



Media Kit 2019

China



VOGEL COMMUNICATIONS
GROUP

LABORPRAXIS China

LABORPRAXIS CHINA is read by laboratory managers and other members of the management teams at industrial, research and scientific laboratories, especially in the pharmaceutical, environmental and food industries.

After 15 years of local development, LABORPRAXIS has developed from the original high-quality print media brands to cross-media service platforms including social media, digital media, print media, conference training, market research and customized services.

The LABORPRAXIS platform has unique advantages in social media, with more than 100,000 active users (WeChat fans) from the fields of food, pharmacy, environment, chemical industry, life science, clinical diagnosis, materials, electronics, forensic criminal investigation, etc. The LABORPRAXIS platform provides professional users with relevant services in the form of professional knowledge, micro classroom, online courses, online seminars, offline training, and conferences. At present, it has developed into a „learning and growth community for LABORPRAXIS peer“.

LABORPRAXIS China is produced in cooperation with Beijing Jigong Vogel Media Advertising Co. Ltd., Beijing.

DISTRIBUTION 10,000 copies

SIZE OF JOURNAL DIN A4

Ad Formats and Prices

FORMAT	1/1	2/3	1/2	1/3	1/4
b/w	3,400.00	2,400.00	1,800.00	1,300.00	990.00
2-colour	3,650.00	2,650.00	1,990.00	1,500.00	1,230.00
4-colour	4,150.00	3,150.00	2,460.00	1,900.00	1,590.00

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Target Group by Industry

Pharmaceutical	33 %
Environment	32 %
Food	31 %
Others	4 %

Reader Title

Testing Director	24 %
Deans and directors of Institutes	20 %
Academy Important Lab Director	19 %
Design/R&D Director	16 %
QC	15 %
Equipment Director	6 %

Target Readership Analysis

Enterprises' QC/QA Labs	29 %
Government Testing Labs	28 %
Enterprise R&D Labs	22 %
Third Party Testing & Certification Labs	20 %
Universities/Institutes	1 %

Multi-media Platform

Magazine	21,000 copies/issue
WeChat Online Training	200 people/training
Webinar	300 people/webinar
Vogel Class (knowledge payment platform)	100 people/class
Conference	200 people/class
Professional Training	50 people/training
Mobile terminal users	120,000 (incl. WeChat Follower)

Editorial Calendar 2019

ISSUE	TOPICS & SPECIALS	FAIRS
1 PD MAR 15 AC MAR 5	<i>Special: Food Safety and Analysis</i> Policies and regulations Laboratory design and construction Laboratory management Laboratory safety Analysis and Test (Pesticide residues, Veterinary drug residues, Microbiological detection, Food additive, Heavy metal detection) Solutions	CISILE2019 Mar 27-29, Beijing
2 PD MAR 15 AC MAR 5	<i>Special: Drug R&D and Analysis</i> Policies and regulations Laboratory design and construction Laboratory management Laboratory safety Drug R&D Analysis and Test Solutions	
3 PD SEP 15 AC SEP 5	<i>Special: Environmental Monitoring and Analysis</i> Policies and regulations Laboratory design and construction Laboratory management Laboratory safety Analysis and Test (Water analysis, Air analysis, Soil analysis) Solutions	BCEIA 2019 Oct 23-26, Beijing
4 PD DEC 15 AC DEC 5	<i>Special: Laboratory Guide</i> Policies and regulations Laboratory design and construction Laboratory management Laboratory safety Analysis and Test Solutions	

We empower you!

**Vogel Communications Group
GmbH & Co. KG**

Max-Planck-Straße 7/9

97082 Würzburg

sales@vogel.de

t +49 931 418-2982

www.vogel.de

