

视觉系统设计
VisionSystems China
DESIGN

2026 MEDIA KIT

Insights and trends for the
machine vision market

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ENDEAVOR
BUSINESS MEDIA

ACT
INTERNATIONAL



Vision Systems Design China is a bimonthly publication with six issues per year. For years, it has been dedicated to covering the latest technologies, solutions, and trends in imaging components, equipments, methods, and processes, providing machine vision professionals with valuable reference information to address their challenges. With the advancement of new artificial intelligence (AI) technologies, the integration of machine vision and AI has become increasingly profound. In response, Vision Systems Design will expand its coverage of AI-related content in industrial manufacturing, reporting on the practical applications and innovative breakthroughs of AI technologies in this field.

Over the past 13 years, Vision Systems Design (abbreviated as VSDC) has been one of the key sources of industry news and technical information for machine vision professionals. Building on the foundation of the specialized Vision Systems Design magazine, we have established a comprehensive media matrix that includes the eFocus newsletter, website, WeChat official account, webinars, the VisionCon series equipments seminars, as well as exhibitions and award activities.

VSD China
magazine & website
launched



2012

VSD China
WeChat Public
Account launched



2015

1st VisionCon
launched



2016

VSD China
Innovator award
launched



2021

CIRCULATION



43,539

Registered reader
(Sep 2025)



321,857

Unique IP Visits
(Sep 2025)



31,955

WeChat Followers
(Sep 2025)

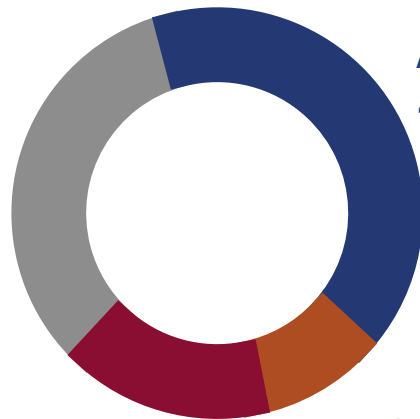


16,218

Seminar audience
(Since 2016)

Reader type

- Automotive
- Aerospace
- Packaging
- Medical
- Food & Beverage
- Energy
- Agriculture
- Others 34%



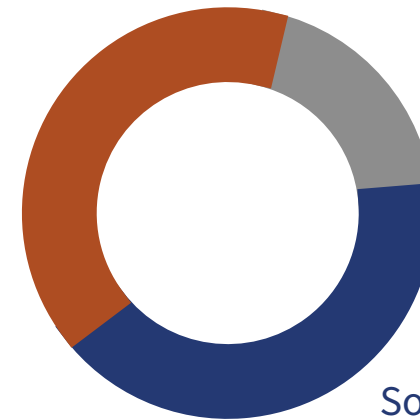
Electronics, Semiconductors
15%

Embedded system
10%

Automation
41%

Geographical

East China
39%



South China
41%

Others
20%

Job functions include: Design and development, System Integration, Manufacturing, General Management, Research.

EDITORIAL CALENDAR

	DEC / JAN	FEB / MAR	APR / MAY	JUN / JUL	AUG / SEP	OCT / NOV
	Issue: Dec 26 Mat close: Dec 19 Ad close: Dec 12 Editorial: Dec 5	Issue: Mar 6 Mat close: Feb 27 Ad close: Feb 13 Editorial: Feb 6	Issue: Apr 24 Mat close: Apr 17 Ad close: Apr 10 Editorial: Apr 3	Issue: June 26 Mat close: Jun 19 Ad close: Jun 12 Editorial: Jun 5	Issue: Aug 27 Mat close: Aug 20 Ad close: Aug 13 Editorial: Aug 6	Issue: Oct 23 Mat close: Oct 16 Ad close: Oct 9 Editorial: Sep 30
Technology Trends	<ul style="list-style-type: none"> Image Sensors 3D Imaging OCR/Intelligent Code Reader Edge Computing/Embedded Vision 	<ul style="list-style-type: none"> Light and Illumination Spectral Confocal Technology Image Acquisition and Processing Multispectral/Hyperspectral Imaging 	<ul style="list-style-type: none"> Line Scan Camera Liquid Lens Interface Standard Software 	<ul style="list-style-type: none"> SWIR Imaging Event-Based Camera Vision Large Model High Performance Computing(HPC) Platform 	<ul style="list-style-type: none"> 3D Measurement Smart Camera High-Speed Transmission Telecentric Lens 	<ul style="list-style-type: none"> 3D Vision-Guided Non-Visible Light Imaging Contact Image Sensor /Camera Transparent/Absorbent/ High-Reflective Material Inspection
Applications & Solutions	<ul style="list-style-type: none"> Photovoltaic Manufacturing Precision Agriculture 	<ul style="list-style-type: none"> Wafer Inspection Lithium - Ion Battery Inspection 	<ul style="list-style-type: none"> Automotive Manufacturing 3C Electronics Manufacturing 	<ul style="list-style-type: none"> Welding Monitoring Food/Beverage Inspection 	<ul style="list-style-type: none"> Semiconductor Packaging Inspection Pharmaceutical/Medical Device Inspection 	<ul style="list-style-type: none"> Display Manufacturing Warehousing/Logistics
Special Topics <small>(New products, Tech & applications, interviews, markets)</small>	<ul style="list-style-type: none"> Markets Review and Forecast 	<ul style="list-style-type: none"> AI/Deep Learning 	<ul style="list-style-type: none"> 3D Imaging 	<ul style="list-style-type: none"> 2026 VSDC Innovators Awards 	<ul style="list-style-type: none"> Multi-spectral/Hyperspectral/ SWIR Imaging 	<ul style="list-style-type: none"> Embedded Vision
Bonus distribution		<ul style="list-style-type: none"> SPS-Smart Production Solutions Guangzhou, Mar CDIIF, Mar Hangzhou International New Smart City Public Security Exhibition, May ITES China Expo, Mar - Apr 	<ul style="list-style-type: none"> XMIE, Apr CITE, Apr GAIE, May 	<ul style="list-style-type: none"> NEPCON China, Jun SCIIF, Jun transport logistic China, Jun 	<ul style="list-style-type: none"> EeIE, Aug CIOE, Sep 	<ul style="list-style-type: none"> CIIF, Oct embedded world China, Oct NEPCON ASIA, Oct C-TOUCH & DISPLAY SHENZHEN, Oct COMMERCIAL DISPLAY, Oct

Date	Theme
Jan 7	Edge Computing/Embedded Vision
Jan 14	Resource Center
Jan 21	Industry News
Feb 4	3D Imaging
Feb 11	Resource Center
Mar 4	Industry News
Mar 11	Multi-spectral/Hyperspectral Imaging
Mar 18	Resource Center
Mar 25	Industry News
Apr 8	Spectral Confocal Technology
Apr 15	Resource Center
Apr 22	Industry News
May 13	Smart Code Reader
May 20	Resource Center
May 27	Industry News
Jun 10	Image Acquisition and Processing
Jun 17	Resource Center
Jun 24	Industry News
Jul 1	SWIR/Non-Visible Light Imaging
Jul 15	Resource Center
Jul 22	Industry News
Aug 5	AI/Deep Learning
Aug 19	Resource Center
Aug 26	Industry News
Sep 2	Liquid/Telecentric Lens
Sep 16	Resource Center
Sep 23	Industry News
Oct 14	High Performance Computing (HPC) Platform
Oct 21	Resource Center
Oct 28	Industry News
Nov 4	3D Measurement
Nov 18	Resource Center
Nov 25	Industry News
Dec 2	Embedded Vision
Dec 16	Resource Center
Dec 23	Industry News

ADVERTISING RATE (US\$)

MAGAZINE

Vision Systems Design China (VSDC) is the authorized Chinese edition of the globally renowned machine vision publication Vision Systems Design. As a bimonthly magazine publishing 6 issues annually, it is dedicated to covering the latest technologies and products in machine vision and image processing, as well as their applications across industries including industrial intelligent manufacturing, food, and pharmaceuticals. Its mission is to introduce advanced technologies from home and abroad, promote domestic technological innovation, serve China's industrial upgrading and transformation, drive the development of new quality productive forces, and build a leading technological exchange platform in China.

Type	Ad Size	Four Color		Dimension (With 3mm bleed on all sides)
		1x	3x	
Standard Page	Full Page	2,500	2,200	209x279mm
	1/2 Page H/V	1,600	1,450	209mm x 143mm/ 108mm x 279mm
	1/3 Page H/V	1,100	1,000	209mm x 97mm/ 74mm x 279mm
Premium Positions	Page 1/Cover II/Cover III	3,000		209x279mm
	Cover IV	3,500		209x279mm
	Front Cover Onsert	4,000		203x132mm
	Bellyband	4,400		439x161mm
	Other Specified Positions	+10%		
	E-magazine Advertising	-60%		

Commission to recognized ad agency 15%, Translation cost: US\$100/page



VSDC is continuously calling for submissions focusing on the following machine vision-related topics. Enterprises and individuals are welcome to contribute. Accepted manuscripts will be published free of charge, and outstanding works will also be featured on the official WeChat public account of VSDC.

Submission Scope & Requirements

• Thematic Contributions

Technologies, applications, and development trends within the designated thematic scope.

• Regular Contributions

Technical trends, applications, and solutions in the machine vision field.

• New Products

New products launched within the past six months.

Submission Email: rossiep@actintl.com.hk

ADVERTISING RATE (US\$)

WEBSITE

The website focuses on reporting the latest machine vision news, product spotlights, technologies and applications. It features core sections including Industry Interviews, Technical Seminars, E-Magazine and Video, as well as special columns such as Innovation Awards and White Papers. Designed to help users grasp technical trends and market dynamics, it promotes and facilitates the innovation, development, application and transformation of vision system technologies. It serves as a high-value, dynamic comprehensive information platform for the machine vision industry.

*Total page views: 847,812 Unique IP Visits: 321,837 (Sep 2025)

Position	Appearance	Dimension (pixels, w x h)	Size	Format	Shares of inventory	Per Month	Exclusive (per month)
Leaderboard	Run of Site	728 x 90	60k	JPG, GIF	3	1,500	2,250
Rectangle1		300 x 250	40k		3	1,200	1,800
Rectangle2,3		300 x 600	80k		3	1,500	2,250
Logo Sponsor	Home page	140 x 70	20k	JPG	N.A.	340	N.A.
Prime Product		140 x 100	30k	JPG	N.A.	1,010	N.A.
Video	Video channel	Published concurrently on the WeChat Official Account and the recent e-newsletter		MP4,M4V,AVI,MKV,MOV	1,500 per session		
Welcome ad	Run of Site	640 x 480	280k	JPG	One Week	Two Weeks	Four Weeks
					540	1,020	1,930

The screenshot shows the website interface with several advertising spots. At the top right is a 'Leaderboard' ad. Below it, on the right side, are three vertical ad spots labeled 'Rectangle 1', 'Half page (skyscraper)', and 'Rectangle 2'. At the bottom right is another vertical ad spot labeled 'Rectangle 3'. A 'Welcome ad' is placed in the main content area. The website header includes the logo '视觉系统设计 VISION SYSTEMS DESIGN' and navigation menus.

WeCHAT CONNECT

WeChat is China’s online social service to chat and share information with friends, read news, play games, track their fitness goals, make voice and video calls, shop online, and even pay for lunch. WeChat is so deeply embedded in people’s lives, companies—even technical companies—use WeChat as a way of gaining a foothold in the Chinese market.

VSDC's WeChat channel has already opened the door for you to effectively reach a self-defined audience of VSDC followers who are interested in receiving the latest technology information from VSD, VSDC, and VisionCon.

Our WeChat blasts are daily, Monday through Friday (except holidays), within our WeChat environment you can deliver messages to customers

- Promoting tech articles,
- For new product launch information
- Use the site as a recruitment tool
- By using banner-like ads as page breaks between articles sent by WeChat, or to
- Set up customized WeChat programs

Consult us for your WeChat programs.

WeChat Advertising Opportunities

			US\$ net
Article blast	1st article	1st article of the wechat message blast to full list	800
	Other positions	Article place in other positions	640
Ad blast	1st article	Banner size: 900 x 250 px, on top of the wechat message for 6 times (random) in 2 weeks	700
	Other positions	Banner size: 900 x 250 px, on top of the wechat message for 6 times (random) in 2 weeks	560
Video blast	Quick video of for interviews, educations, solutions etc.	2-3 mins Video supplied or production aided by VSDC team. include one article blast for promotion	1,150
New Product blast	Product launch, Demo, etc.	Product picture and introduction, with URL	1,000

Enjoy frequency discount for multiple insertions within a 12 month period

3x	5%
6x	10%
9x	15%
12x and above	20%



ADVERTISING RATE (US\$)

Resources Center/eProduct Showcase

The e-Newsletter is a weekly email service tailored for professionals in the machine vision industry. It aims to quickly deliver key information such as the latest industry trends, product updates and news reports to over 30,000 subscribed readers via email, a direct and efficient channel. Its core value lies in the timeliness and directness of information, ensuring every recipient gains access to the most valuable content at the earliest opportunity, browses and understands the information in the email with ease, and that the information subtly influences purchasing decisions while being effectively conveyed.

Cost (per each resource/ eProduct unit) US\$ net 800

The Resource Center is a featured section of the e-Newsletter designed specifically to meet enterprises' product promotion needs. Enterprises can submit the latest product information (up to 100 words and 1 image), which will be delivered directly to readers. Readers can click to view the information directly, and the email addresses of clicking readers will be collected and provided to the promoting enterprises.

Position	Dimension (pixels, w x h)	US\$	Size	Format
Top Banner	728x180	1,570	200k	JPG/GIF/PNG
Banner1,2	350x60	600	100k	JPG/GIF/PNG



eFOCUS



Resources Center/
eProduct Showcase

WHITE PAPER

The "White Paper" section of the website features leading-edge technical contents or those with unique insights in specific fields. Technical white papers published by enterprises here are promoted through multiple channels including the website, e-Newsletter, EDM and WeChat Official Account, reaching readers such as R&D and technical engineers. This not only effectively consolidates and enhances the company's image and position as a technical leader but also generates marketing lead feedback.

* White papers will be archived for no less than one year.

1x	US\$ 1,500	4x	US\$ 5,000	6x	US\$ 6,600	12x	US\$ 12,000
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Content Marketing Service: US\$ 2670

We customize textual and video content for enterprises, including executive interviews, new product launches, event coverage, and application solutions. The content is promoted and exposed through multiple channels such as magazines, official website, WeChat Official Account, WeChat Channels, EDM, and communities. It attracts and subtly influences users and potential users through accurate, professional, and readable content, increasing enterprise visibility and attention.

* Contact the sales team for more details



VSDC Innovators Award

The Innovators Awards, organized by Vision Systems Design, has enjoyed an outstanding reputation overseas for many years. It aims to recognize machine vision enterprises that have achieved excellence in products, technologies, applications, or R&D.

Since VSDC introduced this highly anticipated event to China in 2021, the VSDC Innovators Awards has successfully held four years and quickly emerged as a benchmark in China's machine vision industry. Each year it attracts active participation from numerous outstanding system integrators, industrial camera manufacturers, camera component suppliers, image sensor manufacturers, and machine vision lighting enterprises. These companies showcase their latest innovative products and technologies to compete fiercely for the awards, with those delivering exceptional innovative achievements standing out and winning this prestigious honor.

The 2026 Innovators Awards will host a grand award ceremony for winning enterprises at the "South China International Industry Fair" in June 2026. Industry experts, scholars, and renowned entrepreneurs will be invited as award presenters. They will not only present trophies to the winning enterprises but also share their insights and perspectives on the development trends of the machine vision industry on-site. The audiences will engage in in-depth exchanges and interactions with the winning enterprises, jointly witnessing this glorious moment.



*Listed in no particular order

VISIONSYSTEMSDESIGNCHINA
2026 Innovators Awards
2026 创新奖

The VSDC Innovators Awards 2026 is now open for registration.

WEBINAR (customized)

Webinars are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers and engineering manager sales prospects. A customized webinar provides great branding opportunities for your company, and generate qualified leads.

- Promotion in Website (text link or banner)
- Two dedicated email promos
- One WeChat promo
- Promotion in VSDC eNewsletters
- Sponsors logo on all promo material
- Ability to add up to 4 additional, customized registration questions (optional)
- Sponsors receive full contact information on all registrants as available
- Archive in VSD China website for one year to collect more registrants

Live Webcast

US\$ 6,400



BUNDLED SERVICES

BUNDLE A

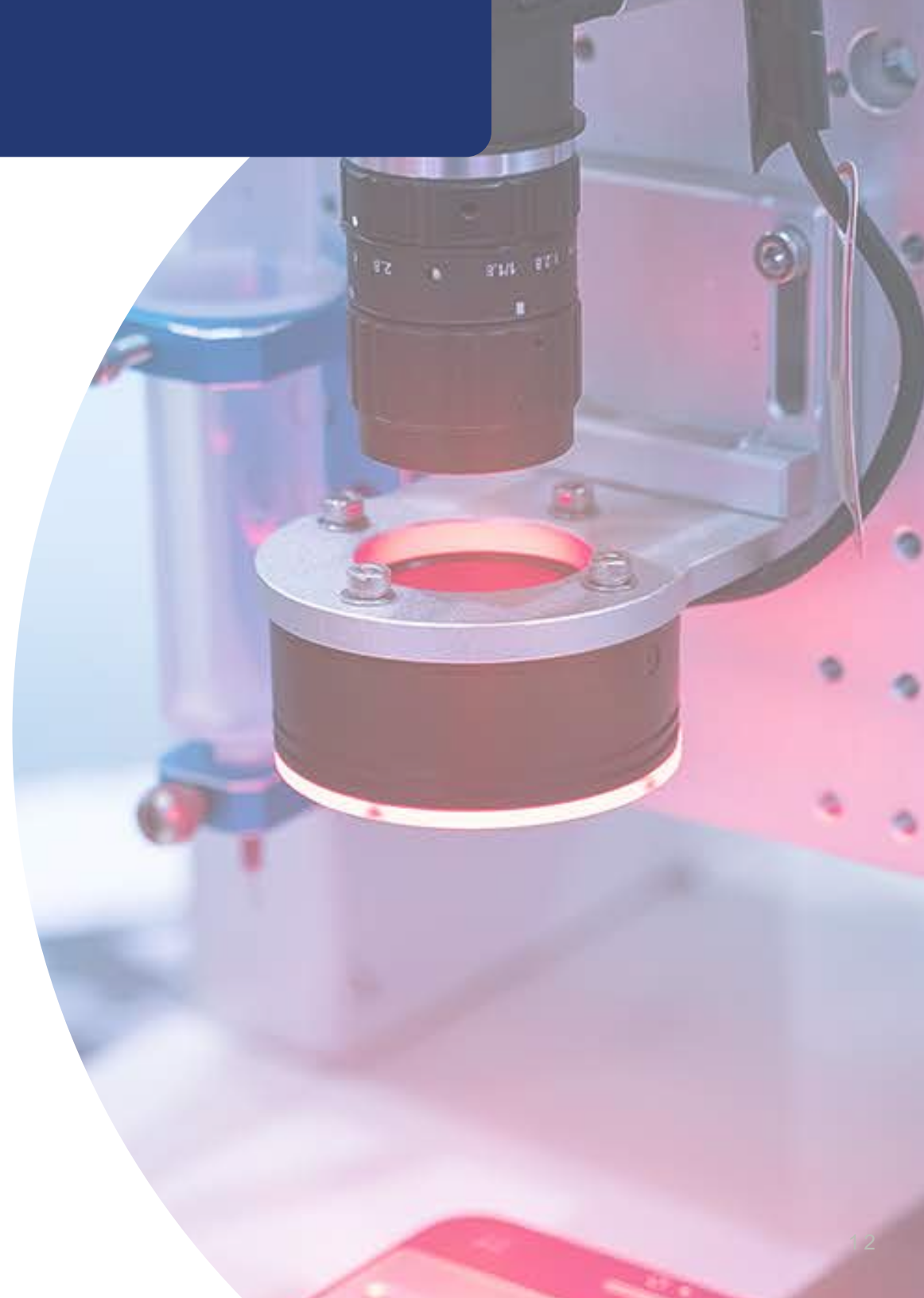
- 1 product promotion in the resource center
- 1 headline push on the official WeChat account
- 1-month top banner placement in official WeChat articles
- 1 technical application white paper service
- 1 customized online seminar

Bundle Price	US\$ 7,000
List Price	US\$ 10,500

BUNDLE B

- 1 full-page advertisement in the digital magazine (1p)
- 1 product promotion in the resource center
- 1 banner in the e-newsletter
- 2 headline pushes on the official WeChat account
- 1-month top banner placement in official WeChat articles
- 1-month banner promotion service on the official website

Bundle Price	US\$ 5,000
List Price	US\$ 6,300



VisionCon Technical Conference

To promote the application and deployment of the advanced technologies in manufacturing, ACT International will host VisionCon Vision System Design technical conferences in several manufacturing-active cities across China in 2026. Additionally, multiple online seminars will be launched focusing on automotive manufacturing, semiconductor wafer manufacturing, and advanced packaging and testing, continuing to build a platform for interaction and exchange between machine vision manufacturers and industry users!

Annual Meeting Plan

Offline Conference		
Jan	Xian	Automotive/New Energy, Semiconductors, Photovoltaics, Aerospace, Military Equipment, High-End Equipment
Apr	Chongqing	New Energy, Rail Transit, Consumer Electronics, General Components, High-End Equipment, Semiconductors
May	Suzhou	Semiconductors, Automotive and Components/New Energy, Liquid Crystal Displays, Consumer Electronics, Precision Machining, Automated Assembly, High-End Equipment
Jul	Shenzhen	Consumer Electronics, Communication Equipment, New Energy, Photovoltaic Modules
Aug	Hefei	Semiconductor Wafer Manufacturing & Advanced Packaging & Testing, Display Manufacturing, Automotive/New Energy
Sep	Wuhan	Optical Communication (Precision Inspection of Optical Communication Products like Optical Fibers, Optical Modules, Lasers), Semiconductors, Displays, Automotive and Components, High-End Equipment
Workshop	Xiamen	Display Manufacturing, Semiconductor Manufacturing, Packaging & Testing, Electronic Assembly, Lithium Battery Manufacturing
Workshop	Beijing	Semiconductor Equipment, Aerospace, Automotive Manufacturing, Pharmaceutical Production

Webinar Thematic Directions		
Automotive Vehicle, Parts Manufacturing & Lithium Battery Manufacturing	Semiconductor Wafer Manufacturing	Semiconductor Advanced Packaging & Testing

*Learn more about the conference or reach out to the sales team for details

Sponsoring Companies



*Listed in no particular order

Focus Topics

- 1、Hardware Advances: Development of hardware technologies like new image sensors, lenses, lights, image capture cards, etc.
- 2、3D Vision Technology: Application of high-precision 3D vision sensor technology in quality inspection
- 3、AI & Deep Learning: Deep learning-based visual inspection algorithms, application of transfer learning in industrial scenarios
- 4、Advances and Practical Applications of Multi-spectral/Hyperspectral/SWIR Imaging Technology
- 5、In-depth Discussion of Industry Applications: Semiconductors, 3C Electronics, Automotive, Photovoltaics, Lithium Batteries, Intelligent Transportation, Smart Agriculture...

Electronics & Semiconductor Industry

- Silicon/SiC/GaN wafer appearance/surface/internal defect inspection
- Wafer dimensional precision measurement/dicing alignment & positioning
- Visual Quality Inspection: Improving Yield and Automation Levels in Consumer Electronics Manufacturing
- Various visual inspection applications in new display production
- Other related topics

Optical Communication Manufacturing Industry

- Fully Automated Visual Inspection of Optical Component Surface Quality and Geometric Dimensions
- Visual Inspection and Yield Control in Photonic Integrated Circuit (PIC) Manufacturing Processes
- Intelligent Visual Inspection of Connector End-Face 3D Topography and Scratch Defects
- Other related topics

Automotive/New Energy Manufacturing Industry

- Innovative Practices of Machine Vision in Surface Defect Inspection for Vehicle Bodies and Components
- Quality Vision Solutions for the Entire Power Battery Manufacturing Process
- Application of Vision-based Traceability and Code Reading in Whole Vehicle Lifecycle Quality Management
- Other related topics

AI + Machine Vision

- AI Algorithm Selection for Industrial Scenarios: Model evaluation framework for accuracy and efficiency
- Challenges in Industrial Deployment and Integration of AI Vision Systems
- AI/Deep Learning Technology Enabling High-Accuracy Defect Detection
- Other related topics

Conference Format

Offline Conference	Format	Presentations	Exhibits	Duration	Attendees (Engineers/Management)
	Conference Speeches + Product Display	9-11 Sessions	15-30 Companies	One Day	150 +

Workshop	Format	Presentations	Exhibits	Duration	Attendees (Engineers/Management)
	Technical Sharing + Supply-Demand Interaction	1-3 Sessions	Subject to Venue	Half Day	10-25

Focus Topics

Semiconductor Wafer Manufacturing [Front-End Processes]

- Machine Vision Alignment Technology in Wafer Lithography
- Detection and Classification of Nano-scale Defects on Wafer Surfaces
- Application of 3D Vision Technology in Wafer Bump Measurement
- Recognition and Inspection of Wafer Surface Characters and Codes
- Unique Applications of Machine Vision in Extreme Ultraviolet (EUV) Lithography

Semiconductor Packaging & Testing [Back-End Processes]

- Inspection of Chip Placement Accuracy in 2.5D/3D Packaging
- 3D Visual Inspection for Solder Ball Placement and Pin Forming
- Comprehensive Appearance Defect Inspection Solution After Molding
- High-Precision Alignment Application in CPO Packaging Chip and Module Alignment
- Future Trends and Challenges of Machine Vision Technology in Semiconductor Advanced Packaging Processes

Automotive Vehicle, Parts Manufacturing & Lithium Battery Manufacturing

- Application of Machine Vision Technology in Appearance Defect Inspection of Automotive Parts
- Application of High-Precision 3D Vision in Body-in-White Matching and Gap & Flush Measurement
- Machine Vision-Based Inspection and Analysis of Automotive Welding Quality
- Application of Vision Code Reading Technology in FullProcess Traceability "From Parts to Vehicle" in Automotive Production
- Machine Vision Detection and System Optimization for Electrode Sheet and Tab Welding Quality
- AI and 3D Vision-Based Comprehensive Inspection Solution for Welding Quality
- Integration and Collaborative Optimization of Machine Vision Systems with Lithium Battery Production Lines

Conference Format

Online Conference	Format	Presentation	Exhibition	Duration	Attendees (Engineers/Management)
	Live/Recorded + Live Q&A	4-5 Sessions (Incl. 1 Expert Speech)	/	Half Day	Specific number depends on the theme

VisionCon Sponsorship Opportunities

Platinum	US\$ (net)	Gold	US\$ (net)	Silver	US\$ (net)
<ul style="list-style-type: none"> • 40-minute presentation (Prime morning time slot) • Maximum 42 slides in conference proceeding • One full-page, four-colour ad or one technical article in the conference proceeding (2-3 pages) • Tabletop for literature distribution • Literature in delegate bags (1 piece) • Complete list of conference delegates • Company logo on all promotion materials • 8 complimentary conference passes 	6,930	<ul style="list-style-type: none"> • 35-minute presentation (Morning time slot) • Maximum 36 slides in conference proceeding • One full-page, four-colour ad or one technical article in the conference proceeding (2-3 pages) • Tabletop for literature distribution • Literature in delegate bags (1 piece) • Complete list of conference delegates • Company logo on all promotion materials • 6 complimentary conference passes 	5,600	<ul style="list-style-type: none"> • 25-minute presentation • Maximum 30 slides in conference proceeding • Tabletop for literature distribution • Complete list of conference delegates • Company logo on all promotion materials • 4 complimentary conference passes 	(Number of sponsorship in 12 month period) 1x 5,180 3x 4,900 5x or more 4,620

Plus Display Sponsorship (Specific dimensions subject to hotel conditions)	US\$ (net)	Tabletop Sponsor (Specific dimensions subject to hotel conditions)	US\$ (net)
<ul style="list-style-type: none"> • Tabletop for literature distribution • Advertisement in the conference guide • Complete list of conference delegates • 3 complimentary conference passes • Company logo on all promotion materials • 50% surcharge for heavy equipment demo 	3,730	<ul style="list-style-type: none"> • Tabletop for literature distribution • Advertisement in the conference guide • 2 complimentary conference passes • Company logo on all promotion materials • 50% surcharge for heavy equipment demo 	1,600

More Sponsorship Opportunities	US\$ (net)	webinar sponsorship content	US\$ (net)
Badge/Lanyard sponsor (per 200 persons)	2,240	<ul style="list-style-type: none"> • 30-minute online presentation • List of valid listeners • Post-conference report • Electronic Journal Advertising - 1 Page • Company logo on all promotion materials • Archived on Vision Systems Design China's website for 6 months 	4,670
1 Page Advertisement in the Conference Guide	800		
Literature in Delegate Bags	1,030		
Tea breaks (twice a day) or lunch sponsorship	3,500		

For more sponsorship details, please contact the sales team.

*Customized webinar programs are available, contact us for details

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