

The Chinese-language magazine

LABORPRAXIS CHINA

is presented by



LABORPRAXIS China – the Way to the World’s second largest Pharmaceutical Market

With the Chinese-language magazine LABORPRAXIS China, with a circulation of more than 21,000 copies, the WeChat account with more than 130,000 followers, as well as the corresponding website, you can reach laboratory managers and other members of the management in industrial, research and scientific laboratories, especially in the pharmaceutical, environmental and food industries in China.



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LABORPRAXIS China at a Glance

LABORPRAXIS China is being 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 engagement, LABORPRAXIS China has developed from the original high-quality print media brand to a cross-media service platform including social media, digital media, print media, conference training, market research and customized services. The LABORPRAXIS China platform offers unique advantages in social media, with more than 130,000 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 China platform provides professional users with relevant services in the form of professional knowledge, PR, online courses, online seminars, further 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.

DISTRIBUTION 21,000 copies
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Format	1/1	2/3	1/2	1/3	1/4
Basic Price b/w	3,400.00	2,400.00	1,800.00	1,300.00	990.00
Ad Price 4-coloured	4,150.00	3,150.00	2,460.00	1,900.00	1,590.00

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Target Audience by Industry

Pharmacy	31 %
Food	29 %
Environment	22 %

Reader Title

Testing Director	24 %
Deans and Directors of Institutes	20 %
Lab Director	19 %

Target Readership Analysis

Enterprises' QC/QA Labs	28 %
Enterprise R&D Labs	22 %
Government Testing Labs	18 %

Multi-media Platform

Magazine	21,000 copies/issue
Open Class	200 people/class
Webinar	300 people/webinar
Vogel Class (knowledge payment platform)	100 people/class
Conference	200 people/conference
Professional Training	50 people/training
Mobile terminal users	130,000 (incl. WeChat Follower)

Editorial Calendar

ISSUE	DATE	FOCUS TOPICS	TRADE FAIRS / EVENTS
1	PD May 15	<i>Special Drug R&D and Analysis</i>	CISILE Beijing (CN), Mar 4—6
	AC May 5 EC April 25	<ul style="list-style-type: none"> • Policies and Regulations • Laboratory Design and Construction • Laboratory Management • Laboratory Safety • Drug R&D • Analysis and Test • Solutions 	CHINA LAB Guangzhou (CN), Mar 11—13
ISSUE	DATE	FOCUS TOPICS	TRADE FAIRS / EVENTS
2	PD July 15	<i>Special Environmental Monitoring and Analysis</i>	CPhI China Shanghai (CN), June 22—24
	AC July 5 EC June 25	<ul style="list-style-type: none"> • Policies and Regulations • Laboratory Design and Construction • Laboratory Management • Laboratory Safety • Analysis and Test • Water Analysis • Air Analysis • Soil Analysis • Solutions 	

ISSUE	DATE	FOCUS TOPICS	TRADE FAIRS / EVENTS
3	PD Sep 15 AC Sep 5 EC Aug 25	<i>Special Environmental Monitoring and Analysis</i>	analytica China Shanghai (CN), Nov 16–20
		<ul style="list-style-type: none"> • 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 	
ISSUE	DATE	FOCUS TOPICS	TRADE FAIRS / EVENTS
4	PD Nov 15 AC Nov 5 EC Oct 25	<i>Special Laboratory Guide</i>	
		<ul style="list-style-type: none"> • Policies and Regulations • Laboratory Design and Construction • Laboratory Management • Laboratory Safety • Analysis and Test • Solutions 	