

# Promotional Service Programs & Instructions

Analyze Laser  
Technology Application,  
Improve Manufacturing  
Technology!



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## About the Publication

**Means of Publication:** Monthly

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**Executive agency:**

Guangdong Optical Society of Laser Processing Committee

Shenzhen Star Ball Advertising Ltd.

**Overseas agency:**

Alegria International Ltd.

**Co-organizer:**

Guangdong Optical Society

Chinese Optical Laser Processing Committee

Shanghai Laser Institute

National Engineering Research Center for Laser Processing of Huazhong University of Science and Technology

Taiwan Association of Laser Application

Engineering Research Center for Laser Processing of Zhejiang University of Technology

Medical Device Industry Innovation Alliance of China Optical Valley

**Laser Manufacturer News** is a monthly publication for the Laser Technology Industry for Greater China. The publication has successfully formed the largest network of engineers, experts, manufacturers and associations from Shanghai, Shenzhen, Wuhan, Taiwan and Zhejiang, making it the most referred to publication in the industry. With highly effective editorial coverage, such as laser technology applications, industry focus, In-depth analysis, industry executive interview and product focus, the publication remains the publication of choice to players in the industry.

**Circulation:** 20,000 copies of original run; 30,000 copies of run-on; totaling up to 50,000 copies.

The numbers are inclusive of the Electronic version, copies to be distributed on-site during events and exhibitions, as well as those to be distributed via designated channels in Taiwan, Shanghai, Hubei, Hong Kong and other offices. Subscribers of the Electronics Weekly and registered readers on the website are not included.

The publication targets enterprises nationwide with focus on the primary destinations for corporate procurement with significant market size, such as Guangzhou, Shenzhen, Dongguan, Wuhan, Shanghai, Beijing, Zhejiang, Jiangsu, Changchun, Taiwan, Hong Kong and Macao.

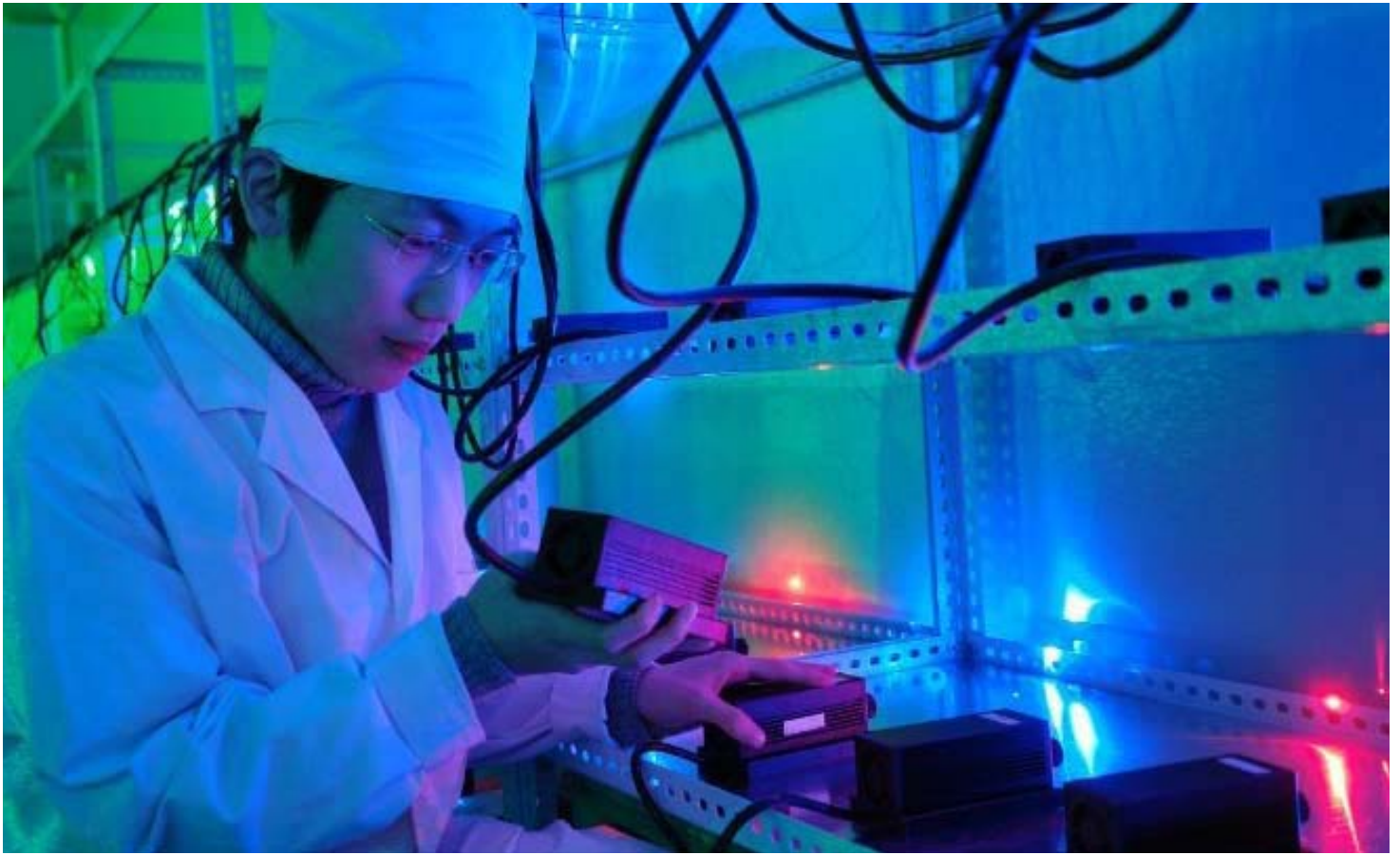
**Reader Base:** Our Readers are concentrated, highly targeted and predominantly consisting of professionals within the industry across different sectors.

- *Enterprises:* General Manager of enterprises, Director of Process Engineering in Technology Research and Development, Technical Director, Production Supervisor, Engineers, etc.

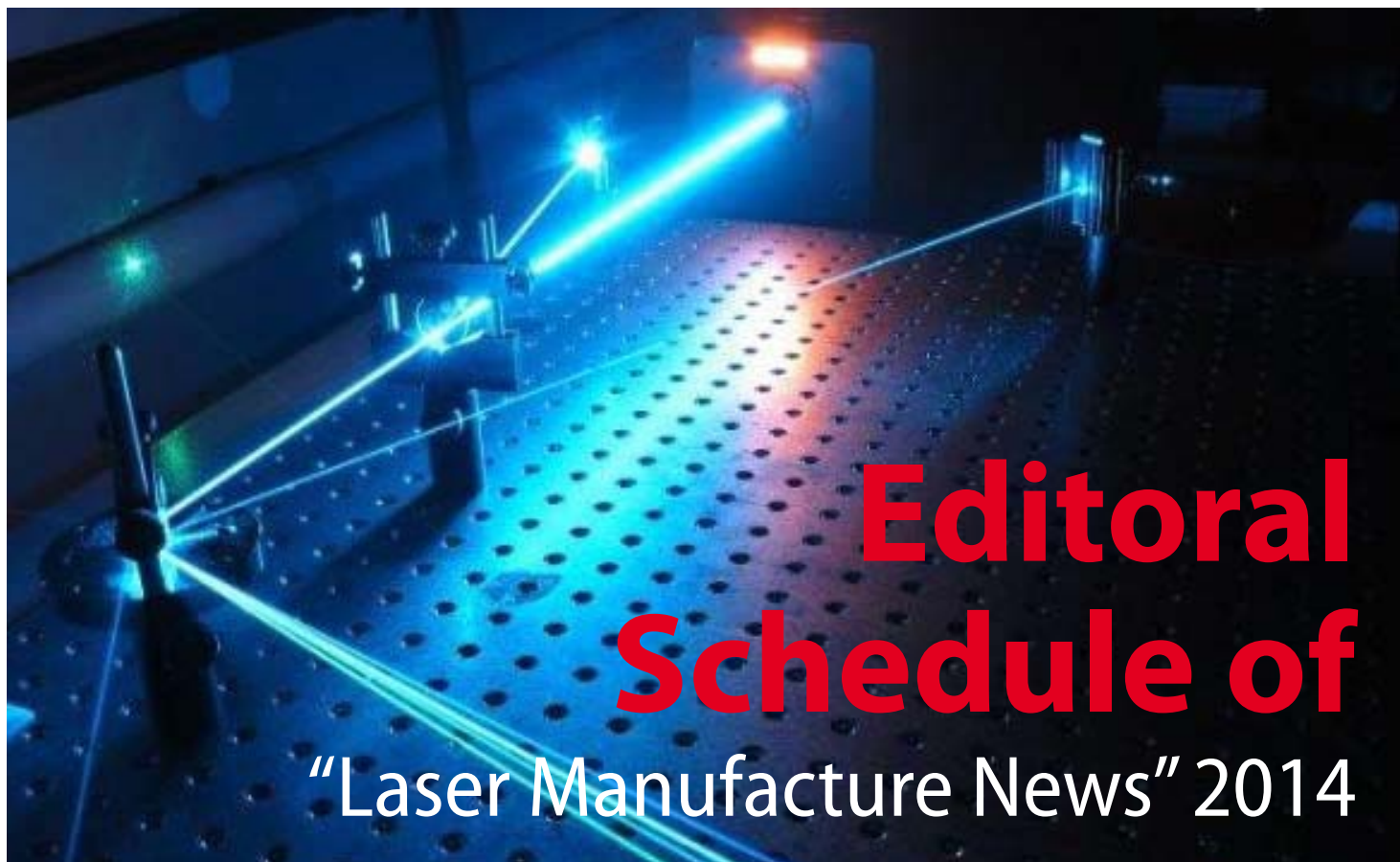
- *Research Institutions:* Domestic laser research institutions, Universities, experts and representatives of the industry

- *Manufacturers:* Laser manufacturers, General Manager of laser equipment and laser OEM enterprises and agencies, technology R & D Director and production Supervisors, Chief Engineer, etc.

- *Government:* Leaders of government authorities







**Issue No. :** February 2014  
**Press Time:** Jan 15th  
**Subject:** Laser Development, laser market and new trend  
**Contents:**  
1. New types of Laser sources and introduction  
2. 2013 Market Review, and the 2014 market forecast  
3. Different kinds of lasers, and the application potential

**Issue No. :** April 2014  
**Press Time:** Mar 15th  
**Subject:** Laser welding application technology  
**Contents:**  
1. Application status and prospects of laser welding in various industries  
2. Research progress of high power fiber laser welding  
3. Laser welding for plate  
4. Application status and marketing prospects of laser welding for different materials, different thicknesses, different coating metal materials

**Issue No. :** June 2014  
**Press Time:** May 15th  
**Subject:** Laser application in automotive industry  
**Contents:**  
1. Car body welding, key parts joining  
2. Automotive components laser treatment, lightweighting, frame hardening.  
3. Welding of chassis, gearbox and propeller shaft  
4. Cutting of airbag, metal door etc.

**Issue No. :** March 2014  
**Press Time:** Feb 15th  
**Subject:** Laser micro processing technology  
**Contents:**  
1. Application of Nano-, pico-, and femtosecond lasers  
2. Polymer micro drilling, cutting /scribing, and application in microfluidics.  
3. Laser micro-nano structure construction, UV laser application  
4. Laser application in medical machine, biological science.

**Issue No. :** May 2014  
**Press Time:** Apr 15th  
**Subject:** Non-metallic materials processing  
**Contents:**  
1. Special materials (plastics, glass, ceramic) processing  
2. Application case of laser technology in the leather / clothing  
3. Application of laser technology in polymer, advertising  
4. Laser processing technology for high reflective material, coating etc.  
5. Non-metal 3-D printing materials and research

**Issue No. :** July 2014  
**Press Time:** Jun 15th  
**Subject:** Laser processing in electronics manufacturing  
**Contents:**  
1. Laser application in cellphone, PCB, display, LED , thin film etc.  
2. Semiconductor, opto-communication, and sensing processing with laser  
3. Laser printing technology, application in appliance.



**Issue No.:** October 2014

**Press Time:** Sep 15th

**Subject:** Laser application in sheet metal, components, and commodity

**Contents:**

1. Laser cutting and welding metal sheet
2. Laser in agriculture machine cooking tools, and can-making etc.
3. Laser welding and cutting in oil/petrol pipe, metal pipe
4. Laser repair of gear, bearing, and metal frame etc.
5. Automotive components processing

## Editorial Schedule of “Laser Manufacture News” 2014



**Issue No.:** August 2014

**Press Time:** Jul 15th

**Subject:** Laser application in aviation, aircraft manufacturing, railroad transportation, ship building

**Contents:**

1. Application and prospects of laser welding technology in the field of aviation
2. Laser application in train, railroad
3. Laser technology of aircraft, exploration, sensing, radar etc.
4. Application of laser in shipbuilding industry

**Issue No.:** September 2014

**Press Time:** Aug 15th

**Subject:** Laser surface treatment (cladding, modification, repair)

**Contents:**

1. Laser surface hardening research progress and market prospects
2. Laser repair abrasive surface of metal parts
3. Laser cladding in metal products
4. Laser cladding repair power equipments
5. 3-D laser coating / additive manufacturing

**Issue No.:** November 2014

**Press Time:** Oct 15th

**Subject:** 3-dimension laser processing and automation flexible integrated system

**Contents:**

1. Laser development in flexible manufacturing
2. 3-D Laser cutting, welding, and marking etc.
3. Robot and laser integrated automation system
4. 3C products 3-dimensional marking

**Issue No.:** December 2014

**Press Time:** Nov 15th

**Subject:** Laser application in Energy industry and solar cells

**Contents:**

1. Laser repair of wind, hydro power equipment
2. Surface treatment technology for oil and petrol equipments, large-scale machine equipment
3. Laser coating of mining equipment
4. Laser processing of solar cells, and silicon thin film.

**A1 Expert Interview**  
To interview with well-known experts of the laser industry, introduce the industry's latest technology and research.

**A2 Industry Focus**  
To focus on industry news, review the hot topics of industrial development, pay attention to key enterprises' information.

**A3 Oversea Laser Information**  
To specifically report oversea laser information, industry development, the latest technological achievements, news of famous enterprises and application cases.

**A4 Enterprise Introduction**  
To specially recommend key enterprises with advanced technical level.

**B1 Experts' Quotations**  
By the form of interview, to invite famous experts or person in-charge of the well-known enterprises to conduct in-depth analysis on industry hot topics and market development trend.

**B2 Solution** To specifically highlight the problems and shortcomings may arise in the practical application of laser technology, and to provide solutions to the problem.

**B3 Laser Applications in Taiwan**  
Taking Taiwan as a window, to introduce laser information, new technologies, new applications of Taiwan, and to promote cross-strait exchanges in the laser industry, build a good communication platform.

**B4 Laser Insight**  
To specifically introduce the principle, characteristics, functions, development level and development status of various lasers.

**C1 Face to Face with Elite**  
To invites enterprise leaders to introduce the latest application of the relevant laser equipment, conduct profound analysis of the development of various types of laser equipment.

**C2 Focus On Laser**  
To concentrate on "the laser Industry News", flexibly report and analyze hot issues of certain field of the laser industry.

**C3 Column of Zhejiang**  
To focus on the development of the laser industry, the latest applications of laser technology, laser research institutions and enterprises news in Zhejiang region.

**C4 Market Research**  
To conduct tracking report the development of the laser industry market through the collection and survey, provide effective reference to laser companies and related institutions.

**D1 Enterprise Interview**  
To interviews with person in-charge of companies and discuss profoundly certain areas of expertise the company involved in.

**D2 Exhibition Information**  
To introduces the domestics and oversea laser industry exhibition, and laser applications related trade show

**D3 Column of Shanghai**  
To concern about the laser development information of Shanghai, and show the development and application of laser in East China at the same time.

**D4 Laser Mall**  
To display latest industry products, specifically recommend reliable, practical, cost-effective products

**E1 Industry Standards**  
To timely publish the product quality standards of laser industry, production specifications, codes of practice of application, provide important reference for the guidance of well development of laser industry.

**E2 In-depth Analysis**  
To conduct in-depth analysis of the level of technology and industrial development of the particular field by the laser field veterans.

**E3 Column of Wuhan**  
Taking Wuhan as a window, to prospect development of China Optical Valley, introduce the latest technology and the latest application of laser industry in central China.

**E4 Technology Preview**  
To discuss around the latest laser research and development technology, the latest product features, and extend to the practical application of new technologies, to predict future technology trends.

**F1 Laser World**  
To focus on cutting-edge meeting, technology forum, enterprise news and equipment updates of laser field, promote the application of laser technology.

**F2 Achievement Display**  
To specifically recommend the latest equipment of laser industry, display the latest achievements in laser research and development, introduce product performance, parameters and use guidance in details.

**F3 Micromachining**  
To introduce the application of laser micromachining technology in PCB, mobile phones, hardware and other fields.

**F4 Application of New Technology**  
To concern about the application of laser technology in some new areas, especially introduce some application cases as reference and applications for laser engineer.

## Main Columns of "Laser Manufacture News" 2014

# Testimonials

## What industry leaders say about Laser Manufacture News?

**What makes  
<Laser  
Manufacture  
News>  
the best laser  
media in  
China?**

*Laser societies play a key role to China laser industry. Laser Manufacture News has tight relationship with regional laser and optical associations. To name a few:*

**Taiwan Laser Technology Application Association**

**Guangdong Optical Society**

**Laser Processing Committee of China Optical Society**

**Wuhan Laser Society of Hubei Province**

**Hong Kong Critical Component Manufacturing Association**

**Shanghai Laser Society**

**Wuhan Laser Association of Optics Valley of China**



Xianghui Tang  
(唐霞辉)

**Secretary of The National Laser Processing Industry Technology Innovation Strategic Alliance  
Professor of Huazhong University of Science & Technology**

LMN has been growing with China's laser industry. Over the past 4 years, LMN not only witnessed the important news of laser businesses and academic circles but also the first hand new technologies and products. LMN is actively participating, organizing, and planning event activities to facilitate the industry. I must say LMN has been playing a key role to promote China's laser industry. A unique laser cultural spirit is formed because of her efforts. LMN has become a spiritual pillar for China's laser and optical professionals.



Dayong Min  
(闵大勇)  
Chairman & GM

**Wuhan HuaGong Laser Engineering Co., Ltd.**

LMN has done a great service by building an excellent platform for the laser industry. What keeps me reading LMN is because of its timely coverage of local and international news, trends, new technologies, new achievements, new products, and other latest information.



Pai Wang  
(王牌)  
GM of Laser Department

**ABICOR Binzel**

I am grateful that LMN is serving as a local laser media platform to help local companies as well as international companies. Your media is local and it is helping us foreign company goes penetrated! This has facilitated the industry information that helps local professionals grasping the latest market trends. I believe LMN is in the direction of making a great success for Chinese laser industry!



Tao Han  
(韩涛) GM

**II-VI Optics (Suzhou) Co., Ltd.**

LMN has been an essential journal for our company. It is a must read weekly publication on my desk. It carries industry news and market trends. And no doubt, LMN is helping me to focus on latest products and professional articles that keep me abreast of the industry updates.



Hengyang Mo  
(莫衡阳) GM

**Wuhan WISCO-HGLaser Large Scale Equipment Co., Ltd.**

LMN has always been my company must read and most concerned publication. LMN comes with many important laser applications and knowledge. I learned a lot of new technologies and development trend in the international laser industry level. I am anticipating LMN would be able to provide more international frontier technologies and applications. It is crucial for LMN playing an essential role to enhance the development of China's laser industry. Through this media platform, it certainly helps facilitate the cooperation and development between international and domestic laser business.



AlgisRuksenas  
(安杰)  
Chief Representative

**EKSPLA**

Ekspla is very satisfied to cooperate with Laser Manufacture News, which is a high quality photonics news source and advertisement platform. We valued Shenzhen Bao'an Laser Technology Forum, organized by Laser Manufacture News last year, was very useful event for deep and convenient technology related information exchange between lasers developers and users. We hope similar activities will be strengthened and expanded in coming years. Ekspla intends to support this trend. We wish Laser Manufacture News becomes more and more widely used in China, and hopefully will make some steps to internationalization.



# Supports from Elites of the Industry



**Jianquan Yao**  
Fellow of Chinese  
Academy of Sciences



**Songhao Liu**  
Fellow of Chinese  
Academy of Sciences



**Jiaqi Wang**  
Fellow of Chinese  
Academy of Sciences



**Youliang Wang**  
Director of China Optical  
Society Laser  
Processing Professional  
Committee



**Professor Maocai  
Wang**  
The Chinese academy of  
sciences metal research  
institute



**Professor  
Qingmao Zhang**  
South China University  
of Technology



**Genyu Chen Director**  
Hunan University



**Professor Jianhua Yao**  
Zhejiang University of  
Technology



**Professor XiaHui Tang**  
Huazhong University of  
Science & Technology



**Lijun Wang**  
Instructor of CAS



**Professor  
Zhengjia Li**  
Huazhong University  
of Science & Technology



**Minlin Zhong**  
Professor of Tsinghua  
University



**Deng Honglin**  
Deputy Director of China  
Optical  
Society Laser  
Processing Professional  
Committee

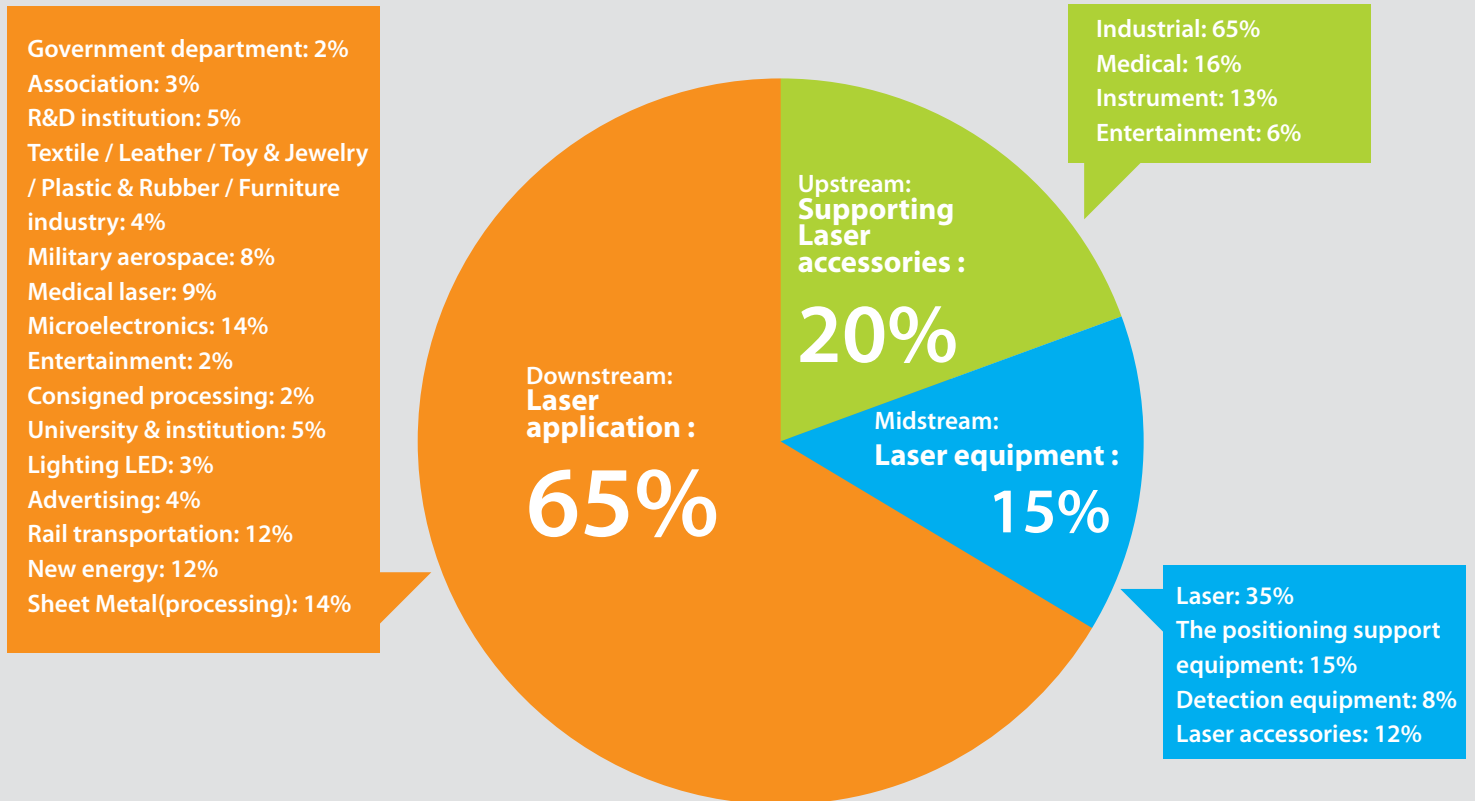


**Professor  
Wenjin Liu**  
Tsinghua University



**Professor Xiao Zhu**  
Huazhong University of  
Science & Technology



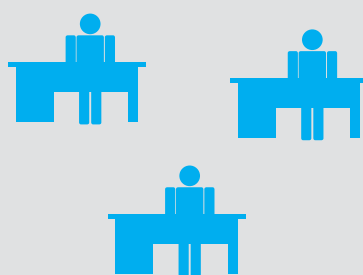


**Distribution Areas**



- Northeast China: 8%
- North China: 16%
- East China: 20%
- Central China: 11%
- South China: 20%
- Southwest China: 7%
- Northwest China: 6%
- Hong Kong, Macao and Taiwan: 12%

**Reader Distribution**



- Technical sector: 40%
- Procurement sector: 8%
- Production sector: 10%
- Research institution: 5%
- Management: 15%
- Business units: 5%
- Quality department: 7%
- Government agencies: 5%
- Others: 5%

**Readers' Position**



- General Manager: 4%
- Director: 5%
- R&D engineer: 22%
- Production line operator: 8%
- Purchaser: 6%
- Government: 5%
- Others: 5%
- Manager: 5%
- Department head: 8%
- Technical staff: 18%
- Quality staff: 5%
- Sales manager: 4%
- Scholar & Professor: 5%

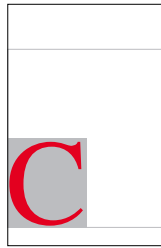
**A1 Effect**



Full Page



1/2 Page



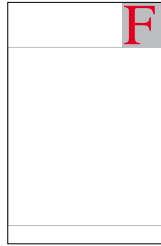
1/4 Page



1/8 Page



1/16 Page



Head

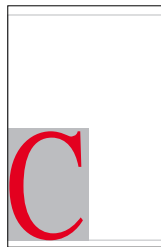
**A2-3/B2-3/C2-4/D2-4/E2-4 Effect**



Full Page



1/2 Page



1/4 Page



1/8 Page



1/16 Page



Head

**A4/B1/C1/D1/E1 Effect**



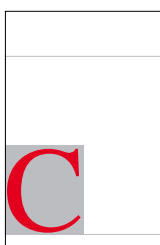
A4



Full Page



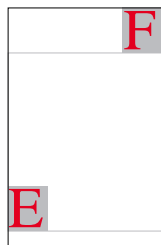
1/2 Page



1/4 Page



1/8 Page



1/16 Page & Head

Laser Manufacture News  
create measurable  
**promotion performance  
for you**

**A1 Version**

Position	Size	Price (Unit: USD)
A: Full Page	345mm X 400mm	3,900.00
B: 1/2 Page	345mm X 200mm	3,000.00
C: 1/4 Page	170mm X 200mm	1,980.00
D: 1/8 Page	170mm X 100mm	1,170.00
E: 1/16 Page	80mm X 80mm	690.00
F: Head	120mm X 95mm	900.00

**A2-3/B2-3/C2-4/D2-4/E2-4 Version**

Position	Size	Price (Unit: USD)
A: Full Page	345mm X 490mm	3,050.00
B: 1/2 Page	345mm X 240mm	1,540.00
C: 1/4 Page	175mm X 240mm	990.00
D: 1/8 Page	175mm X 120mm	780.00
E: 1/12 Page	175mm X 80mm	605.00
F: 1/25 Page	80mm X 80mm	390.00

**A4/B1/C1/D1/E1 Version**

Position	Size	Price (Unit: USD)
A4	175mm X 160mm	1,490.00
A: Full Page	345mm X 400mm	3,300.00
B: 1/2 Page	345mm X 200mm	2,170.00
C: 1/4 Page	175mm X 200mm	1,430.00
D: 1/8 Page	175mm X 100mm	900.00
E: 1/16 Page	80mm X 80mm	540.00
F: Head	140mm X 95mm	730.00

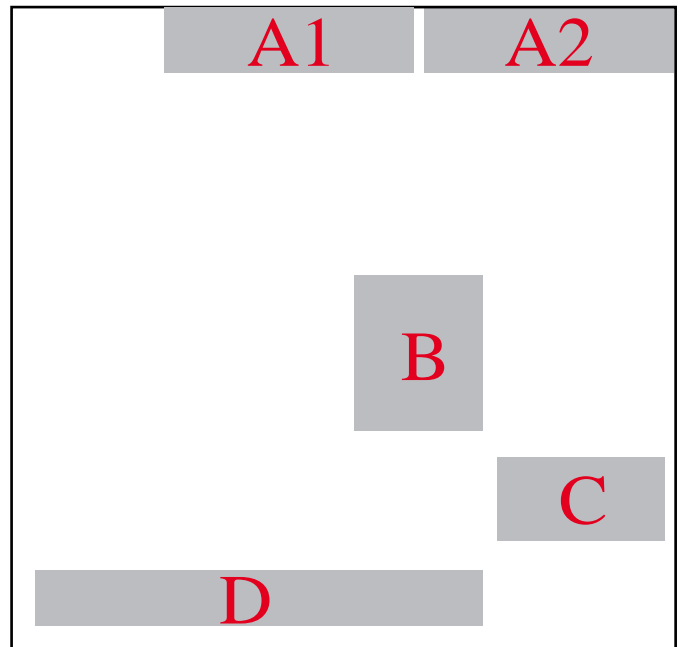
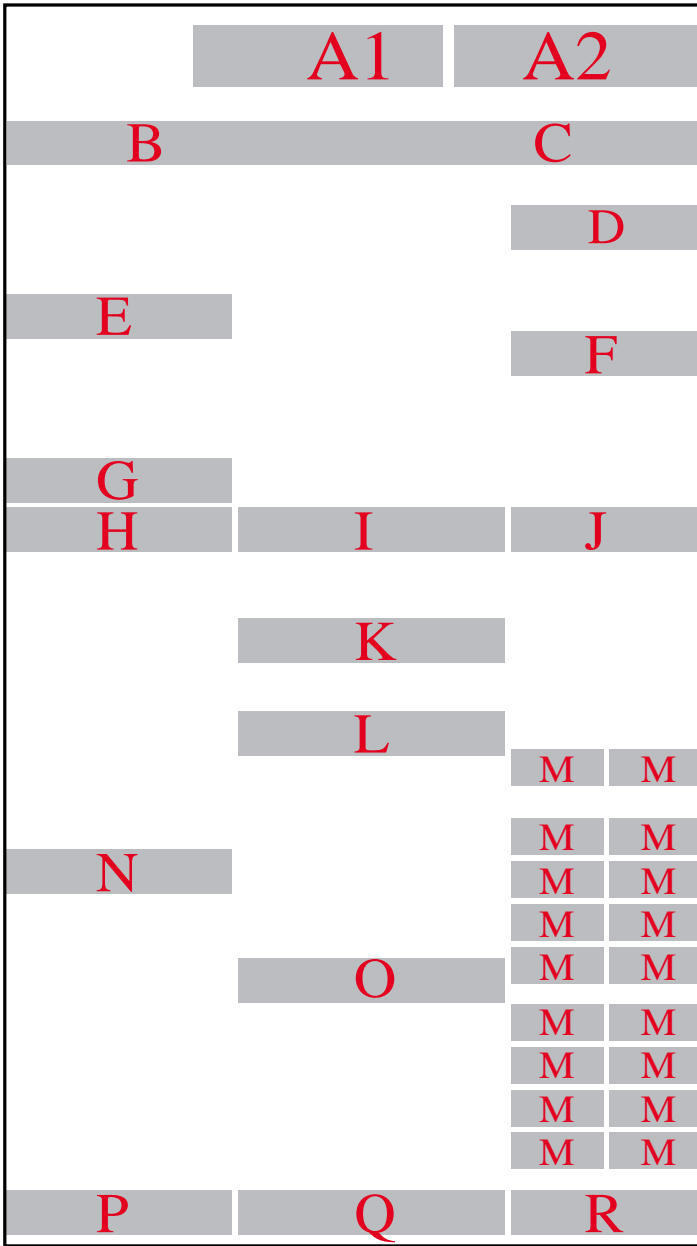
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- (1)The film production fee is not covered in the above price
- (2)The ads client shall enjoy membership and be given priority in providing information feedback
- (3)The advertising information that the client provides shall be clear. In case of errors owing to unclear statement of original information, the client shall be responsible for them.
- (4)The above price shall be settled according to China's currency exchange rate at the time.

## Preview Authority Academic

### Laser Engineer Home with your peers

With efficient laser manufacturing extension programs, the use of large-size banner delivers your information accurately to the target industrial managers, and affects their final decision, when they understand product development, assessment techniques and choose suppliers.



#### Website Home Page

Size	Estimated Quantity Available	Price (Unit: USD / month)	Note on Placement
720 X 80	3	\$1650	Position A1.2
475 X 60	3	\$1380	Position B
475 X 60	3	\$1380	Position C
270 X 60	3	\$1200	Position D
310 X 60	3	\$1200	Position E
270 X 60	3	\$1200	Position F
310 X 60	3	\$1080	Position G
310 X 60	3	\$960	Position H
360 X 60	3	\$960	Position I
270 X 60	3	\$1020	Position J
360 X 60	3	\$770	Position K
360 X 60	3	\$710	Position L
110 X 50	3	\$440	Position M
310 X 60	3	\$660	Position N
360 X 60	3	\$660	Position O
310 X 60	3	\$605	Position P
360 X 60	3	\$605	Position Q
270 X 60	3	\$605	Position R

#### Website page (article page )(randomly display)

Size	Estimated Quantity Available	Price (Unit: USD / month)	Note on Placement
200 X 300	5	\$1200	A1.2 The right side of the body content of an article
240 X 130	5	\$1200	B lower right corner of the page
240 X 130	5	\$600	C lower right corner of the page
650 X 45	5	\$1020	D Page bottom





**Print promotion**

Reaching local laser professionals every month.



**Digital promotion**

<http://www.laserfair.com/ebook/>

**Effective Marketing Solutions**

LMN offers a unique portfolio of promotional options to build brand awareness and product sales to key Chinese laser professionals.

**Online banners**

<http://www.laserfair.com/>

Delivering Chinese laser community to your products and technologies.





**Laser Weekly**

<http://www.laserfair.com/mail/e71.html>

Broadcasting by text link, banner, product release, adhoc product promotion through Laser Weekly – a weekly enewsletter service that offers direct access to China’s laser professionals.



**Inserts**

Loose Inserts are promotional materials bound into the Newspaper that allow subscribers to remove and retain your brochure, sales or technical literature.



**eDM**

An exclusive e-mail broadcast service that offers direct desktop access to China’s laser professionals.



**Seminar events**

Our laser focus seminars are the best industry events organized in China. Key laser professionals are drawn to attend.



# Some Lecturers and Subjects



**Minlin Zhong**  
Professor of Tsinghua University  
**Confirmed subjects:**  
Picosecond Laser High Efficient Processing Surface Micro-nano Functional Structure and Applications

**Host Organizations:**  
Guangdong Optical Society  
Laser Processing Committee of the China Optical Society  
Wuhan Laser Society of Hubei Province  
Laserfair.com



**Seminar Chair:**  
Hulin Fan, Director of HongKong Critical Components Manufacture Association



**Seminar Chair:**  
Young Wang, Professor of Huazhong University of Science & Technology

**Co-Organizers:**  
Shanghai Laser Society  
Welding Institute of Mechanical and Automotive Engineering School, South China University of Technology  
National Engineering Research Centre of Laser Processing, Huazhong University of Science and Technology  
Laser Processing Research Centre, Tsing-Hua University  
Electronic Science and Technology School, Shenzhen University  
Laser Technology Institute, Jiangsu University  
Science and Technology Association of Bao'an District, Shenzhen  
Shenzhen Branch of China Instrument and Control Society



**Xiaohui Tang**  
Professor of Huazhong University of Science and Technology  
**Confirmed subjects:**  
Critical Techniques and Equipments of Laser Cutting on Thick Metal Sheet



**Jimin Chen**  
Professor of Beijing University of Technology  
**Confirmed subjects**  
The Application of Laser Micromachining in Electronic Manufacturing

**Organizers:**  
Laser Processing Committee of Guangdong Optical Society  
Laser Processing Technology Engineering Research Centre, Zhejiang University of Technology  
School of Information and Optoelectronic Science and Engineering, South China Normal University  
Laser Manufacture News



**Seminar Chair:**  
Su Gu, CEO of Boston Photonics



**Seminar Chair:**  
Lijun Wang, Changchun Institute of Optics, Fine Mechanics and Physics, Chinese Academy of Science

The previous cooperation brand



**Jianzhong Zhou**  
Director of Laser Technology Institute of Jiangsu University  
**Confirmed subjects:**  
Laser Shot Peening Digital Analysis Technology and Application



**Weidong Huang**  
Professor of Northwestern Polytechnical University  
**Confirmed subjects:**  
Laser 3-dimensional rapid prototyping Research



**Seminar Chair:**  
Yongqiang Yang, Professor of South China University of Technology



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