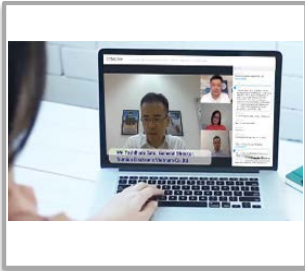


China Food Manufacturing Journal

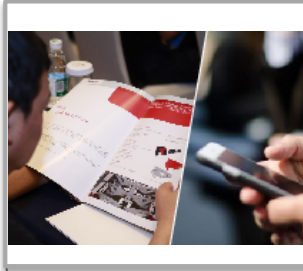
— 2021 Media Planner —

Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

Trusted Media (Print+E-zine)



105,650 Subscribers

Digital marketing tools: E-newsletter/EDM/White paper



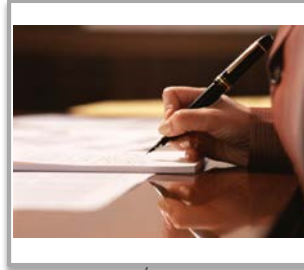
55,850 eNewsletter Subscribers

New in 2020 - Hybrid conferences

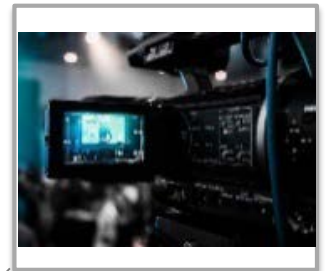


Physical plus Virtual = more qualified delegates - more reach

Content Marketing:



Article Content Written by professional editors + Promotion



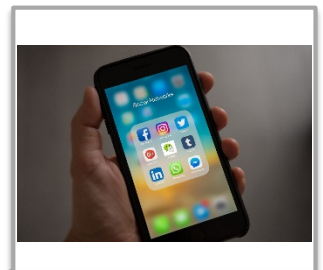
Video shooting/Editing+ Promotion

Professional Industry News Website viewable on any device any platform



industrysourcing.cn:
939,944 Page view/Month
424,073 Unique visitor/Month

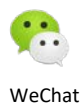
Social Media/APP



11,000 Social Media Followers

国际 FoodPacific
食品加工及包装
商情 CHINA FOOD MANUFACTURING JOURNAL
加工·包装·配料·食品饮料生产及包装专业人士必读

One Brand that can provide you with multiple channels to reach the Food and Beverage community



WeChat

2021 Multi Media Platforms that cover the Food and Beverage market in China

China Food Manufacturing Journal enables strong engagement with customers on a continuous basis by utilizing its deep qualified data bases and leading content that generates leads, customer engagement and grow your revenues.

Events – Direct marketing – Print – Social media – Mobile – Content marketing

Market Introduction

The latest data released by China’s National Bureau of Statistics, from January to July in 2020 show the total operating revenue reached RMB 4.39 trillion, and total profit amounted to RMB 320.39 billion.

The food and beverage industry suffered a blow during the COVID-19 outbreak at the beginning of the year, but retailers and consumers are now gradually regaining confidence. So what opportunities will the food and beverage industry face in the future?

Changing lifestyles and consumer consumption are impacting dietary preferences. Affected by the epidemic, consumers have become more concerned about their total wellbeing, and opt to eat healthier. With demand for healthy foods sharply on the rise, manufacturers need to beef up their capabilities not only through product innovation, but also by redefining product formulations, using simple labels that clearly communicate the ingredients they use and the nutritional benefits of their products, so buyers can consciously choose foods that are good for their health.

A Promising Future for Plant-based Products

Due to increasing concerns about food safety in the context of COVID-19, plant-based foods are likely to become the new frontier in the future.

Plant-based foods (“plant-based +” products) are no longer just meat substitutes – they include ice cream, protein bars, cookies, and more. “Plant-based + functional” is a good example. The vegetable base which has a green and environmental protection image, is combined with anti-oxidation and strong immunity function. Both features support each other so that the food not only satisfies consumers' expectation of taste, but also provides nutrition to a certain extent, and promotes physical health and relieves mental pressure.

Healthy but Flavorful

For a growing number of consumers, food and drinks are not just about satisfying hunger or thirst. Besides satiety, they seek food and beverage that can also satisfy the need for indulgence and health. F&B innovations can balance both functional and sensory experiences while providing rich flavors. Gluten-free, lactose free, and additive-free have become labels of

consumer concern.

Consumers are also seeking convenience, such as in the fast-paced societies of the Asia-Pacific region, where yogurt and protein products are more likely to be used as meal replacements.

Sustainability: Environmental Protection, Plastic Reduction, Energy Conservation

To become more sustainable is a goal for the F&B industry because the way food is produced and processed is gradually becoming an important factor in the buying decision. At the same time, the line between health and environmental issues is blurring. This means more and more consumers prefer to buy sustainable food that projects a healthier image. In addition, the demand for sustainable packaging for takeaway food and beverages is growing rapidly. There is also a greater call to utilize natural packaging materials, recycled or alternative packaging, and to reduce the use of plastics.

Automation and smart manufacturing

Automation continues to play a wider role in food production and processing, and is key in ensuring product safety through blockchain, and efficiency during manufacturing through better robotics.



↑ People were signing up for the magazine at Ringier’s booth

**Multiple Delivery Channels for Content :
 Print + E-zines + Apps + Website+ E-newsletters + Social Media + Video + Mobile**



Total Readership: 105,650

Digital Editions include embedded videos and interviews from trade shows and factory visits.

China Food Manufacturing Journal (CFMJ) has been the leading media for the China's F&B industry for 19 years. The magazine, in a strategic editorial partnership with Food Processing and Food Quality & Safety of the US, has served decision makers involved in processing, packaging and development of food and beverage. The monthly print and digital magazines and magazine Apps with video links on iTunes, Wandoujia APP store and 360 APP are source of comprehensive content covering the whole F&B production chain, from ingredients & additives formulation, product manufacturing & processing, to packaging and inspection & testing. Four monthly iConnects – Functional Ingredients, Dairy, Bakery, and Automation in F&B Industry, will provide up-to-date information about functional F&B products formulation, market trends on nutraceuticals; advanced technologies on dairy and bakery products manufacturing; and sophisticated techniques and solutions regarding F&B automation.

For suppliers, China Food Manufacturing Journal is an effective multimedia platform which provides the latest information on their products and services for industry players to increase productivity, reduce cost, and turn innovations into real competitive advantages. Through a dedicated Food & Beverage WeChat channels, the industry community can find daily news updates and exclusive online features, videos and reports on major industry events – including live updates from trade shows as they happen – to keep the industry informed. Bi-weekly E-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to the industry with the latest company information. With the most current and informative content in both digital and printed forms, CFMJ offers the most effective communication package for ingredients, processing machinery, and packaging suppliers to the makers of F&B products in China.

Changing media usage pattern?

Your customer is a different media consumer than 5 years ago, not only the media channels they use but the message content that they respond to- Our commitment is to ensure that we deliver your message using the communication channels that met their needs - with content that informs - interacts with them and generates a response;
 From WeChat to LinkedIn , Desktop to mobile, Print to video.

Print however remains the most trusted medium, enjoying high pass along readership with no gamers to accessing the content.

Trending right now?

Marketing solutions on Wechat- including live seminars, live video and audio broadcast, article placements and Mini Apps for products and supplier sourcing.

Published 8x a year in Simplified Chinese, China Food Manufacturing Journal reaches a qualified controlled readership of 105,650 (including print and digital) decision makers range from food design, R&D, testing, purchasing and ingredients to managers who plan the purchase of processing, packaging, machinery and materials and execute manufacturing strategies, and plant managers who evaluate and make recommendations. Each subscription is requested in writing.

Each reader is qualified by name, job title and industry and re-qualified annually by our call center. The readership provides advertisers with the most comprehensive coverage of the whole decision making chain in the food and beverage processing, packaging and logistic sector in China. In addition an active Wechat Food & Beverage and corporate channel attracts 11,000+ engaged followers.

4 main delivery channels for the magazine content



Print: 49,800



Digital: 55,850

E-magazine, newsletters, iPad/iPhone and Android App versions.

**Total
Readership
105,650**



Wechat Unique Followers: 11,000+



Industrysourcing App is now installed on 109,000 users devices

Geographic Distribution		
Shanghai	9,350	21%
Guangdong	8,570	19%
Shandong	5,550	12%
Jiangsu	5,030	11%
Zhejiang	4,205	9%
Beijing	3,480	8%
Fujian	2,079	5%
Henan	1,475	3%
Hebei	1,265	3%
Sichuan	1,230	2%
Liaoning	1,205	2%
Tianjin	1,080	1%
Hubei	866	1%
Chongqing	595	1%
Hunan	405	1%
Shannxi	390	1%
Rest of China	825	1%
Mainland China	47,700	96%
Hong Kong	920	2%
Taiwan	1,280	2%
Total	49,800	100%

Organization Type	
Private	56%
Foreign Invested /Joint Venture	39%
State Owned/ Collective/ Township Enterprise	5%

Products Manufactured	
Convenience Food	25%
Confectionary/Snack Food	21%
Dairy Products	18%
Nutraceutical/Health Food	17%
Nutraceutical/Health Food	17%
Meat/Poultry/Meat Products	16%
Bakery Products	16%
Beverage Carbonated	15%
Beverage Non-carbonated	14%
Frozen Food	13%
Fruit & Vegetable Products	12%
Mineral & Distilled Water	9%
Ingredients/Additives/Flavorings	9%
Seafoods	8%
Canned Foods	6%
Oils & Fats	4%
Grain & Cereals	4%
Beer/Wine/Spirits	3%
Tea & Coffee	2%

Note: adds to more than 100% due to multiple responses

Job function	
Production and Engineering Management	36%
Food Designer/QC/R&D Chemists	25%
GM/Owner/President	20%
Purchasing Management	14%
Logistics Management	4%
Marketing & Sales	1%

Business Type	
Food Processor	50%
Beverage Processor	24%
Contract Food & Beverage Packagers/Bottlers	12%
Ingredient /Additives Manufacturer Equipment	8%
Government Agency, Research, Association	4%
Equipment Importer etc	2%

Packaging materials used by both contract packagers and food & beverage processors with integrated packaging lines	
Plastic Bottles, Containers	40%
Plastics-film, Wraps, Pouches etc.	30%
Paper/Paperboard-bags, Cartons	25%
Metal Cans/Containers	18%
Foil	6%
Glass	3%

Note: adds to more than 100% due to multiple responses

Annual Business Turnover (US\$)	
0-1million	2%
1.1-2.5million	17%
2.6-5million	27%
5.1-10million	30%
over10million	24%

2021 Editorial Calendar

ISSUE	Feb/Mar	April	May	June
AD CLOSING DATES	January 20	March 2	April 5	May 10
FOOD SAFETY	Clean Labeling	Health Safety of Novel Foods	Traceability	Pest Management in Food Plants and Warehouses
BEVERAGE	Ingredients for Beauty Drinks	Ingredients for Sports & Energy Drinks	Vitamins and other Nutritional Ingredients	Beer Brewing Technology / Additives Update
INGREDIENTS INSIGHTS	Plant-based/Alternative proteins	Low Sugar & Natural Sweeteners	Immunity Health	Beauty from Within
FORMULATION TRENDS	Natural Colouring	Low GI	Healthy Ageing	Sports Nutrition
PROCESSING	In-Line Mixing	Healthy Snack Processing	Technologies that Drives Baking Advancements	Handling Manufacturing's Challenging Liquids
PACKAGING	Marking & Coding	Intelligent Packaging	Hot-filled Beverages in PET	Renewable Packaging
SPECIAL REPORT & SUPPLEMENT	Meat & Poultry (I) Functional Ingredients (I) : The Power of Plants	Dairy (I) Brewing in China Special (I)	Bakery (I) Chocolate Supplement (I)	Functional Ingredients (II) : Beauty/Sports Nutrition
TRADE SHOWS & RINGIER CONFERENCES	Mar 4-6, Sinopack 2021, Guangzhou Mar 16-18, Food Ingredients China 2021 (FIC 2021), Shanghai Apr 7-8, LUXE PACK SHANGHAI 2021, Shanghai Apr 13-16, CHINAPLAS 2021, Shenzhen May, The 23rd China Bakery Exhibition (CBE 2021), Shanghai Jun, Food Ingredients Asia China 2021(FIA 2021), ProPak China 2021, Shanghai June, FoodTech & Pharmatech Taipei 2021, Taiwan			

Editorial content, trade show and conference schedule subject may change without notice.

Regular Features

- Boardroom Connection
- Industry News
- Product Highlights

Special Reports:

- **2022 Outlook Issue** - Demonstrate your company's strengths during the period when buyers are making next year's purchasing plans.
- **2021 Trade Show Issues** - Maximize your brand exposure before, during and after the top industry events!

2021 Editorial Calendar

ISSUE	July	September	October	November
AD CLOSING DATES	June 21	August 2	September 2	September 24
FOOD SAFETY	Allergen Control	Safe Use of Food Additives	Blockchain Technology	Environmental Monitoring
BEVERAGE	Low-sugar & Sugar-free Beverage	Plant Protein and Probiotic Beverage	Alcoholic Beverages	Bottled Water and Sparkling Bottled Water
INGREDIENTS INSIGHTS	Spices and Herb Extracts	Dietary Fiber for Intestinal Health	Antioxidants that extend product shelf life	Probiotics / Prebiotics
FORMULATION TRENDS	Pet Nutrition	Weight & Blood Sugar Management	Brain Health	Infant Nutrition
PROCESSING	Digitization Brings New Capabilities	High-Pressure Processing	Plant Protein Beverages	Chocolate / Confectionery
PACKAGING	Developments in Digital Printing	Packaging that Reduces Food Waste	Advancements in Labelling	Active Packaging
SPECIAL REPORT & SUPPLEMENT	Dairy (II) Bakery (II)	Ringier Technology Innovation Awards for Food&Beverage Industry Functional Ingredients (III) : Immunity Health	Brewing in China Special (II) (Craft Beer) Meat & Poultry (II)	Outlook Issue 2022 Chocolate Supplement (II)
TRADE SHOWS & RINGIER CONFERENCES	Aug, 2021 Food & Beverage Technology Summit, Guangzhou Oct, CHINA FOODTECH 2021, Beijing Nov, 2021 Food & Beverage Technology Summit, Shanghai Nov.16-18, 2021 China International Beverage Industry Exhibition on Science & Technology, Shanghai Nov23-25, SWOP 2021, Shanghai			

Editorial content, trade show and conference schedule subject may change without notice.

ISSUE	January	February	March	April	May	June
eNewsletter Theme	Clean Label	Low GI	Sports & Energy Drinks	Healthy Snack Processing	Healthy Ageing	Nutritional Beverage
	Meat/Poultry Processing	Natural Colouring	Intelligent Packaging	Immune Health	Technology Drives Baking Advancements	Beer Brewing
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Beauty from Within	Spices and Herb Extracts	Probiotic Beverages	Hot-filled Beverages in PET	Brain Health	Outlook 2022
	Low-sugar & Sugar-free Beverage	Pet Nutrition	Dietary Fiber for Intestinal Health	Plant-based Food	Plant Protein Beverages	Infant Nutrition

For editorial submissions and inquiries, please contact: Ellen Zhang
Email: ellenzhang@ringiertrade.com

Follow us on RingierFoodBeverage
wechat - Communicate with industry followers on a daily basis!
website: http://www.industrysourcing.cn/client/index/hy_index.html?tid=17

Digital Direct Marketing – Lead Generation (E-newsletter)

Scheduled **Industry, magazine** e-newsletters targeting specific industries, job functions and decision making responsibilities in China, S.E.Asia and the Middle East deliver relevant news to industry leaders or engineers throughout the year providing insightful and valuable content that readers rely on. It brings your message to the place your target audience visits most – their inbox. **Generate immediate response and website traffic by promoting your key products and services by direct communications with your core target audiences.**

China Food Manufacturing Journal

Language: Chinese, Frequency : 24X Subscriber: 55,850

ISSUE	January	February	March	April	May	June
eNewsletter Theme	Clean Label	Low GI	Sports & Energy Drinks	Healthy Snack Processing	Healthy Ageing	Nutritional Beverage
	Meat/Poultry Processing	Natural Colouring	Intelligent Packaging	Immune Health	Technology Drives Baking Advancements	Beer Brewing
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Beauty from Within	Spices and Herb Extracts	Probiotic Beverages	Hot-filled Beverages in PET	Brain Health	Outlook 2022
	Low-sugar & Sugar-free Beverage	Pet Nutrition	Dietary Fiber & Intestinal Health	Plant-based Food	Plant Protein Beverages	Infant Nutrition

Automation in F&B

Language: Chinese, Frequency : 6X, Subscriber: 21,407

ISSUE	January	March	May	July	September	November
eNewsletter Theme	Healthy Snack Processing	Food Packaging Safety	Technology Drives Baking Advancements	Handling Manufacturing's Challenging Liquids	Digitization Brings New Capabilities	Chocolate Processing

Packaging

Language: Chinese, Frequency : 12X, Subscriber: 25,000

ISSUE	January	February	March	April	May	June
eNewsletter Theme	Packaging Materials	Digital Packaging	Secondary Packaging	Print, Label, Traceability	Active & Smart Packaging	Rigid Packaging / Cardboard Cartons
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Aseptic & Vacuum Packaging	New Technologies for Packaging Testing	Decoration Technology	Automation	Sustainable Packaging	Packaging Design/Aesthetics

* Editorial Calendars are subject to change without prior notice

 Ringier Trade Media Ltd.



With over 20 years of professional experience, Ringier Trade Media Ltd is constantly striving to create new marketing opportunities for its partners. By utilizing the latest technologies and media channels, we provide interactive "peer-to-peer", cross-platform and multimodal communication.

We offer integrated media strategies to help you communicate with your customers, generate sale leads and enhance your brand value.

Events

- Conferences(Hybrid events) - China/S.E. Asia
- Webinars- China/S.E. Asia
- Innovation Awards
- Custom Events
- Virtual Conferences
- Workshops

B2B Media

- Magazines - China/S.E. Asia
- Digital Media
- Social Media
- International Media Partners
- Content Marketing

Data Base-Direct Marketing – Lead Generation

- 20+Vertical Industries
- 30+ Industry Newsletter
- China + S.E. Asia Markets
- Integrated Media Strategies
- White Papers
- Webcasts
- Podcasts

PR

- Article Content/Press release/Application story/Brand story
- Media management/ Press Release/Mass media
- Video Shooting/Editing
- WeChat Account Operation

[For more promotion on global markets, please click here](#)

Contact us

To learn how you can get more quality sales leads, please email to crm@ringiertrade.com or contact:

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