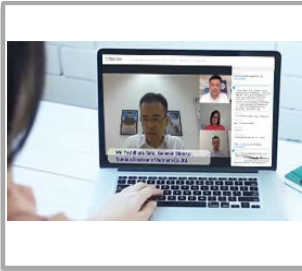


Intelligent Manufacturing News

— 2021 Media Planner —

Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

Trusted Media (Print+E-zine)



148,225 Subscribers

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



106,000 eNewsletter Subscribers

New in 2020 - Hybrid conferences



Physical plus Virtual = more qualified delegates - more reach

Content Marketing:



Article Content Written by professional editors + Promotion



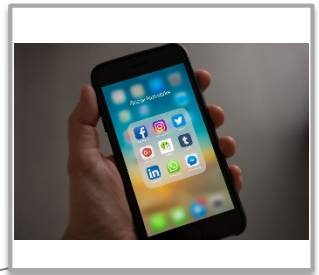
Video shooting/Editing+ Promotion

Professional Industry News Website – viewable on any device any platform



industrysourcing.cn:
946,139 Page view/Month
476,158 Unique visitor/Month

Social Media/APP



13,500 Social Media Followers



WeChat

One Brand that can provide you with multiple channels to reach the Intelligent technologies; Intelligent Machines; Intelligent Manufacturing community

**2021 Multi Media Platforms that cover
the Intelligent Technologies; Intelligent Machines; Intelligent Manufacturing in China**

Intelligent Manufacturing News 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

China's intelligent manufacturing industry, a pathway of opportunities

Market Introduction

The global intelligent manufacturing market size will reach US\$220.4 billion at a CAGR of 4% by 2025 from US\$181.3 billion in 2020, according to MARKETS AND MARKETS as part of its Post COVID-19 report. A number of technologies, including enabling technology (status monitoring, artificial intelligence (AI), IIoT, digital twins, industrial 3D printing), information technology (MES, WMS, PLM, PAM, HMI), industrial control and equipment manufacturing technologies, have laid a solid foundation for the rapid development of intelligent manufacturing.

It is noteworthy that the increasing demand for intelligent manufacturing products & solution propelled by COVID-19, such as the importance of digital twin in maintaining operations within the manufacturing ecosystem, and the emerging & expanding role of collaborative robots in health-care and manufacturing sectors. Manufacturing execution systems offer companies the ability to monitor real-time production and other operations of manufacturing plants. This greatly reduces the need for on-site and shop floor employees, which is also gaining attention and popularity in the market.

With the acceleration of industry 4.0, digitization and automation will further promote the intelligent development of manufacturing industry.

An important aspect of the intelligent manufacturing industry is batch manufacturing. From this, continuous

increase in investment and focus on smart infrastructure. In addition, related government policy and investments are promoting intelligent manufacturing and contributing to the market growth.

New intelligent automation equipment is increasingly used in high-end manufacturing and across many industries. A global intelligent manufacturing system is supported by smart factories, smart products and smart supply chains. Intelligent manufacturing and Industry 4.0 are reshaping the new ecology of the manufacturing industry. There is huge production capacity in China's intelligent manufacturing industry and this will bring opportunities to the equipment and software industries, e.g., industrial robots, sensors, machine vision, industrial software, 3D printing, and measurement etc.



Multiple delivery channels for content :

Print + E-zines + Apps + Website+ E-newsletters + Social Media + Video +Mobile



Total Readership: 148,225

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

After years of development, the industrial manufacturing market is now moving towards a new stage of automation, digitization and smart technologies. To provide decision makers with the technology and applications they need, Ringier Trade Media launches *Intelligent Manufacturing News* in 2021, focusing on the reconstruction and upgrading of intelligent manufacturing in the global areas and enabling the coordinated development of upstream and downstream of Industrial processing. It is committed to creating a required publication for enterprise decision makers being keen on intelligent manufacturing and Industry 4.0.

With printed magazines and electronic editions, *Intelligent Manufacturing News* will comprehensively report the most advanced intelligent manufacturing technology and application cases worldwide, providing many cases for reference in China's manufacturing industry, and building a favorable platform for buyers and sellers in China. Now, let us take you to the new era of automation, digitization and human-computer interaction!

With rich insight into the industrial manufacturing industry and leading edge content, the electronic editions and printed magazines will be the most effective communication platform between purchasing managers and suppliers. *Intelligent Manufacturing News* will cover high-end manufacturing technology such as IT technology, advanced manufacturing technology, and automation

technology, which shows the exquisite operation principles of intelligent products, intelligent equipment, and intelligent production line solutions, etc. *Intelligent Manufacturing News* will also make tracking reports on technologies and applications of smart workshops, intelligent factory, smart logistics and supply chain systems of leading companies worldwide, and give a comprehensive display of the latest developments of smart manufacturing through multimedia platform.

An intelligent factory - from inventory management systems, flexible online employee shift plans, in-plant equipment management, even remote preventive maintenance...closely connected with all the sections across the whole company will not only reduce costs and increase efficiency, but also make the manufacturing smarter with real time tracking, analysis, forecasts etc. *Intelligent Manufacturing News* will provide a platform for suppliers and buyers to communicate with each other. You can communicate with each other via print, digital, PR, direct marketing, social media and events.

Please note that relevant content of *China Industrial Report* launched by Ringier Trade Media since 1999 will also be incorporated into the *Intelligent Manufacturing News* from 2021, since diversified industrial products, including industrial equipment, motors, accessories, are also an important part of the development of intelligent manufacturing.

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.

2021 Editorial Calendar

ISSUE	February	March	May	June	July
Ad Closing Dates	January 19	February 19	April 12	May 11	June 1
Products Selected	Motion Control	Mechanical Transmission Machine Vision	Reducer Motors Servo System	Connectors	Sensors Industrial Power Tools
Technical Articles	Digital Twins	Machine Connectivity Process Automation	Motion Control/Drive System	IIoT / Cloud / 5G	Edge Computing Human Machine Interface(HMI)
Intelligent Manufacturing Factory	*Case study Lighthouse Factory – application in Automotive	*Case study Lighthouse Factory – application in Electronics & semiconductor	OPC-UA	*Case study Lighthouse Factory – application in appliances	*Case study Lighthouse Factory – application in food industry
Equipment & Accessories	Collaborative Robot	Next-Gen Controllers	Intelligent Storage Logistics Robot/AGV	Measurement /Testing	Intelligent assembly line Automatic loading and unloading (workpiece)
Sensors Supplement	-	Sensors in Electronic Assembly MEMS Sensor	-	Sensors in Packaging	-
Special Report	Vision China 2021 (Shanghai) Preview	ITES 2021 Preview – Automation sector CDIIF 2021 Preview	Electronica China 2021 Review	-	AHTE 2021 Preview
Trade Shows & Ringier Conferences	<ul style="list-style-type: none"> Mar. 4-6 , CME China machine tool exhibition, Shanghai Mar. 3-5, SPS-Industrial Automation Fair Guangzhou (SIAF) 2021, Asiamold 2021 Mar. 4-6, The 27th China International Exhibition on Packaging Machinery & Materials Mar. 9-10, Plastics & Rubber Innovative Materials Application and Processing Technology Summit 2021, Concurrent Event: Ringier Technology Innovation Awards 2021 - Plastics Industry, Shanghai China (Ringier Conferences) Mar. 17-19, Vision China 2021 – Shanghai Station Mar. 24-25, Advanced Manufacturing Processing Technology Forum 2021- Focus: Equipment Manufacturing, Electronic Information, Automobile Manufacturing, Chongqing China (Ringier Conferences) Mar. 30-Apr. 2, Shenzhen International Industrial Manufacturing Technology Exhibition (ITES) ,Shenzhen Apr. 12-17, China International Machine Tool Show (CIMT 2021), Beijing Apr. 14-16, Electronica China 2021, Shanghai Apr. 21-23, NEPCON Microelectronics China 2021 Apr. 22-24, Chengdu International Industry Fair 2021 – official Show Daily May 27-30, The 23rd Exhibition of Lijia International machine tool Chongqing Jun. AGV Smart Logistics and Smart Warehousing Technology Summit 2021, Shanghai (Ringier Conferences) Jun. 16-19, BEIJING ESSEN WELDING & CUTTING FAIR Jun. 17-20, Propak Asia 2021 Jun. 22-24, CPhI China 2021, P-MEC China 2021 Jun. 24, High Efficiency production in Manufacturing Industry and Digital upgrade Summit 2021, Concurrent Event: Ringier Technology Innovation Awards 2021 - Metalworking Industry, Shanghai China (Ringier Conferences) Jun. 29-July 1, South China International Industry Fair 2021, LASERFAIR SHENZHEN 2021– official Show Daily Jun. 29-July 2, Die & Mould China 2021 (DMC 2021) July 7-10, Shanghai International Assembly & Handling Technology Exhibition(AHTE 2021) 				

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

*The term "Lighthouse Factory" was jointly proposed by the World Economic Forum (WEF) in 2018 and McKinsey, a global management consulting company, in order to find the real use of science and technology under the wave of Industry 4.0 intelligent manufacturing transformation. The effectiveness of the company includes an index factory that improves profitability and operational efficiency. As of 2020, there are 54 lighthouse factories worldwide, 16 of which are in China.

Issue	January	February	March	April	May	June
eNewsletter Theme	Cooperative Robot	Smart Manufacturing, Factory Automation, HMI	Measurement & control	Picking, Labeling and Identification Equipment and System	HMI and Factory Automation	Smart Manufacturing, Device Connectivity, Process Automation

2021 Editorial Calendar

ISSUE	September	October	November
Ad Closing Dates	August 6	September 7	October 11
Products Selected	Power Transmission & Control	Reducers	Connectors Motion Control Servo System
Technical Articles	Artificial Intelligence(AI)	HMI / SCADA / Visualization	MES
Intelligent Manufacturing Factory	*Case study Lighthouse Factory – application in Automotive	*Case study Lighthouse Factory – McKinsey annual report updated	China's intelligent manufacturing factory Review
Equipment & Accessories	Collaborative Robots for Processing Automation	AGV	Collaborative Robot Applications in Modern Manufacturing
Sensors Supplement	Smart Sensor	Machine Vision	-
Special Report	IAS 2021 Preview RS 2021 Preview	PTC/CeMAT 2021 Preview	Outlook 2022

Trade Shows & Ringier Conferences

- July.22-23, The 10th Implantable Interventional Medical Device Innovation Summit 2021, Shanghai (Ringier Conferences)
- Aug. 25-27, NEPCON Asia 2021, Shenzhen
- Aug.18-21, Taiwan Automation Intelligence and Robot Show (TAIROS 2021), Taiwan
- Aug. Wuhan High Efficiency Processing and Advanced Manufacturing and Intelligent Upgrading Summit 2021 (Ringier Conferences)
- Aug., 15th Nutritious Food & Functional Beverage Technology Summit 2021--Nutritional Food and Dietary Supplement, Functional Beverage, Food for Special Medical Purposes, Innovative Packaging, Concurrent Event: Ringier Technology Innovation Awards 2021 - Food & Beverage Industry, Guangzhou China (Ringier Conferences)
- Aug, China Laser Processing Technology Summit 2021, Technology Innovation Awards 2021 - Laser Industry, Shanghai China (Ringier Conferences)
- Sept. 1-3, CIOE 2021, Shenzhen
- Sept. 14-18, IAS / MWCS / ES / RS 2021, Shanghai +official Show Daily
- Sept. , Plastics Compounding Innovation and Development Conference 2021, Dongguan China (Ringier Conferences)
- Sept, 5G Innovative Materials and Processing Technology Summit 2021 , Dongguan China (Ringier Conferences)
- Sept, Nonwovens Technology Innovation Application Conference 2021, Shanghai china (Ringier Conferences)
- Sept. 24, New Energy Vehicle Industry Development Summit 2021 , Shanghai China (Ringier Conferences)
- Oct. Industrial Transformation ASIA-PACIFIC 2021,Singapore
- Oct. 28-30, LEAP 2021,Shenzhen
- Oct., Global Smart Factory Summit 2021, Shanghai (Ringier Conferences)
- Oct. , The Mold Technology (Shanghai) Forum 2021, Shanghai China (Ringier Conferences)
- Oct. 26-29.,PTC Asia /CeMATAsia2021, Shanghai+official Show Daily
- Nov. 16-18, China International Beverage Industry Exhibition 2021 (CBST 2021)
- Nov. 23-25,SWOP 2021, Shanghai
- Nov., OVC Expo 2021
- Nov. 23-26, 25th China Shenzhen Greater Bay Area International Mould and Metalworking Exhibition Plastics,Packaging & Rubber Exhibition (DMP 2021)
- Nov. , 16th Food & Beverage Technology Summit 2021, Shanghai China (Ringier Conferences)

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

issue	July	August	September	October	November	December
eNewsletter Theme	AI and Industrial Robotics	Warehouse Management/ Supply Chain Management	Cooperative Robot	Security/Digital/ Factory Automation Sensors & Cybersecurity	Assembly Automation & Inspection	5G/IIoT

For editorial submissions and inquiries,
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industry followers on a daily basis!
www.industrysourcing.cn/equipment

Regular Features

Industry Champion - success stories of enterprises with smart manufacturing or digital factory operations

Industry News - latest technology/ market trends of manufacturing, hot news of core manufacturing sectors, companies and suppliers

Tradeshow Update - latest information of tradeshow & comprehensive reports of core tradeshow

Online Editorial Features—Daily updates and online exclusives

Business in China - the latest information about China policies, regulations and manufacturing trends

Industry News - news on important events, people, companies and industry developments from China and around the world

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.

Intelligent Manufacturing News

Language: Chinese, Frequency : 12X Subscriber: 106,000

Issue	January	February	March	April	May	June
eNewsletter Theme	Cooperative Robot	Smart Manufacturing, Factory Automation, HMI	Measurement & control	Picking, Labeling and Identification Equipment and System	HMI and Factory Automation	Smart Manufacturing, Device Connectivity, Process Automation
issue	July	August	September	October	November	December
eNewsletter Theme	AI and Industrial Robotics	Warehouse Management/ Supply Chain Management	Cooperative Robot	Security/Digital/ Factory Automation Sensors & Cybersecurity	Assembly Automation & Inspection	5G/IIoT

Industrial Robotics

Language: Chinese, Frequency : 12X Subscriber: 36,139

Issue	January	February	March	April	May	June
eNewsletter Theme	Collaborative Robotics+ Material Handling	Robotics + Digital Manufacturing	Robotics + Vision Systems	Collaborative Robotics	Robotic Assembly	Robotic +Motion Control
issue	July	August	September	October	November	December
eNewsletter Theme	Robotics + Auto Manufacturing	Collaborative Robotics	Mobile Robot	Remote Monitoring and Control of Industrial Robots	Robotics+Smart warehouse	Robotic Technology Review

Motion control

Language: Chinese, Frequency : 6X Subscriber: 26,504

Issue	January	February	March	April	May	June
eNewsletter Theme	Inventory: Integrated Motion Control Solution	CNC / Robotics	Motion Control + Mechanical Transmission System	Motion Control + Servo Drive	Motion Control + Electronics Manufacturing + Biomedical	Motion Control +Logistics Robot

Sensors Design & Applications

Language: Chinese, Frequency : 12X Subscriber: 32,800

Issue	January	February	March	April	May	June
eNewsletter Theme	Sensors in Automotive Electronics	Sensors in Packaging Machine Vision	Laser Ranging / displacement sensor	Gas Sensors	Wearable Technology Pressure sensor	Sensors in Consumer Electronics
issue	July	August	September	October	November	December
eNewsletter Theme	Machine Vision in Robotics	Sensors in Warehouse & logistics	IAOT	Intelligent sensor	MEMS sensor	Sensors in Medical Electronics

* Editorial Calendars are subject to change without prior notice



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

Data Base-Direct Marketing – Lead Generation

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

B2B Media

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

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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