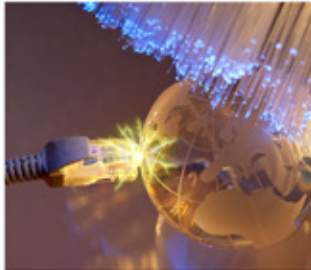


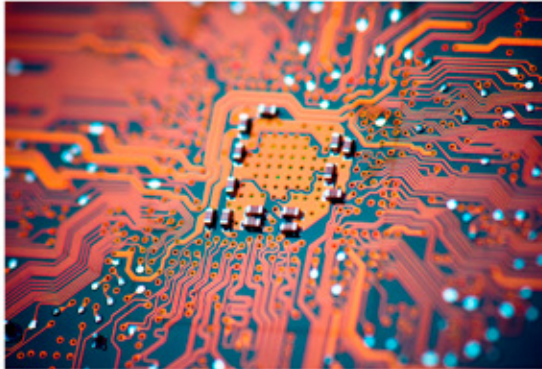
global sources

GSTN 环球技术网

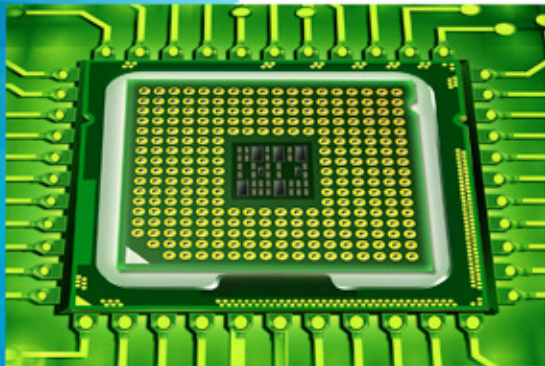
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Technology Network

2015 Media Kit



Achieve your goals with the right media partner

As a successful marketer, the pressure is on to expand your business into new markets, increase your sales and market share.

Your job is to choose the most effective strategies that deliver excellent brand awareness and high quality sales leads. At the same time, you need to be confident that your tactics will generate the best return on investment, all while fighting off fierce competition.

Choosing the right media partner will help you achieve all these, and more. **Global Sources Technical Network – GSTN** – is your partner for success. We help you reach and engage over one million senior engineers and managers, stand out from the competition, and build your business in the world's fastest-growing semiconductor market – Asia.



Asia and China's electronics industries are key to your success

Asia is by far the largest and fastest-growing semiconductor market in the world. It's rich with opportunities for you to build your client base and profitability.

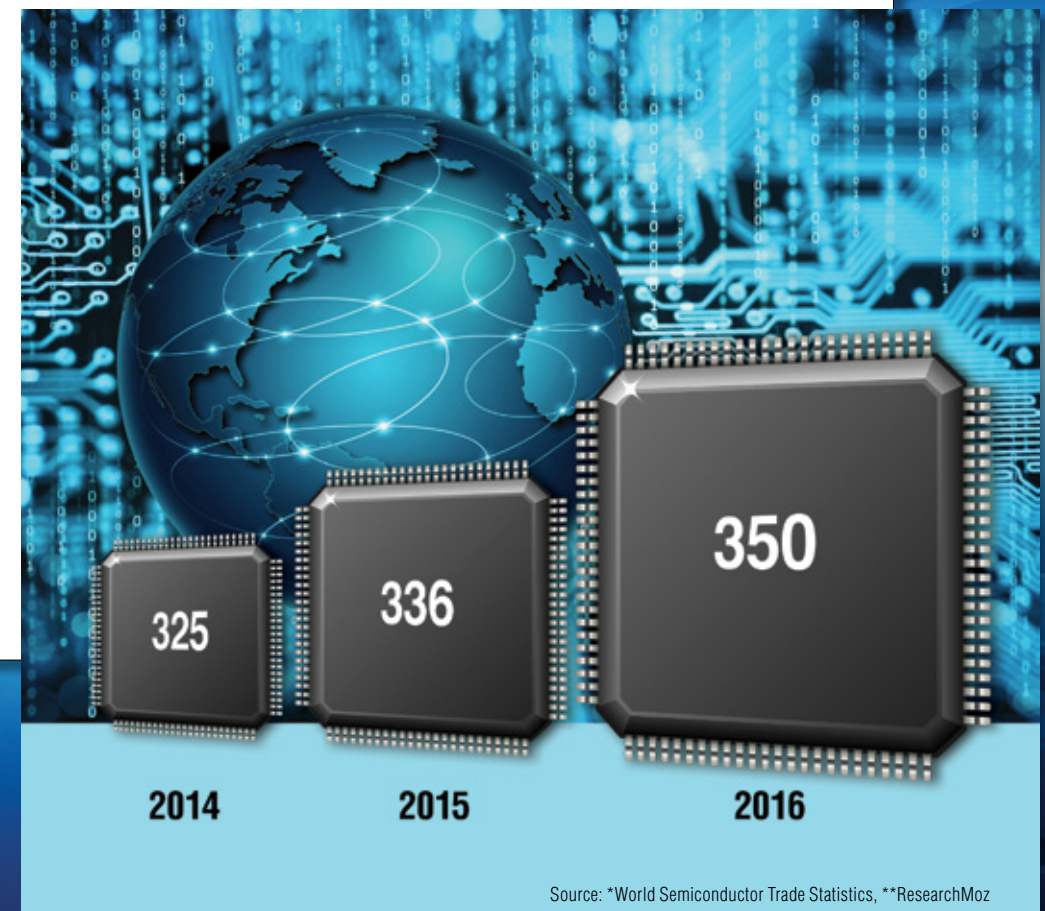
The numbers speak for themselves. The World Semiconductor Trade Statistics predicts that the global semiconductor market will be worth US\$350 billion by 2016*.

China is fueling this growth**:

- In 2013, China's import value of integrated circuits was US\$231.34 billion, up by 20.4% year-on-year
- Sales revenue of China's IC industry surpassed US\$40 billion, increasing by over 16% year-on-year
- IC design industry took 32%, IC manufacturing industry took 21%, and the IC assembly and test industry took approximately 44%

The opportunities are clear. And we are here to help you take advantage of them. In the succeeding pages, you will find specific channels and methods that will enable you to capitalize on this fast-expanding market.

World Semiconductor Market Forecast* (in USD billions)



Inform real decision-makers and grow your sales

Like you, Asia's electronics engineers and managers also face formidable challenges. They need to know the latest design trends, understand the right technology for their next-generation device and recognize your technology's impact on their business. You and your product are part of the solution. But how do they find you amidst the noise?

There are several starting points in the search for your technology; we know this through research. Our advantage? We offer media channels that parallel decision makers' search behavior, and we help you cover them all.

Almost anywhere an engineer or manager looks, we're there to help them find you. Whether they are looking for new products, comparative information or technology analysis, we're here to help you build brand equity and influence choice by placing your company and products in the correct location and context.

We offer media that will build your brand and give engineers simple ways to find your company and products, and ultimately choose you as a technology partner.



GSTN – Generating new business at every stage of product development

Global Sources Technical Network — GSTN — is the media network committed to genuine advertiser value. It creates awareness, engagement, and provides a true measure of marketing success throughout your campaign.

Your customers access GSTN at all stages of product development from design to product marketing. No other network compares in terms of depth, reach and influence.

At every point in the design process, engineers rely on **EE Times-China** and **EDN-China** to learn about and evaluate your technology. **ESM-China** is where their senior managers improve their product development knowledge, gain market insight, and make decisions on your products against your competitors' based on cost versus performance trade-offs.

Combined, these titles extend your reach to over 1 million* professionals directly involved in creating China's next-generation electronics.

* Publisher's data



Finding new technologies

EE Times-Asia is the first choice for cutting-edge technologies that shape design ideas. It enables engineers to plan and implement successful design strategies that ultimately help move your products to market faster.

In print and digital, EE Times-Asia is the number one read for design engineers in China and Taiwan:

- Controlled circulation of 82,618 design engineers*
- 100% involved in design – totally qualified, clean and audited circulation*
- 120+ pages of trends, analysis and technical features monthly

EE Times-Asia Online is the first place engineers look for your technology:

- Over 4.3 million page views monthly*
- Nearly 800,000 unique users per month – with more engineers joining everyday*
- 71% engaged in core industries including 3Cs, industrial controls, automotive and medical
- Dedicated domains for blogs, forums, user groups and social networking
- Live and interactive educational webinars
- Asia's largest searchable library of application notes, datasheets, white papers and more



Developing design strategies

Complementing EE Times-Asia in the design arena, **EDN-Asia** is where engineers go to look for detailed descriptions of new technologies and technical knowhow that facilitate implementation of innovative strategies for their next-generation products.

In print and digital, EDN-Asia delivers localized, must-read content for design engineers in China and Taiwan:

- Controlled circulation of 63,880 design engineers*
- 100% involved in design – totally qualified, clean and audited circulation*
- 110+ pages of industry news, design articles and technical analyses monthly

EDN-Asia Online is the primary online destination for Asia and China's design engineers:

- Over 2.2 million page views monthly*
- Over 640,000 unique users per month – with more engineers joining everyday*
- 76% engaged in core industries including 3Cs, industrial controls, automotive and medical
- Dedicated domains for blogs, forums, user groups and social networking
- Live and interactive educational webinars

* Publisher's data



The brand managers trust for electronics market insight

ESM-China is the first place China's CEOs and decision-makers go to make sense of the market, and technology trends.

Your campaigns are surrounded by original, reliable and impartial content written by a team of analysts with over 75 years of cumulative engineering experience. There is no better context for your branding and marketing efforts.

In print and digital, ESM-China is read and relied on from cover-to-cover:

- Read in print and digital by more than 46,101 electronics leaders across China*
- Read by people who oversee product development – China's most influential electronics community
- 70+ pages of trends, analysis, news and product information monthly

ESM-China Online is the website of choice for product development:

- Over 2.1 million page views monthly*
- Over 380,000 unique users per month* – with more engineers joining everyday
- 71% are engaged in core industries including 3Cs, industrial controls, automotive and medical
- Dedicated domains for blogs, forums and user groups
- Live and interactive educational webinars
- Extensive library of white papers and product literature



China's foremost design event

IIC-China puts a face to all of your marketing and content effort in print and online. It is the region's largest event focused on systems design, bringing together the leading names in technology and China's foremost technology influencers under one roof.

This is where education happens face-to-face, engineers evaluate products hands-on and new business relationships are developed.

- One-stop solution to reach China's key electronics design hubs
- 17,604 visitors across four days
- 90% of visitors make decisions or recommendations on technology selection*
- 97% find IIC useful/very useful in finding new products, solutions and vendor*
- Active design community looking for innovations in power management, wireless, green power, touch and other hot technologies
- 110 technical sessions packed with 8,125 engineers

Place your company at the center of action at IIC. You'll build a head start in China's manufacturing hubs, while networking and securing orders from leading OEMs.

global sources

IIC 电子工程盛会

* Publisher's data



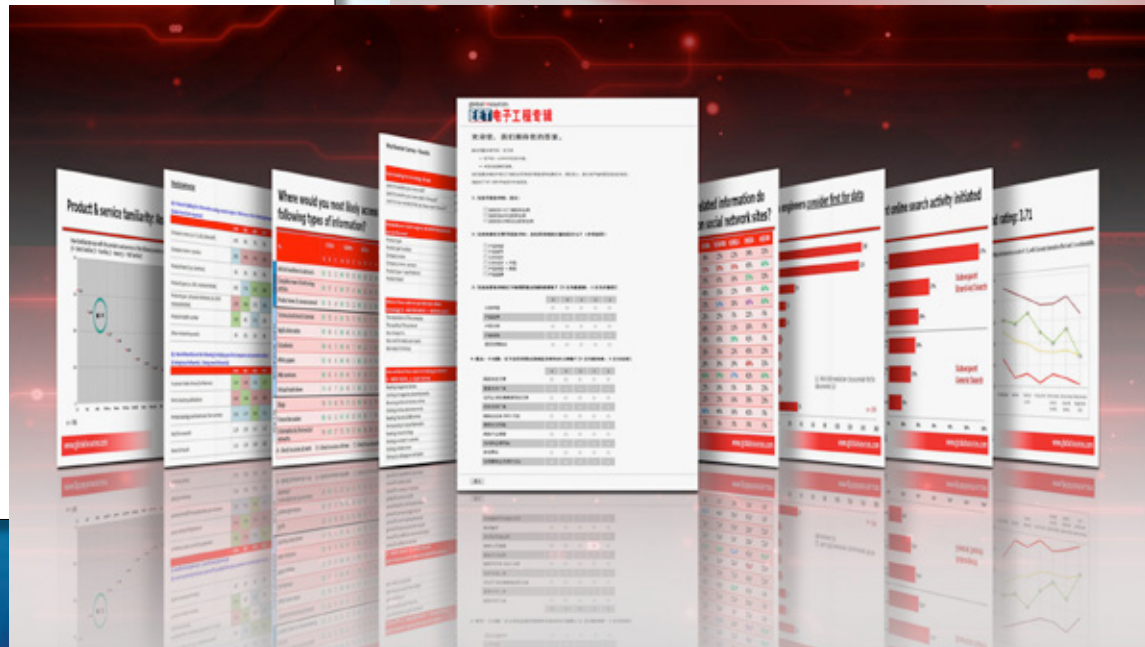
Informing your business decisions

Success depends on the decisions you make, and the quality of information that you use to make those decisions. GSTN's Electronics Market Research Group, **eMRG**, provides you with the critical technology-related data and analytics you need.

eMRG's team of analysts works closely with you to systematically gather and interpret information about your target communities, industries and geographies. You gain access to leading integrated databases and research tools that enable you to identify and analyze trends and opinions – quickly, accurately and thoroughly.

eMRG understands that market research depends on your organization's objectives and has designed a complete suite of research solutions to achieve those objectives:

- Advertising: Tracking, development, evaluation
- Branding, positioning, segmentation and conjoint analysis
- New product development and concept testing
- Customer loyalty and satisfaction
- Usage and attitudes (U&A)
- Qualitative spinoff projects

The logo for eMRG, featuring a stylized lowercase 'e' in red and white, followed by the letters 'MRG' in a large, bold, black sans-serif font. The logo is set against a white background with a subtle reflection effect below it.

Understanding China's robotics industry

In 2014, GSTN expanded its network to the robotics arena and developed www.roboticschina.com to inform decisions and influences purchasing from design all the way down to shop floor integration.

Every day, thousands of robotics manufacturers stay ahead of industry change on Robotics China. Its global reporting network offers more international content than any other site in China. Its user generated content platforms inform on the latest in robotics breakthroughs and it's where this important community identifies new technology and learns how to apply it.

Robotics China covers the industries that matter most and delivers content that is up-to-date, original, technology-based and in depth.



www.roboticschina.com

New media platforms designed for marketing success

China's electronics manufacturers are now working to launch their next-generation products. And they are using all channels to identify, evaluate and select reliable vendors that can help bring their product to market.

While traditional media channels are still widely popular, electronics engineers and managers have adopted many of the new channels available to identify, evaluate and make technology selections.

In the following pages, you'll find a complete list of GSTN's print, digital, online and face-to-face channels that influence their thinking. Whatever your performance criteria, we work with you on a mix that achieves your objectives. How can we help you?

Email us at mktgserv@globalsources.com or contact our sales offices.



ONLINE Marketing Channels

Channels	Reach		URL
	Circulation/Unique Users	Performance Metrics	
GSTN China Network			
EE Times-China Online	470,072	2,653,989 page views	www.eet-china.com
EDN-China Online	585,436	2,038,725 page views	www.ednchina.com
ESM-China Online	383,828	2,131,771 page views	www.esmchina.com
GSTN Taiwan Network			
EE Times-Taiwan Online	155,256	765,525 page views	www.eettaiwan.com
EDN-Taiwan Online	17,236	75,542 page views	www.edntaiwan.com
GSTN Asia Network			
EE Times-Asia Online (ASEAN)	82,189	504,388 page views	www.eetasia.com
EDN-Asia Online	39,874	129,857 page views	www.ednasia.com
EE Times-India Online	86,364	379,626 page views	www.eetindia.co.in
EE Times News Blast	10,000	Exclusive sponsorship	-
EE Times Specialized Newsletter	5,000	Exclusive sponsorship, targeted messaging	-
EDN Weekly	19,000 - 47,000	Targeted messaging	-
EDN Monthly Newsletter	15,000 - 50,000	Targeted messaging	-
ESM-China eMarket News	15,000	Exclusive sponsorship	-
ESM-China Forum Alert	15,000	Exclusive sponsorship	-
Webinar	Region-specific	Customer education, lead-generation	www.chinawebinar.com www.taiwanwebinar.com www.asiawebinar.com
White Paper	Region-specific	20, 40 and 60 leads	-
eDM List Rental/eDM Surveys	Per project	Exclusive and direct	-
Custom Microsite	Region-specific	Customer education, lead-generation	-



PRINT + DIGITAL Marketing Channels

Channels	Reach	
	Circulation/Unique Users	Performance Metrics
GSTN China Network		
EE Times-China Print & Digital Edition	65,305	100% design & development
EDN-China Print & Digital Edition	50,718	100% design & development
ESM-China print & Digital Edition	46,101	Focused on management
GSTN Taiwan Network		
EE Times-Taiwan Print & Digital Edition	17,313	100% design & development
EDN-Taiwan Print & Digital Edition	13,162	100% design & development
Bellywraps/Glue-on/Post-it	Per project	Design & development/ management
Article Reprints/Brochure Reprints	Per project	Exclusive and direct
Direct Mail	Per project	Exclusive and direct



INTEGRATED ONLINE + PRINT Marketing

Channels	Reach	
	Circulation/Active Users	Performance Metrics
Inserts/Onserts	Per project	Design & development/ management
The Supplements	Per project	Targeted print and online reach



FACE-TO-FACE Marketing Channels



Channels	Reach	
	Attendance	Performance Metrics
IIC - Exhibition	17,604	Face-to-face networking with engineers
IIC - Conferences	8,125	Face-to-face networking with engineers
IIC - Sponsorship	17,604	Targeted messaging

Worldwide sales offices

Beijing

Tel: (86-10) 5927-1656
Fax: (86-10) 5927-1689

Belgium

Tel: (32-2) 740-0053
Fax: (32-2) 740-0059

Germany

Tel: (49-911) 9397-6445
Fax: (49-911) 9397-6459

Hong Kong, Singapore

Tel: (852) 2831-0248
Fax: (852) 2831-2728

India

Tel: (91-22) 6111-0701

Israel

Tel: (972-50) 574-6205
Fax: (972-50) 839-4041

Japan

Tel: (81-3) 5659-2870
Fax: (81-3) 5659-2871

Korea

Tel: (82-2) 3473-9200 ext. 203
Fax: (82-2) 3473-6676

Malaysia, Vietnam

Tel: (60-3) 5192-8500
Fax: (60-3) 5192-8499

Shanghai

Tel: (86-21) 6263-9090
Fax: (86-21) 5306-8969

Shenzhen

Tel: (86-755) 8828-2656
Fax: (86-755) 8828-2267

Switzerland

Tel: (41-41) 850-4424
Fax: (41-41) 850-4529

Taiwan

Tel: (886-2) 2712-6877 ext. 650
Fax: (886-2) 2545-6650

United Kingdom

Tel: (44) 1442-864191

US Headquarters

Tel: (1-435) 676-8788
Fax: (1-435) 676-8789

US East Coast

Tel: (1-978) 461-4902
Fax: (1-435) 676-8789

US Southwest

Tel: (1-435) 676-8788
Fax: (1-435) 676-8789

US West Coast

Tel: (1-510) 559-3104
Fax: (1-510) 559-3595

Email us at mktgserv@globalsources.com
or contact our sales offices.