

Information Platform of Servicing Industry Development Experts Forum of Exploring Solution

DIGITAL COMMUNICATION WORLD

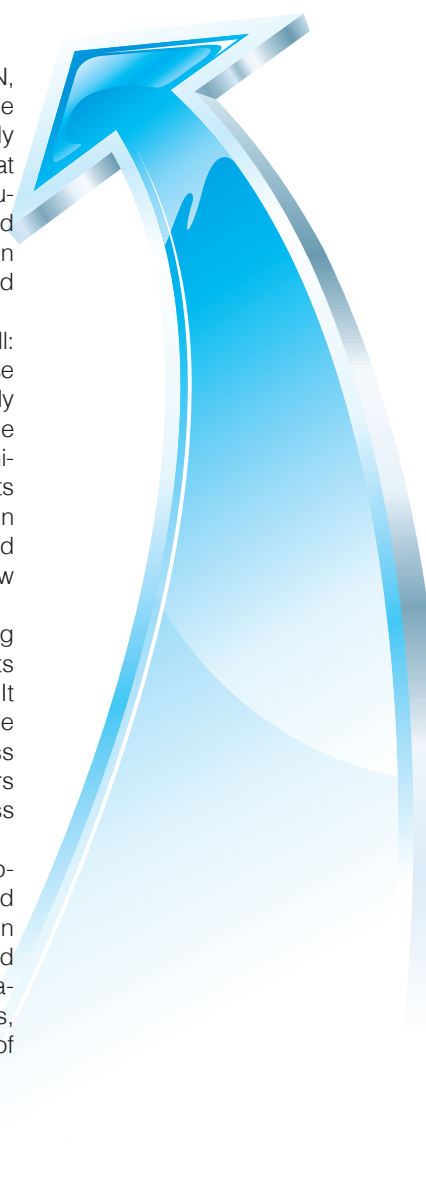
AUTHORITIES IN CHARGE / MINISTRY OF INDUSTRY AND INFORMATION TECHNOLOGY OF THE P.R.C.
PUBLISHERS / PUBLISHING HOUSE OF ELECTRONICS INDUSTRY

Digital Communication World (ISSN 1672-7274, CN 11-5154/TN, Issuing Code: 80-393) is an integrated communication magazine published by the Publishing House of Electronics Industry, and is directly administrated under the Ministry of Information Industry. It issues at home and abroad. Our magazine covers the whole IT industry, communication industry, radio, film and TV system, aviation and aerospace, and other proprietary network industry. Its circulation network has been extended to cover all large and medium cities of China, Chinese and foreign enterprises, research institutes and universities.

Setting foot on a new journey, Digital Communication World will: uphold the tenet of "serving for technology innovation and enterprise upgrading", base itself on digital communication industry, actively promotes and publicizes macro industrial policies; closely monitors the latest status and trends in the communication industry; timely communicates concepts of modern enterprise management; audaciously predicts the development trends of market, technology, operation and business in the digital communication field; dedicates to explore, introduces and recommends innovative management modes, latest technologies, new equipments and products of the communication industry.

Digital Communication World has the feature of "reporting advanced technologies, promoting top brand products". Its contents cover all fields related with digital technologies and applications. It tries the best to grasp the pulse of the industrial market, pays close attention to the innovation and reforms of the enterprises, lays stress on reporting technologies and products, helps enterprise subscribers to build and use their infrastructures, so as to accelerate the process of digitization, networking and informationization of all industries.

Digital Communication world takes great pains to reflect development of Communication technology and market changes at home and abroad, especially in China structural reform of communication management; development of communication operation market, and new achievement, new level of communication technology application. It serves operators, equipment manufacturers, integrators, authors, readers and user units from the standpoint of combination of economy & technology.





Introduction of Columns

► **Elite:** It introduces some experts, scholars, engineers who have contributed on communication industry, satellite, broadcast, and TV field.

► **Special Report:** It reports on important event of industry, technology standard, policy and regulation of industry.

► **Experts' Rostrum:** Well-known experts in the industry are invited to express their original ideas about technologies or markets.

► **Reporter Observation:** Our journalists will focus on hot events and topics going on interview, analysis and give their own opinions.

► **Conference Link:** It reports on important conferences of the industry, and provides analysis on the guiding significance of the conferences.

► **Foreign Windows:** It reports the development trends of information industry, communication industry and radio & television broadcasting industry in foreign countries, and provides information on the international market trends.

► **Industrial Trends:** It reports major topics of the industry, manufacturers' news and product solutions, and provides in-depth analysis on the industrial development.

► **Enterprise Interview:** It interviews with successful enterprises and demonstrates the profiles of the enterprises.

► **Enterprise operation:** Successful man will issue operation experience

► **Enterprise column:** Offer a great platform to enterprise for expanding market.

► **Market Study:** It analyses current industrial market, forecasts future market prospect, and grasps the pulse of market development.

► **Hotspot Perspective:** It focuses on hot topics and analyses the latest trends of the industry.

► **Technical Innovation:** It is themed by innovation and it introduces some innovative technology, products, case of industries.

► **Technologies of Special Subject:** It introduces the latest development of digital technologies, and provides overall solutions.

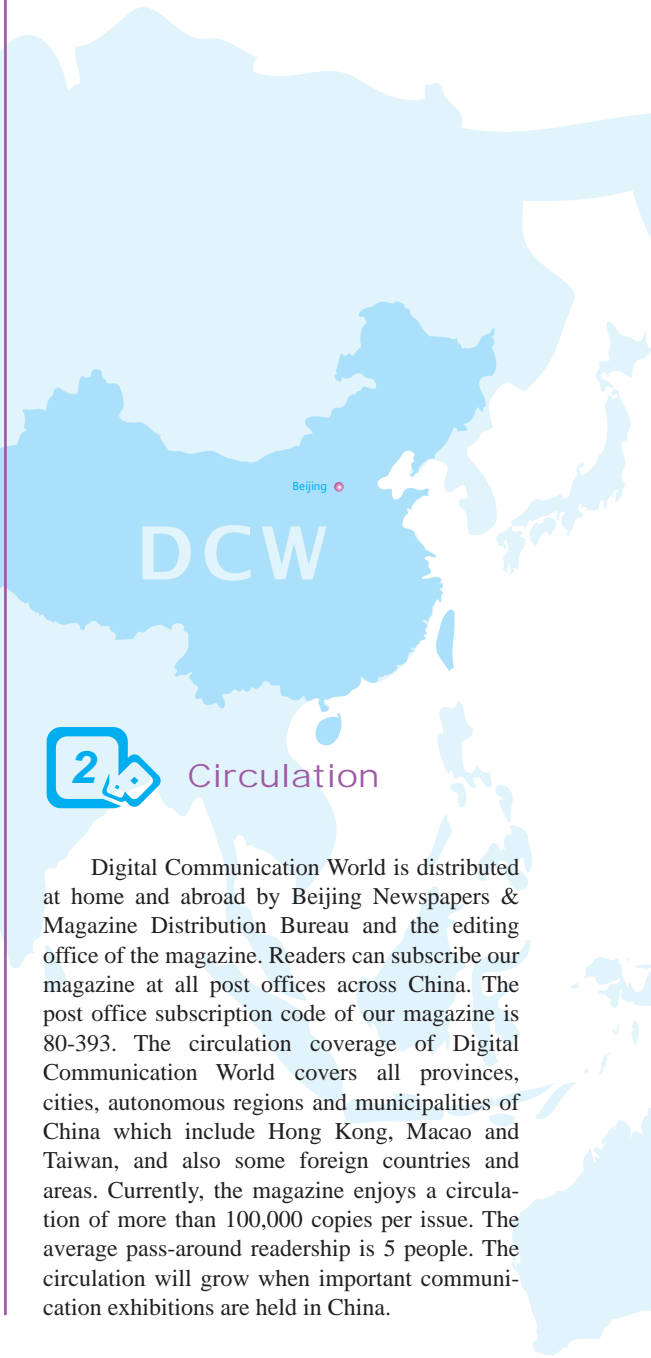
► **Special Technology:** It introduces latest upgrading of digital technology, offer overall problem solution.

► **Technology Analysis:** It analyzes industry technology, and seeks prospect of technology development

► **Technology Application:** It introduces major technologies and their applications in communication, network, satellite and radio & television.

► **Technology Rostrum:** It provides in-depth analysis on intra-industry certain topics and discussion by inviting venerable technology experts.

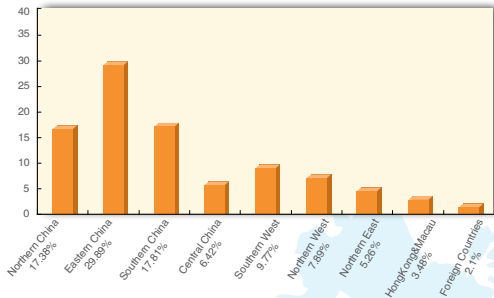
► **Synthetical Information:** It introduces briefly new products, new technology, new plans of industries which the latest and conferences, activities.



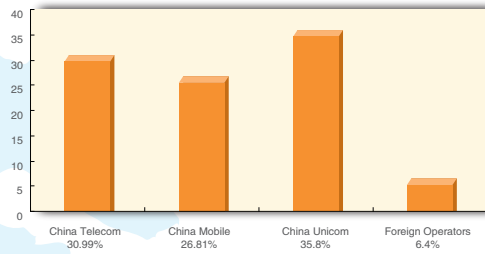
Circulation

Digital Communication World is distributed at home and abroad by Beijing Newspapers & Magazine Distribution Bureau and the editing office of the magazine. Readers can subscribe our magazine at all post offices across China. The post office subscription code of our magazine is 80-393. The circulation coverage of Digital Communication World covers all provinces, cities, autonomous regions and municipalities of China which include Hong Kong, Macao and Taiwan, and also some foreign countries and areas. Currently, the magazine enjoys a circulation of more than 100,000 copies per issue. The average pass-around readership is 5 people. The circulation will grow when important communication exhibitions are held in China.

Distribution Map of the Digital Communication World by Region

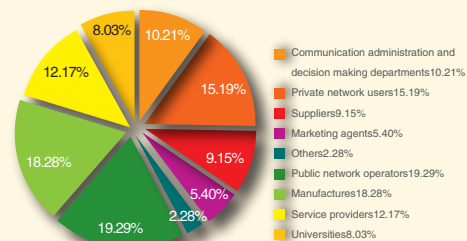


Distribution Map of the Digital Communication World by Telecom Operators

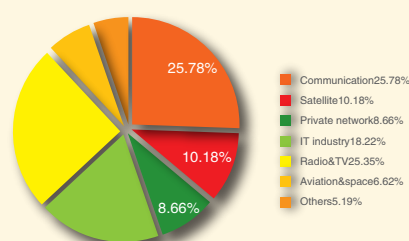


The targeted readership of Digital Communication World includes: managers and technical personnel in administrative departments of various levels of the Ministry of Information Industry, Ministry of Radio, Film and Television, Ministry of Aviation and Space, and defense industry; users of proprietary networks of maritime, transportation, petroleum, coal, water conservancy and public security; Communication operators, equipment manufacturers, equipment providers, system integrators, network service providers and users; Equipment manufacturers, operators of satcom, navigation and positioning, and earth observation; Enterprises of radio and television, all departments of radio, film and television at prefecture or county level, and relevant institutions and operators; and experts, scholars, technical and engineering personnel, teachers and students of science research institutions, R&D organizations and universities.

Vocation Distribution Analysis of Digital Communication World's Readers



Digital Communication World Circulation per Industry



Advertising Rate

Digital Communication World is a comprehensive monthly publication in China, which reports on communications, satellites, radio broadcasting and television. This journal provides its readers with authoritative, new and practical information. It provides decision-makers and managers, marketing and acquisition people, scientific research and development people and technical support people at various levels with latest technologies and products, market information, industrial trends and management experience of China and foreign countries. It provides a good platform for the manufacturers and operators to set up their corporate identity, promote their publicity, spread product information, and to communicate distribution channels. As a professional medium of information. The magazine will make the best effort to become a good friend to users, and a bridge for enterprises. By integrating science and technology, engineering, application, market, operation and laws and rules, the journal will push forward the development of the industry with its first class quality and service, and it will become a good assistant for the growing up of enterprises, a true friend to each reader. We will closely monitor the latest trends of the industry, stand at the very frontier of the industry. Ensuring the healthy and sustainable development of the industry is our obligatory obligation. Your prosperity will bring a bright future for us all. Together with you, we will share a better tomorrow!

Additional, Digital Communication World relies on strong human resource and broad community resource to satisfy customer's needs.

Some businesses content which Digital Communication World can undertake:

We provide intelligent and consultation aid, provide scheme, undertaking, promotion service of conference and exhibition activities, exhibition or advertisement design, the design and customizing of enterprise present. We provide ad craft of media (network, TV, newspaper, and magazine) and content making; provide consultation and study report of communication, radio and television industry, IT and so on; organize printing, making and publishing of enterprise proceeding, almanac and book. We provide enterprise image, advertisement design, simultaneous interpretation and translation of communications industry.

Advertisements Rate of Digital Communication World

No.	Type of Advertisement	Size (mm)Width × height	Unit Price (RMB/issue)
A	Front Cover	210 × 220	88000
B	Back cover	210 × 285	75000
C	Inside front cover	210 × 285	72000
D	Inside back cover	210 × 285	68000
E	Full page, colored	210 × 285	38000
F	Folio insert, colored	420 × 285	70000
G	Half page, colored	190 × 130	20000
H	First page	210 × 285	60000
I	Page of content	80 × 240	30000

- If your advertisement of corporate identity has been published 5 times, you will enjoy a 5% discount of the ads fee.
- If your advertisement of corporate identity has been published 10 times, you will enjoy a 12% discount of the ads fee.
- The content of an advertisement supplied by a company must conform to the stipulations of relevant national laws.

Price of Soft Advertisement:

Product Demonstration Column: 20yuan per word, 1,500yuan per graph (80mm×100mm).
Enterprise Star Column: 30,000yuan per page, including texts and graphics.
Exclusive Interview Column: 28,000yuan per page, including texts and graphics.
Technical Serialization: 20,000yuan per page, including texts and graphics.

Satellite Resources Guide of Asia-Pacific Area(660mm × 1100mm):

Type A Page (75mm×210mm): 50, 000yuan
Type B Page (75mm×105mm): 35, 000yuan
Sole Sponsorship: 380, 000yuan

Television Channels Guide of Asia-Pacific(600mm × 900mm)

Type A Page (75mm×210mm): 35, 000yuan
Type B Page (75mm×105mm): 28, 000yuan
Sole Sponsorship: 280, 000yuan



Subscription

- ▶ **Domestic subscription:** 120yuan for one year (Including postage fee)
- ▶ **Hong Kong, Macao and Taiwan subscription:** 60 dollars for one year (Including postage fee)
- ▶ **Overseas subscription:** 120 dollars for one year (Including postage fee)

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