



LetPub CHINA

LetPub, a brand of Accdon

MEDIA KIT 2026

**Reach China-based researchers throughout the
publication journey**

Website Display

Targeted Email

WeChat

Why China?

The strategic case for reaching China-based researchers



World's largest research producer

Over one million science and engineering articles were published by Chinese researchers in 2024—more than any other country.



A decade of rapid growth

Chinese researchers have been a major driver of global publication growth over the past decade, with China's annual S&E publication output approaching twice that of the United States by 2023.

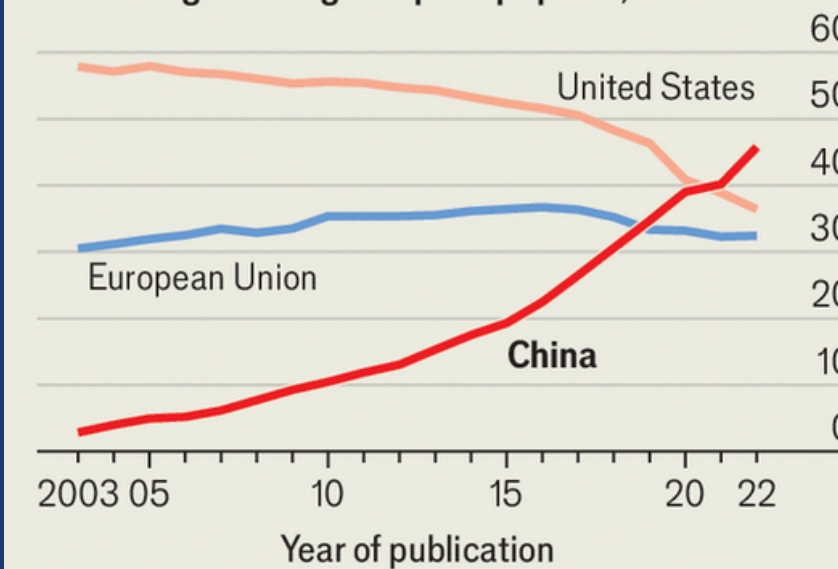


A strategic market for publishers

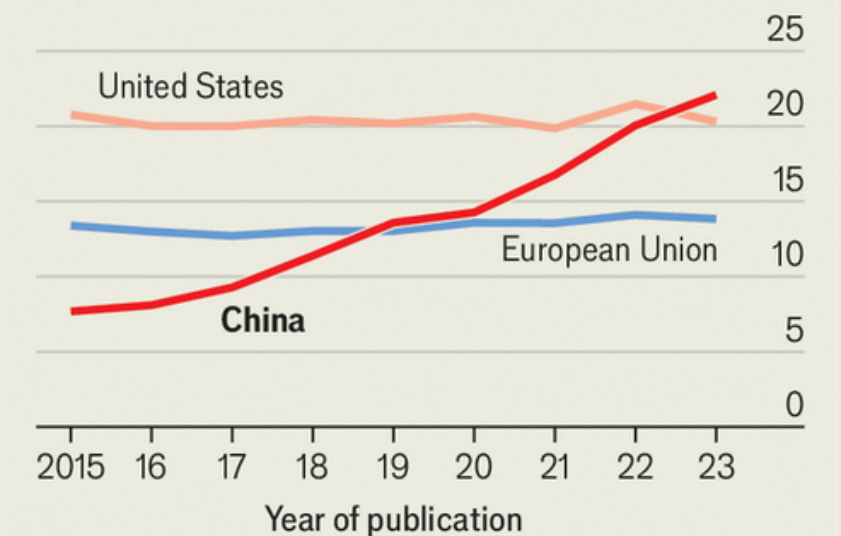
Publishers and societies increasingly view China as essential for author acquisition, submissions, readership, and journal growth.

High-quality science papers, by author location, selected countries/regions

Share of global high-impact papers*, %†



Nature Index, contributions to papers published‡, '000



*Top 1% by number of citations, Web of Science platform
†Percentages can add up to more than 100 due to co-authorships *In prestigious journals
Sources: Nature; Clarivate, Web of Science; The Economist

31%

of global S&E articles is from China—this is the largest single-country share

~40%

of global high-impact research papers—surpassing the U.S. and EU

Source: National Science Board, Science & Engineering Indicators 2026 (NSF/NCSES); The Economist / Clarivate, Web of Science.

LetPub, a brand of Accdon

Audience Scale & Publication Intent

LetPub China reaches researchers at high-intent points in the publication journey—journal discovery, evaluation, manuscript preparation, and submission planning.



19.5M

Total Users



51.4M

Sessions



147.7M

Page Views



129.5M

Journal
Page Views



1.36M

Registered
Users



3m 45s

Avg. Engagement Time
per Active User

~88%

of page views occur within
the journal-information
environment

129.5M of 147.7M page views

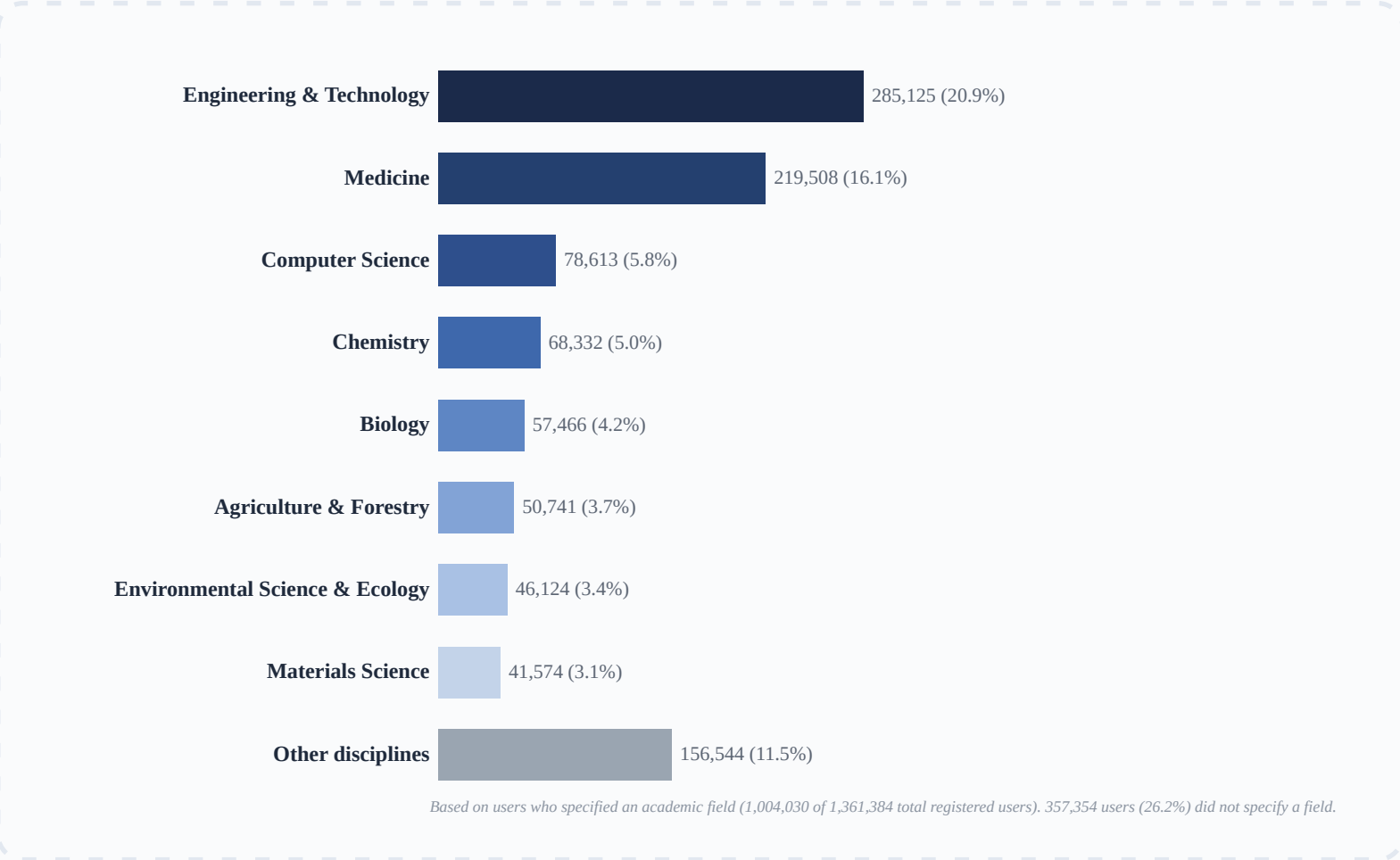
Source: LetPub China GA4, June 1 2025–June 1 2026. Registered-user data supplied by LetPub China. Subject and institutional breakdowns are directional.

LetPub, a brand of Accdon

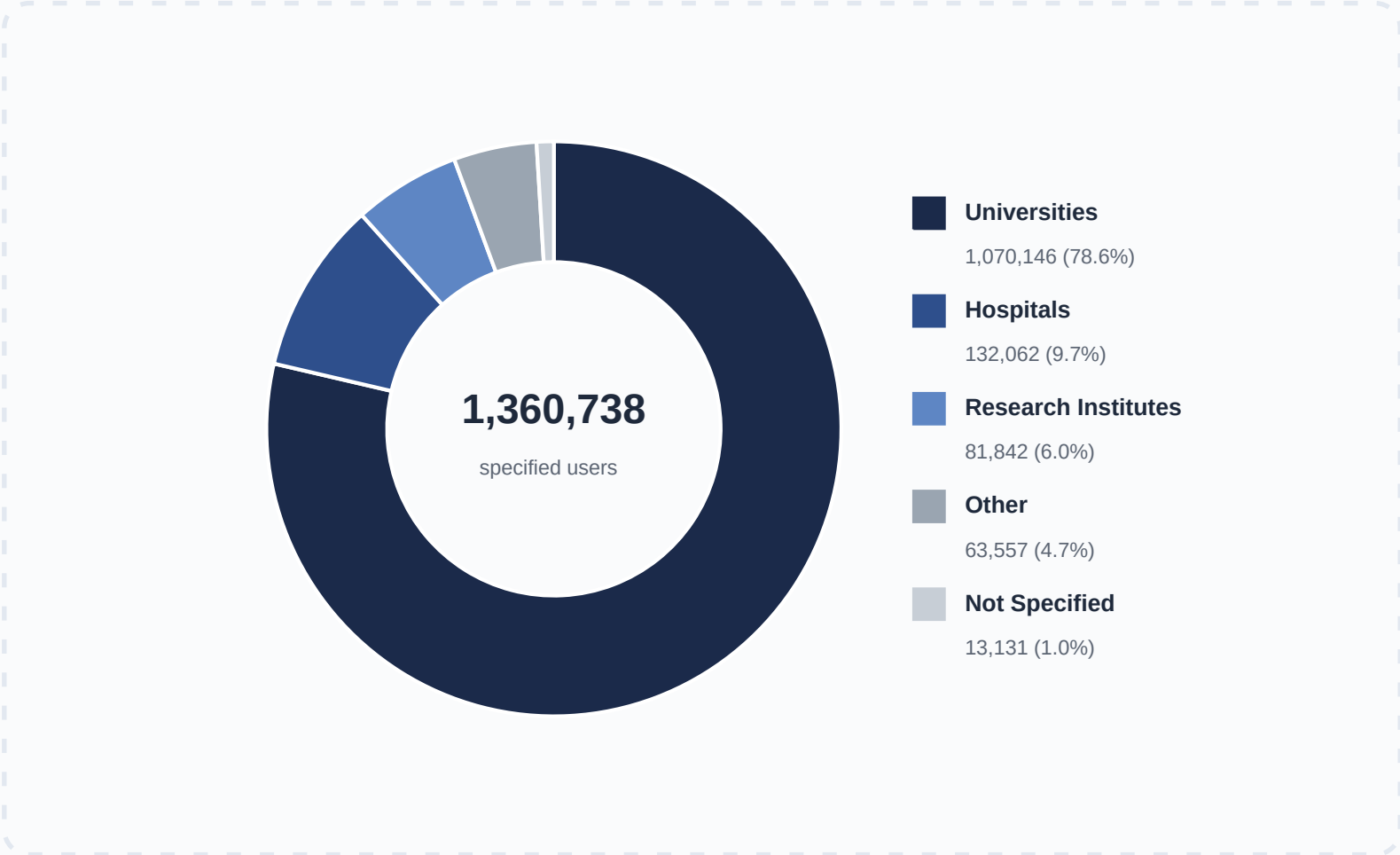
Registered Audience Profile

1,361,384 registered users—with available segmentation by discipline and organization type.

🧪 USERS BY DISCIPLINE



🏢 ORGANIZATION TYPE

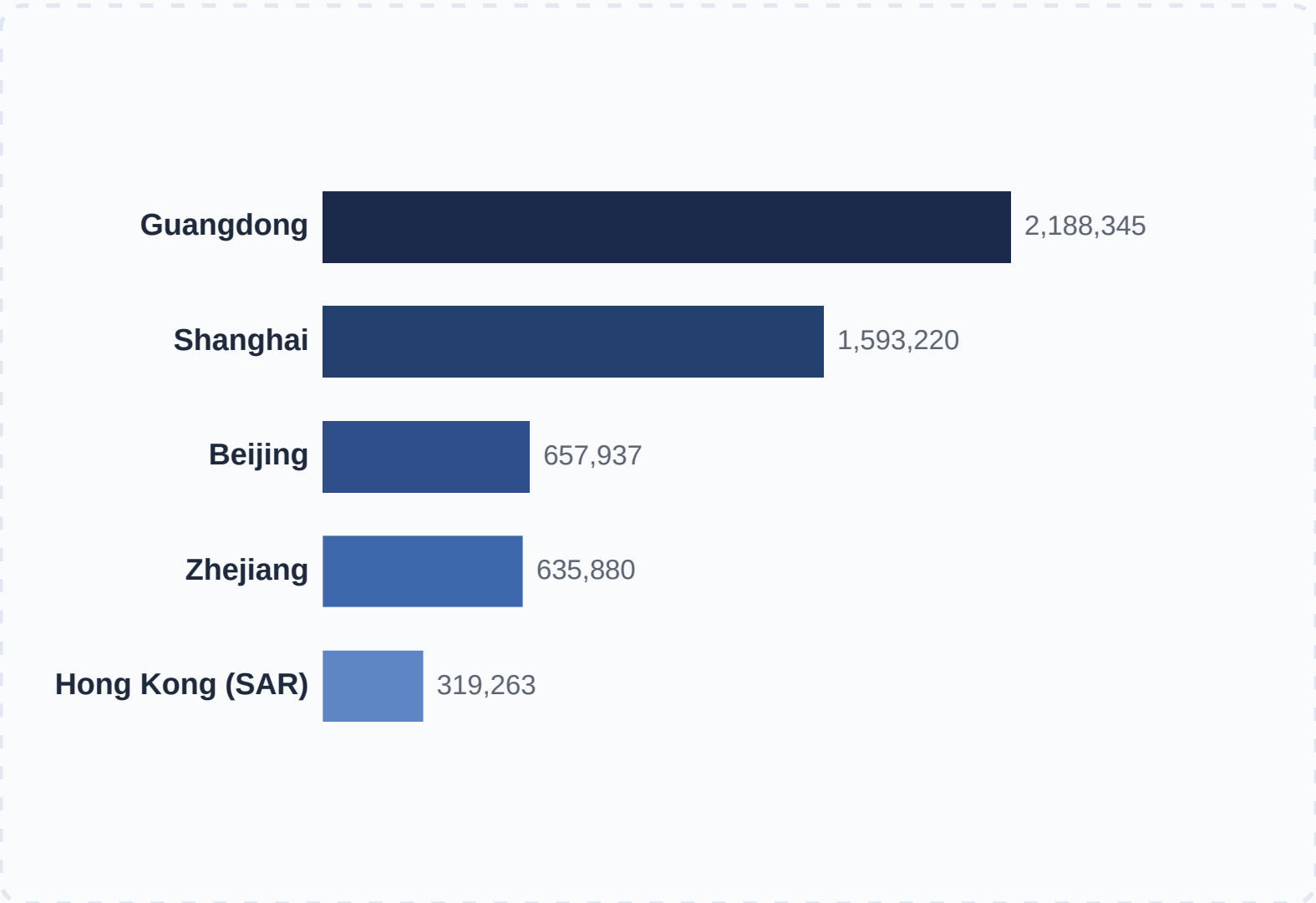


Registered-user classifications are based on available profile and institutional data and should be treated as directional where fields are incomplete.

Geographic & Institutional Reach

Where LetPub China reaches researchers through website activity and registered institutional affiliation.

 Geographic Website Reach



Top provinces by LetPub China website traffic, GA4, June 1, 2025–June 1, 2026.

 Registered Institutional Reach

RANK	INSTITUTION	REGISTERED USERS
1	Zhejiang University	4,825
2	Peking University	4,368
3	Central South University	4,096
4	Shandong University	4,029
5	Huazhong University of Science and Technology	3,880
6	Shanghai Jiao Tong University	3,873
7	Jilin University	3,793
8	Sun Yat-sen University	3,791
9	Sichuan University	3,769
10	Zhengzhou University	3,649

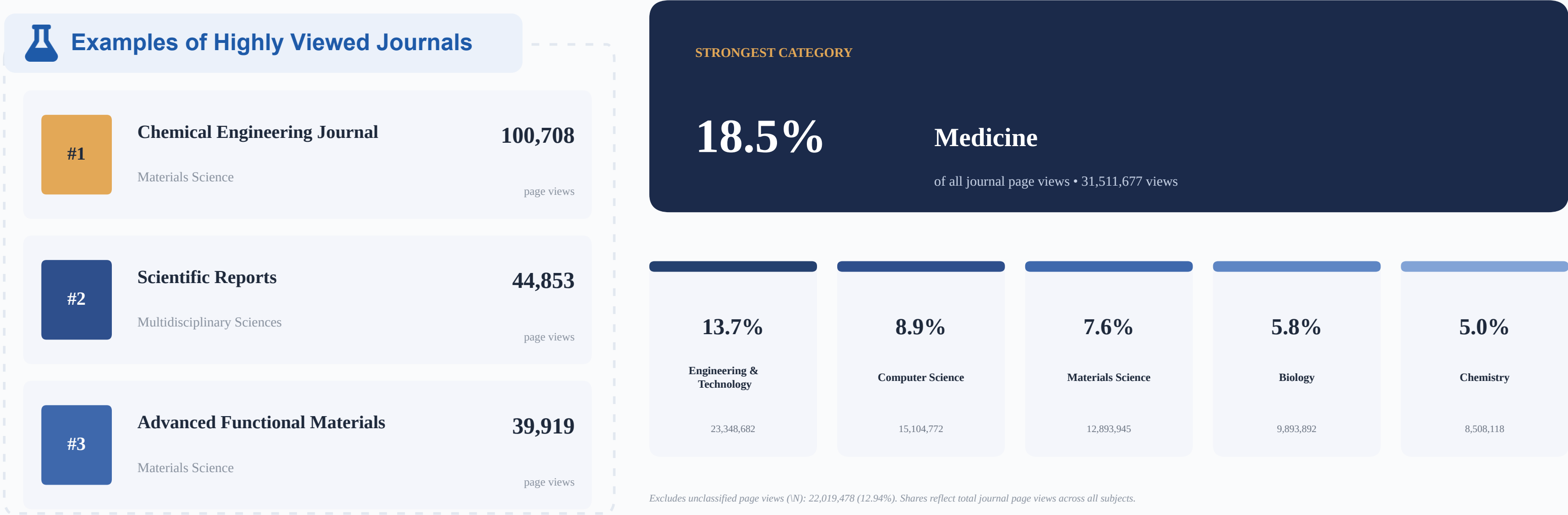
Top universities by registered user affiliation data.

Geographic website reach is based on GA4 traffic data. Institutional reach is based on available registered user affiliation data. Treat breakdowns as directional.

Journal Activity by Discipline

Page views by discipline help publishers understand where audience demand is concentrated and support campaign planning by field and journal category.

Buyer’s key question: *“Which subject communities can you reach?”*



Website Advertising Placements

Placements reach researchers while they are actively searching, comparing, and evaluating journals—strong contextual relevance within the journal-selection workflow.

Text Links



Full Width Banner



Keyword-Targeted



Sponsored Text Links

Up to four positions near the journal search workflow

Best for calls for papers or offers



Full-Width Journal-System Banner

One position — broad visibility across journal pages

Best for broad awareness

1100 × 60 px, JPG or PNG



Keyword-Targeted Display

Up to two positions on category-relevant pages

Best for subject-specific campaigns

540 × 130 px, JPG or PNG



Reporting available: Impressions · Clicks · CTR · Campaign Dates

Targeted Email Deployments

Reach selected segments of LetPub China’s registered audience through dedicated, discipline-targeted e-blast campaigns.

1M+

registered email audience

Discipline Selection

Segment by registered subject area

Fixed-Fee Deployment

Per-send pricing, predictable costs

Recommended uses

Calls for papers

Webinars

Special issues

OA / APC messaging

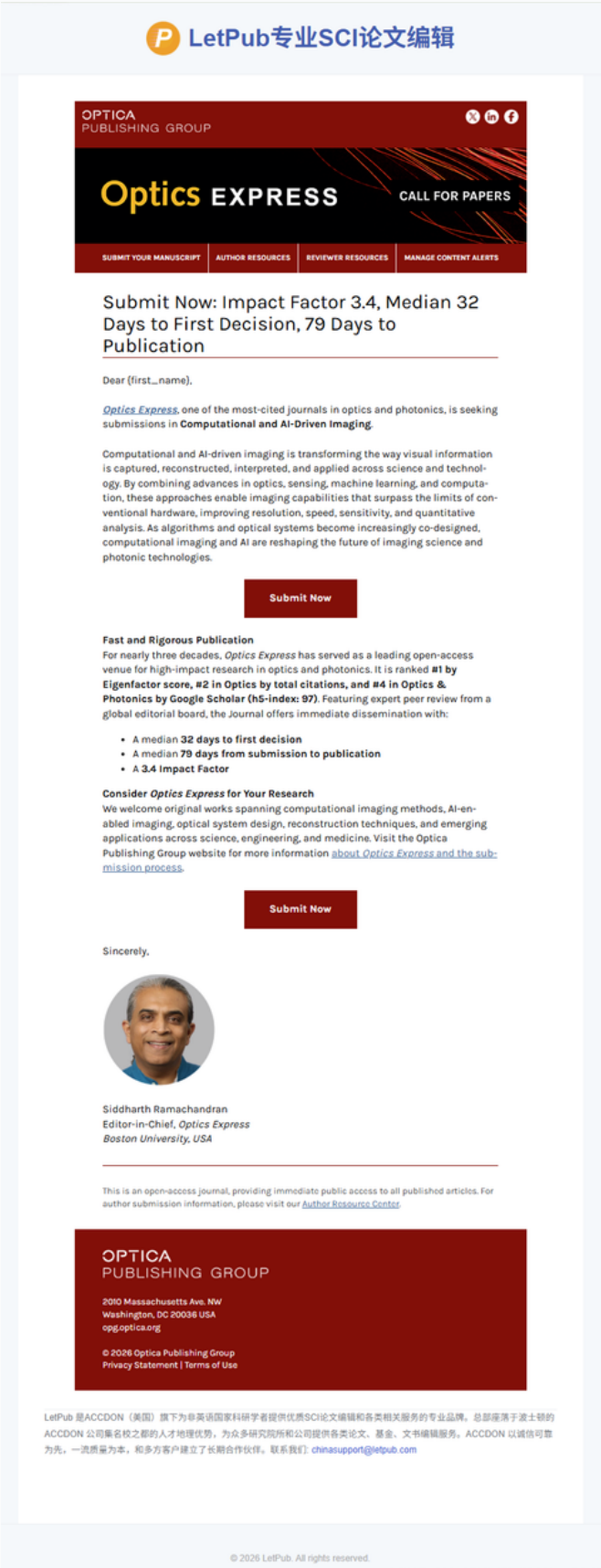
Journal launches

Submission campaigns

Reporting available: Opens · Clicks · CTR · Campaign Dates

Targeted Email Packages

Package	Audience Reach	Best For
Focused Reach	Up to 10,000 recipients	Pilot campaigns, niche disciplines, webinars, highly targeted CFPs
Expanded Reach	Up to 25,000 recipients	Broader subject campaigns, journal launches, special issues
High-Impact Reach	Up to 50,000 recipients	Major journal campaigns, multi-discipline promotion, broad China visibility



WeChat Advertising & Content Placements

WeChat provides content-driven exposure for journal promotion, calls for papers, special issues, webinars, and publisher brand awareness among China-based researchers.

Official Account (服务号)



Top Position

Highest visibility; dedicated article format

Second Position

High-visibility placement within a grouped push at a lower fixed fee.

Subscription Account (订阅号)



Daily / Frequent Posts

Lower-cost repeat visibility

Content-Driven Format

Journal promos, CFPs, publishing news

Campaign uses

Calls for papers

Journal launches

Special issues

Webinars

Content amplification

[Creative: English, Chinese, or bilingual. Reporting details and rates to be confirmed on a separate page or addendum.]

Campaign Options

Combine website display, targeted e-blasts, and WeChat placements to build campaigns matched to your publishing objectives.

 Website Display

 Targeted E-blast

 WeChat

Package	Best For	Components	Channels	Model
China Journal Awareness	Journal visibility / brand awareness	Website banner + sponsored text links		CPM or fixed fee
Journal Growth Campaign	Submission growth / special issues / CFPs	Targeted banners + dedicated e-blast		CPM + fixed-fee email
China Visibility Campaign	Multi-channel promotion	Website + e-blast + WeChat		Fixed package / CPM blend
Pilot Campaign	First-time publisher / society test	Limited website + report; optional add-ons		Fixed fee or CPM

Contact Accdon to build a China visibility campaign aligned with your journal, society, or publishing objective.

See p. 10 →

Campaign Details & Contact

Standard Process

Brief → audience & inventory confirmation → proposal & booking → creative approval → launch → post-campaign reporting.

Creative Specifications

- Keyword Display Banner: 540 × 130 px (JPG/ PNG)
- Full-Width Journal-System Banner: 1100 × 60 px (JPG/ PNG)
- WeChat image: 800 × 60 px or 800 × 100 px
- GIF creative: subject to advance feasibility confirmation and possible additional charge.

Pricing

- Website display: CPM or fixed-fee basis.
- E-blasts and WeChat placements: priced per deployment or placement.
- Multi-channel packages: quoted according to scope.

Reporting

Available metrics may include: impressions, clicks, CTR, e-blast delivery & engagement, available WeChat performance metrics, campaign dates, and proof of placement.

Duration & Lead Time

- Website campaigns: typically 2–4 weeks.
- Multi-channel campaigns: generally 4–6 weeks.
- Booking 3–4 weeks in advance is recommended.

Important Notes

Audience availability, timing, targeting, creative requirements, reporting, and final pricing will be confirmed in the campaign proposal or insertion order.

Contact Us
marketing@accdon.com

Ready to reach China-based researchers?
Get in touch to discuss campaign options.