



01 Introduction

Electronic Engineering & Product World (EEPW) enters 2005 as one of the strongest, most commercially successful and most influential electronics magazines in China. In 2004, EEPW carried more advertising than any other electronics magazine in China -2,022 ad pages - in combination with its sister publication, ECN China.

EEPW is aimed exclusively at business and technology decision makers in the Chinese electronics industry. Every month, 36,254 BPA-qualified design and manufacturing engineers, engineering managers and corporate managers and high-level policy makers turn to EEPW for news, technology and product information. In addition, the EEPW's fast-growing web site, www.eepw.com.cn, reaches an additional 139,454 registered users with late-breaking news.

Now in its 11th year, EEPW remains committed to providing its readers across China with excellence in both editorial and circulation. In addition to our own award-winning articles, we also publish numerous copyrighted articles under license from Reed Business Information's Electronic News Online. EEPW is jointly published by International Data Group (IDG) Asia and the Institute for Scientific & Technical Information of China (ISTIC) under the Ministry of Science & Technology.

A Decade of Excellence

- August 1993: IDG and ISTIC jointly launch Electronic Product World, later renamed Electronic Engineering & Product World (EEPW), as one of the first domestic commercial monthly magazines for the computer, telecommunications and electronics industry
- January 1994: EEPW publishes its first gatefold cover, an innovation then in China, the first of its kind for the Chinese domestic publishing industry
- July 1994: EEPW sharpens its editorial focus to concentrate on electronics and electronic design, the technology underpinning for China's future growth as a world leader in manufacturing
- October 1994: EEPW initiates a four-year marketing and editorial partnership with Penton's Electronic Design magazine, ending in 2008
- March 1996: EEPW becomes the first and only domestic electronics magazine in China to apply for and receive circulation audit from BPA International, now BPA Worldwide
- April 1998: EEPW signs a licensing agreement with PennWell's Portable Design and Integrated Communications Design magazines, ending in 2003
- September 1999: Certification of EEPW as a "National First-Class Scientific and Technical Journal" by the Ministry of Science & Technology encourages engineers in China to use ideas and information in EEPW articles for design applications
- January 2000: Certification of EEPW by the Ministry of Science & Technology as a "Technology Thesis Statistics Journal in China's Technology Division" permits Chinese scientists and technicians to cite and excerpt editorial from EEPW for PhD theses
- October 2000: EEPW organizes the 1st International Embedded Systems Conference & Seminars in year 2000, the first local technical conference for China's embedded systems industry



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- April 2001: EEPW increases frequency from monthly to bi-weekly, climbing to 36,254 (BPA) by 2005
- September 2001: EEPW's "1st Annual Semiconductor Brand & Product Awareness Study," the first independent brand awareness research ever conducted in China by a local electronics magazine
- November 2001: EEPW named as one of China's "Best Technical Journals" by the National Press & Publications Bureau
- March 2002: EEPW unveils www.eepw.com.cn (formerly www.edw.com.cn), and an online news service, updated daily, to serve the Chinese electronics industry
- September 2002: Renamed Electronic Engineering & Product World to emphasize the magazine's commitment to global coverage of electronic engineering and advanced products
- November 2002: EEPW signs an editorial licensing agreement with Reed Business Information for the use of copyrighted articles from ECN and Electronic News Online
- August 2003: Gala celebration in Beijing for the 10th anniversary of the launch of Electronic Engineering & Product World
- March 2004: EEPW announces the launch of ECN China
- September 2004: EEPW introduces the first annual "Editor's Choice Award for Embedded System Technology" (see more information below)
- January 2005: Registration for EEPW's weekly online newsletter, www.eepw.com.cn, climbs to 120,000 qualified engineers and engineering managers

"Editor's Choice Award for Embedded System Technology " hosted by EEPW

In August 2004, EEPW introduced the magazine's 1st Annual Editor's Choice Award for Embedded System Technology. The contest, hosted by EEPW, showcases both companies and their technologies and products that demonstrate innovation and excellence in embedded systems technology. The next Grand Awards Ceremony will be held in September 2005 in conjunction with the National Embedded Systems Annual Conference in Shenzhen.

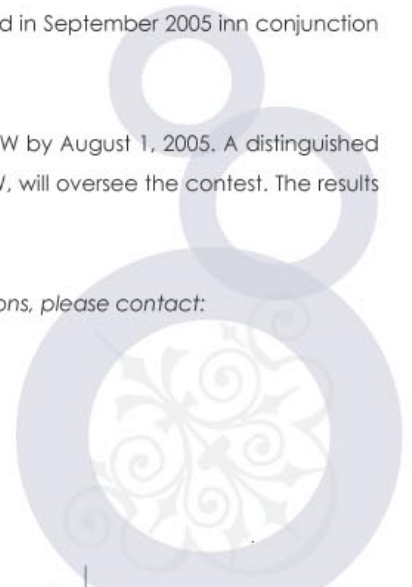
Companies, both domestic and overseas, are encouraged to send their nominations to EEPW by August 1, 2005. A distinguished panel of judges, including members of the Chinese Computer Society and editors from EEPW, will oversee the contest. The results of the nationwide contest will be featured in a subsequent issue of EEPW.

For more information about the contest, including information about how to submit nominations, please contact:

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Editor in Chief

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EDITORIAL

In 2005, Electronic Engineering & Product World reorganized its editorial format. The new format, which is mirrored in the magazine's online edition, is designed to help engineers and managers better access the information they need to do their jobs.

A description of EEPW's new editorial format is included below:

Classified Unit & Edaucture

Sections	Content
Semiconductor & ICs	Devices – MCU, DSP, FPGA, analog IC, memory etc; Semiconductor materials, process, packaging & testing.
Test & Measurement	Instrument – oscilloscope, spectrum analyzer, network analyzer, signal generator, virtual instrument etc; Technology – bus, interface, signal acquisition; semiconductor testing facility, ATE, SMT etc.
Communication & Computer	Mobile communication - Bluetooth, wireless communication standard (GPRS/3G, UWB) etc; Mobile phone – application processor, RF transceiver module, power management; Home network – Information appliance or wireless communication system, such as Wi-Fi etc; Computer interface, bus technology, such as USB2.0, PCI Express, IEEE1394, Wireless USB; Network communication components, standards and solutions.
Optoelectronic	Display – LCD, OLED, PDP, LED etc; Optical telecommunication – optical transceiver, optical fiber; Optoelectronic sensors – DVD r/w head, CMOS, CCD.
Digital Consumer Electronic	Information appliance – home network product; Entertainment electronic – HDTV, DVD recorder, Hi-Fi product, DSC, MP3 player, STB; Automobile electronic.
Power Supply & Battery	Power management – charging control and monitoring, DC-DC conversion; Power devices – regulation, control, interface; Battery – lithium-ion battery, nano-battery, solar cell.
IC Design & EDA	IP, SoC methodology, EDA tools.
Passive Component	Sensors, resistors, capacitors, coils, filters, connectors, relays, PCBs, buttons, etc.



Editorial Calendar of EEPW

Issue Date	Special Report	Market Trends	Highlight	Design Field	Special Column 1	Special Column 2
January	Outlook of Electronic Technology	The Future of Electronics	USB 2.0& PCI-Express	The Future of Sensors	IC & Semiconductor	Military Electronics
February	Embedded System	Nanometer Technology	Semiconductor Testing	Power Chip in Next Generation Cell Phone	Test & Measurement	Communications& Computer
March	Wireless Communications	PDP	CCD&CMOS Sensors	Synthetic Instrumentation Technology	FPD	Digital Consumer Electronics
April	Digital Consumer Electronics	Semiconductor & Equipment	Automobile Electronics	PoE Power Supply Solution	FPGA	Power Supply
May	DSP	Top China's Components Companies	RF Design	FPGA based SDR	Automobile Electronics	Opto-electronics
June	Power Supply Technology	Top China's Electronic Companies	Mobile Testing	GPRS Applications	Production and Process	EDA
July	FPD/OLED	IC design House Industry Review	FPGA	Wireless Sensor Networks	IC & Semiconductor	Military Electronics
August	Analog IC	EMS	Opto-electronics	Wireless Interface	Test & Measurement	Communications& Computer
September	Communication Components	Automobile Electronics	HDTV	High Voltage DC-DC Conversion	FPD	Factory Automation
October	Automobile Electronics	DTV/STB	OLED	Power System Design	Automobile Electronics	Digital Consumer Electronics
November	Test & Measurement	Market of Memories	Wi-Fi (IEEE 802.11)	Battery Power Management	FPGA	Power Supply&Battery
December	Portable Design	Digital Consumer Electronic Products	SoC & SIP	Mobile Media	EDA	Manufacture& Process

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EDITORIAL 2005



Fig.1. Forecast for 1999-2008 Sale Revenues and Compound Annual Growth (CAGR) of Chinese IC Market

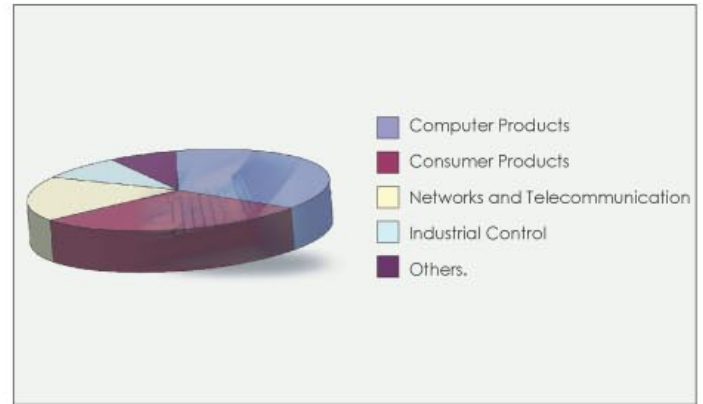
Unit: ¥1/10 billion



Source: CCID

Fig.2: Sales Revenues of Chinese ICs By End Use.

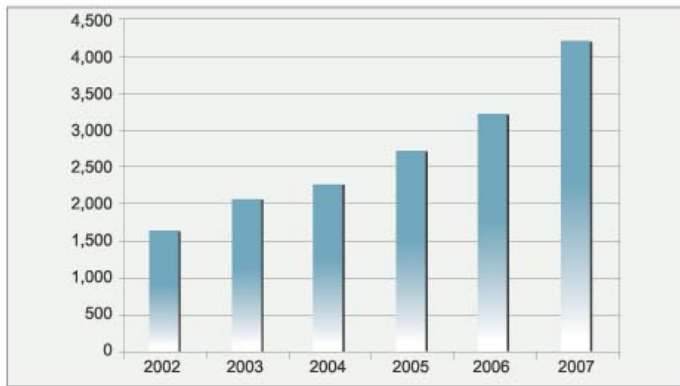
Unit: ¥1/10 billion



Source: CCID

Fig.3: Forecast for the Chinese Microcontroller Market

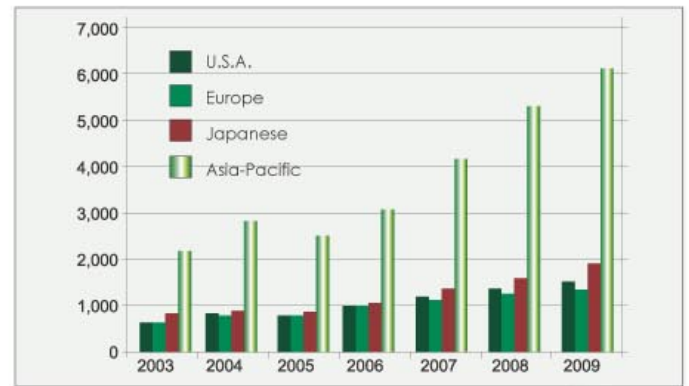
Unit: \$ million



Source: iSuppli Corp.

Fig.4 Forecast for the Power Management Market by Region

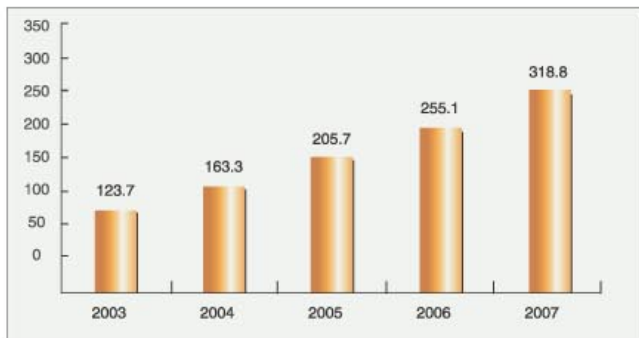
Unit: \$ million



Source: Databeans

Fig.5: Sales Revenues for the Chinese DSP Market.

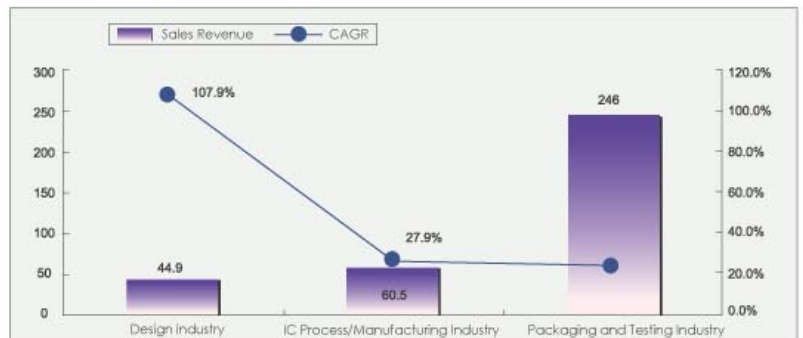
Unit: ¥1/10 billion



Source: IT Market Information Center of China

Fig.6 Sales Revenues By Application in the Chinese IC Industry.

Unit: ¥1/10 billion



Source: CCID

05 Market



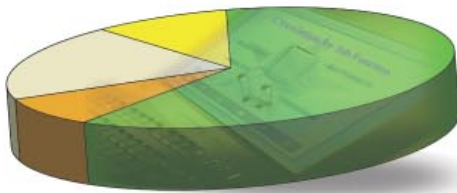
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Circulation

Electronic Engineering & Product World had 36,254 BPA-qualified subscribers in China who regularly read the magazine for news and information about design, engineering and development.

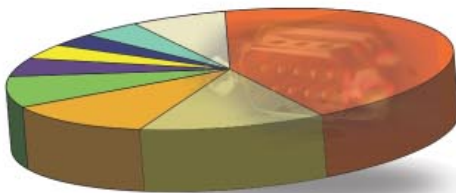
The profile of subscribers below was compiled by EEPW, based on reader surveys. Note that over 80% of subscribers are involved in design, development or R&D-related functions.

Job Function



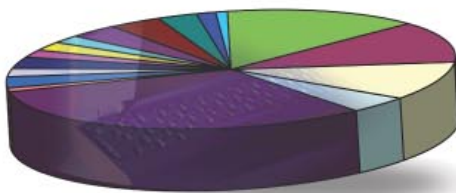
- Design & Development 62%
- Technical and Engineering Management 20%
- Test & Quality Control 9%
- Technical Procurement Engineers 9%

Business & Industry Segment



- Communications Systems & Equipment 43%
- Consumer Electronics 13%
- Industrial Controls Systems 12%
- Computer & Peripherals 9%
- Test & Measurement 5%
- Aviation & Marine Equipment 4%
- Government & Military Electronics 3%
- Automotive Electronics & Medical Electronics 4%
- ICs & Semiconductors 7%

Geography: Province & City



- Beijing 15%
- Shanghai 12%
- Jiangsu 10%
- Zhejiang 4%
- Guangdong 32%
- Chongqing 1%
- Sichuan 3%
- Shaanxi 2%
- Shandong 3%
- Hunan 2%
- Hubei 2%
- Tianjin 2%
- Northeastern China 3%
- Henan, Shanxi, Hebei 3%
- Jinagxi, Fujian, Anhui 3%
- Southwestern China 1%
- Northwestern China 1%



Paid Circulation: 3,840
Total BPA Worldwide Audit:
38,264 (December 2004)

DM Service

Advertisers are encouraged to rent EEPW's direct mail file for promotional purposes. The subscriber list of EEPW is available for rental. Please contact your local sales representative for pricing and other information.



07 Website

Since its launch in 2003, Electronic Engineering & Product World's Web site (www.eepw.com.cn) has developed a strong loyal following among many engineering managers and design engineers across China. Our online Forum on embedded technology alone has attracted more than 10,000 Chinese electronics engineers, including many industry experts, exchanging ideas and information online about embedded applications. Page views on our home page average 18,000 daily, and every day we average 200 new registered users is 200.

Editorial content on our EEPW Web site includes staff-written articles from both EEPW and the IDG Chinese Electronic Media Group. Articles about developments overseas are also translated daily into Chinese under exclusive license from Electronic News Online produced in the U.S. by Reed Business Information.

The information sources of the EEPW On-line are mainly from "Electronic Engineering & Product World", media under IDG Chinese Electronic Media Group, as well as the Electronic News On-line under the Reed Business Information, with which EEPW signed the exclusively copyright agreement in China.

E-newsletter Electronic Engineering & Product World also distributes a weekly E-newsletter. The E-newsletter is mailed every Monday to more than 120,000 registered subscribers. The content includes breaking business news, new products, technical articles and excerpts from our popular online Forums.

Email list rental EEPW's email address database contains over 120,000 email addresses of electronics technicians, engineers and managers throughout China. The database can be sorted job title, business and industry segment and region. Over 80% of our online subscribers are involved in design and R&D. EEPW's major email list rental customers include TI, VICOR, ARM, NATIONAL SEMICONDUCTOR, NATIONAL INSTRUMENTS, CIRRUS, LOGIC, EDOM, ACTEL, KEITHLEY, CYPRESS SEMICONDUCTOR, TEKTRONIX and LINEAR TECHNOLOGY.

Our 139,454 email address database (as on March 1, 2005) is also available for rental by both job function and business/industry segments. The business/industry segment includes communications systems and equipment, office equipment, test and measurement, consumer electronics, automotive electronics, industrial control systems, computers and peripherals, medical electronics, components and devices, industrial equipment, ICs and semiconductors, military electronics and power supplies. Job functions include sales and marketing, purchasing agents, academic research, management, technical support, test and quality control, engineering management, and design, development and R&D.

Embedded System Forum Electronic Engineering & Product World's Embedded Forum is one of the most popular channels on the EEPW Web site. The Embedded Forum focuses on numerous applications for embedded systems technology, including telecommunications, information technology and hardware design. On average, between 300 and 500 messages are posted daily on the Embedded Forum channel; and daily page views often exceed 30,000. As of November 2004, over 40,000 engineers had registered on the Forum, posting over 178,000 messages.

On-line Seminar EEPW Online also offers Webcasting capability. Today, we can provide advertisers with the ability to broadcast custom audio presentations over PowerPoint slide presentations. These presentations can be smoothly accessed even with 56K Modem technology. Presentations are available live, and can also be archived for playback later. Successful EEPW Webcasts in 2004 include PowerPoint presentation by Winsilicon ("The Application of ARM Structure in Embedded Technology"); Cypress Semiconductor ("To Maximize the Performance of Network Processor with Network Searching Engine"); Microchip ("dsPIC and the Variable-frequency Control of 3 Phase Induction Motor"); and Freescale ("The Fifth Contest of Design and Applications of Embedded Processor").

Conference & Exhibition Service EEPW can also help advertisers organize custom seminars and product introductions in cities throughout China. Promotion for these events typically includes a combination of email blasts, banner advertisements on our Web site, and e-Newsletter sponsorships. A minimum lead time of 2 weeks is required for planning and administering these promotion campaigns, many of which have proved to be extremely effective.

For more information, please contact Gao Feng, Tel: 8610-58882981, or your local sales rep for EEPW.