Euro / 7400 RMB

Home Page Position 4 Size: 300 x 250
Price: 1100 USD / 995 Euro / 7400 RMB

Home Page Position 5 Size: 728 x 90
Price: 700 USD / 630 Euro / 4700 RMB

Inner Page Position 6 Size: 660 x 82
Price: 1100 USD / 995 Euro / 7400 RMB

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Bodo's Power China eFlyer and WeChat Platform

2016.09.19 Bodo's功率系统/电力电子网eFlyer [View this email in your browser](#)



powered by 电力电子网 didx360.com

To <<First Name>>

时间总是过得那么快，中秋佳节刚刚结束，我们又匆匆返回到了各自的工作岗位。好好利用接下来的两周工作时间，争取以“工作零负担”迎接即将到来的十一长假。

本周三至周四（21-22号），第四届SAE 2016新能源汽车国际论坛将在昆山举办，会议涵盖市场分析与发展、OEM新能源汽车、电驱动系统及零部件等。有兴趣的朋友可以点击右侧封面免费阅读在线阅读，或点击[这里](#)免费阅读订阅纸质版杂志。

Bodo Art
Bodo's功率系统杂志主编

2016年9月刊在线阅读

1

市场及企业

Digi-Key 数字服务帮助客户更快地获取最新信息
全球电子元器件经销商 Digi-Key Electronics 宣布正式推出其微信公众号——微信是商业和社交领域中最常用的移动媒体平台之一。

ROHM亮相“2016深圳国际电子展”，尖端产品结构综合解决方案
全球知名半导体制造商ROHM现身在深圳会展中心举办的“2016深圳国际电子展（ELEXCON2016）”。

英飞凌面向台湾iPASS交通票务系统的全新一代智能可穿戴设备保驾护航
现在，台湾的公共交通乘客可使用一系列新的支持iPASS系统的安全可穿戴设备。

伍尔特电子Midcom提供带有SOCRATESTM 芯片的SHDSL评估板
作为德国工程公司Teleconnect的合作伙伴，伍尔特电子Midcom子公司为SHDSL Ethernet First Mile (EFM) (EFM) 模组带来SOCRATESTM 评估板，使用英特尔Lantiqu的SOCRATESTM SHDSL 芯片组。

未来新能源汽车企业或被新国家提出市场
产业的迅猛发展，让中国在成为全球最大的新能源汽车市场的同时，也让“电动汽车安全”成为行业内内外共同关注的焦点。

2

特色新品推荐

Allegro MicroSystems, LLC推出全新双极步进电机和大电流直流电机驱动器IC
全新40 V电机驱动器IC A5089能够驱动一个步进电机和一个直流电机，步进驱动器的额定输出电流高达1.8A，直流驱动器则为3.2A。

Fairchild 的新的Buck-Boost稳压器解决了移动设备的过热及掉电问题
该先进的数字可编程降压-升压 (Buck-Boost) 稳压器，为智能手机、平板电脑等其他电池供电移动设备提供电源。

Mocana Security of Things Platform™支持英飞凌OPTIGA™ TPM
嵌入式系统安全专家Mocana已将支持英飞凌OPTIGA™ TPM (可信平台模块) 安全控制器作为标准特性，集成到其最新的Security of Things Platform™中。

基美电子扩展200摄氏度高压电容器产品
基美电子 (KEMET) 宣布向高压高温 (HV-HT) 表面贴装多层陶瓷电容器产品线增加EIA 2824、3040、3640和4540封装尺寸。这些增加的封装尺寸在200摄氏度环境下允许有高达150 nF的对温度稳定的电容。

3

关注我们的社交媒体 Follow us on our social media

关于及合作
Bodo's功率系统杂志/电力电子网专注于电力电子，全面覆盖嵌入式电源、设计测量、电池、便携式电源、数字电源、设计与模拟、大功率开关、高压变频器、IGBT、热能管理等科技发展与产品应用。

投稿及广告合作等需求，请联系：
电话：86-21-60956570 邮箱：bpec@i2i-m.com.cn 网址：www.didx360.com

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【市场】SiC、GaN功率半导体市场规模快速增长 2020年破10亿美元

2016年3月18日 下午2:40

了解 | GE的碳化硅技术

新推 | Amantys推出功率分析配置器

关于杂志

高层 | 本期封面 全球销售副总裁

围观 | 订阅杂志 集聚地

投稿合作

Bodo杂志 微世界 厂商社区

头条 | 应用于大功率电力电子系统的IGCT技术最新进展

2016-05-27 ABB半导体 Bodos功率系统

推广：

在这篇文章中，我们回顾了广泛应用于大功率电力电子系统的IGCT器件的最新进展，也对目前主要IGCT最新技术及其实验结果进行了讨论，同时对IGCT全新结构和未来发展趋势进行了展望。

目前IGCT已经成为大多数大功率电力电子设备的首选电力电子器件，如中压传动、静止同步补偿器 (STATCOM) 及抽水储能发电等(1, 2)。目前在电流源型逆变器 (CSI) 和电压源型逆变器 (VSI) 应用中普遍采用的4.5kV到6.5kV额定电压范围的IGCT器件不断得到优化，最新的结构有非对称型IGCT、对称/逆阻型

点，其中每一个技术平台都会介绍其对器件设计及性能改善所做出的主要贡献，相应的样品制作与测试结果也会一一介绍。

关于本篇文章的更多详细内容，请关注Bodo's功率系统杂志6月刊。

源自德国
Bodo's功率系统
www.didx360.com

阅读全文 阅读 1210 9 投诉

eFlyer Banner Rate (by time)

eFlyer Banner Ad 1 Size: 570 x 80
Price: 400 USD / 360 Euro / 2700 RMB

eFlyer Banner Ad 2 Size: 570 x 80
Price: 400 USD / 360 Euro / 2700 RMB

eFlyer Banner Ad 3 Size: 570 x 80
Price: 400 USD / 360 Euro / 2700 RMB

WeChat Banner Rate (by month, 4 times a month)

Size: 900 x 500
Price: 500 USD / 450 Euro / 3300 RMB

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Editorial Planner 2020

Jan / Feb 2020

Power Management
Digital Power
Magnetic Components
Measurement
New Year Greetings

March / April 2020

IGBTs
Power Modules
Capacitors
Thermal Management
Transformer
Electronica China Preview

Electronica China 2020
APEC 2020
SEMICON China 2020
NEPCON China 2020
PCIM Europe 2020

May 2020

Digital Power
Power ICs
Power Modules
Communication Power
GaN
Digital Power
Technology

SNEC 2020
Beijing Essen Welding &
Cutting Fair 2020 in Shenzhen

June 2020

IGBTs
SiC
Motion Control
Power Management
Power Modules
Thermal Managements
PCIM Asia Preview

PCIM Asia 2020

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Editorial Planner 2020

July / Aug 2020

Passive Components
MOSFETs
Alternative Energy
Magnetic Components
Charger Supply

Int'l EV Supply Equipments Fair
Shanghai
International Super-capacitor
Industry Fair 2020

Sep 2020

IGBTs
Digital Power
Power Modules
Passive Components
Capacitors

SENSOR CHINA Expo &
Conference 2020
CIIF 2020

Oct 2020

Motor Drives
Magnetic Components
MOSFETs
Power Modules
Technology

China Wind Power 2020

Nov / Dec 2020

Power Management
Power Modules
MOSFETs
Digital Power
Communication Power
Charger Supply

China Electronics Fair 2020