

# Coatings and Ink China

## — 2021 Media Planner —

### Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

### Trusted Media (Print+E-zine)



35,700 Subscribers

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



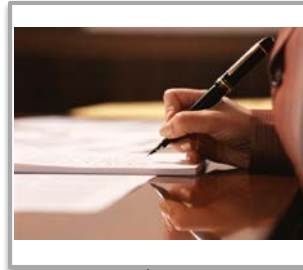
18,500 eNewsletter Subscribers

### New in 2020 - Hybrid conferences

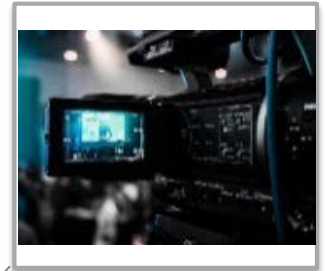


Physical plus Virtual = more qualified delegates - more reach

### Content Marketing:



Article Content Written by professional editors + Promotion



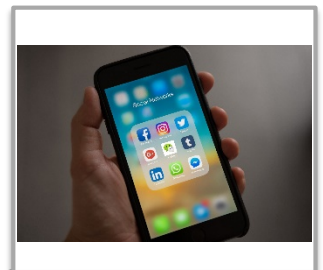
Video shooting/Editing+ Promotion

### 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



12,000 Social Media Followers

中国版  
Coatings and Ink China  
**涂料与油墨**  
中国涂料油墨厂商必读

**One Brand** that can provide you with multiple channels to reach the **Coating & Ink** community



WeChat

## 2021 Multi Media Platforms that cover the Coating & Ink market in China

Coating & Ink China 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

## COATINGS & INK MARKETS ON GROWTH PATH

### Market Introduction

It has been a tough year so far for the global coatings market. But all indicators point to the worst being over as the world economy recovers and industrial production gains momentum. Amid the COVID-19 crisis, the global market for paints and coatings, estimated at US\$134 billion in 2020, is projected to rebound to reach US\$194 billion by 2027, growing by 5% annually. The Asia Pacific coatings market will return closer to its pre-pandemic growth levels of about 4% growth.

As the world's second largest economy, China is forecast to reach a projected paints and coatings market size of US\$59 billion by the year 2027, posting an annual growth of 7.5%. This figure is well above the global growth rate and is hinged on strong domestic consumption and strict precautionary measures.

The coronavirus epidemic has made people more concerned about their health, which in turn brings positive prospects and market opportunities to anti-viral and anti-microbial as well as powder coatings. Rising awareness on safety and hygiene across the globe, which spans a whole range of sectors other than healthcare, such sectors construction & building, textile, consumer goods, electronics and even packaging are now open to using anti-microbial coatings.

Following the COVID-19 pandemic, stimulated interest in anti-viral and anti-microbial coatings has pushed demand significantly and this trend will continue in the next few years. Anti-microbial coatings that release anti-bacterial agents have displayed a considerable potential to minimize nosocomial infections. The next generation of anti-microbial coatings should perform various functions as well as integrate several anti-bacterial effects. The global anti-microbial coatings market is expected to grow roughly 7.1% annually over the next five years to reach US\$5.62 billion in 2024.

In another perspective, the low amount of VOCs released by powder coatings has been complying with government regulations on VOCs emission, thus fueling the demand for powder coatings in the next few years. Powder coating exhibits several environment-friendly benefits pertaining to solvent-free chemical base that can lead to lower or

minimal VOC emissions as compared to liquid paints. Moreover, it is cost-effective and offers easy adaptability on the surface of metals and other materials, thus encouraging more applications for this type of coatings. Furthermore, faster curing time and the ability to cure under lower temperature will augment the application scope. The market for powder coating is expected to surpass US\$ 17 billion by 2025.

The global ink market manifests promising prospects in 2021. From US\$ 20.5 billion in 2019, this market is expected to expand to US\$25.9 billion in 2025. Developments in end-use industries like printing, publishing, packaging, letterpress, etc. is pushing ink consumption globally. Region-wise, Asia-Pacific accounts for one-third of the total global production, followed by North America and Europe.

Sustained growth in the packaging industry represents the leading factor for the high ink demand. Since packaging plays a pivotal role in attracting consumers, product manufacturers are investing in elaborate and unique packing solutions. In addition, the stringent government regulations made it mandatory for manufacturers of cosmetics, personal care products, food and beverages to include details like product price, quantity, ingredients, and date of manufacturing and expiry on the packaging.

The printed electronics market has been posting substantial growth from US\$ 7.8 billion in 2020 to US\$ 20.7 billion by 2025, or 21.5% annual growth. Major factors driving the growth of the market include the increased use of printed electronics for the development of smart and connected devices, rise in the global demand for energy-efficient electronics, high demand for new generation flexible printed electronics, and significant cost advantages offered by printed electronics.



↑ 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**



WeChat

Ringier-Coating-Ink

Join the Wechat forum



APP



**Total Readership: 35,700**

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

Coatings and Ink China (ICN), in a strategic editorial partnership with Coatings World and Ink World of the US and a team of authoritative editorial advisors in China, has been the leading media for China coatings and ink industry for the past 18 years. Providing an interactive platform for our readers, Coatings and Ink China is not only able to provide in-depth coverage ranging from latest R&D to emerging market trends, updates on technology, application, as well as raw material, but also presents its comprehensive content through multimedia. These include e-magazines, fully interactive magazine Apps including video links on

iTunes, Wandoujia APP store, 360 APP and Google Play, and a Coatings and Ink website and WeChat subscription account in Chinese with daily updates and online exclusives, and bi-weekly e-newsletters. With such current, informative and attractive content in both digital and printed forms, Coatings and Ink China offers the most effective communication package for application, machinery, and raw material suppliers to the makers of coatings and ink 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 7x a year in Simplified Chinese, Coatings & Ink China reaches a qualified controlled readership of 35,700 (including print and digital) manufacturing decision makers who plan the purchase of machinery, materials and execute manufacturing strategies, and plant managers who evaluate and make recommendations, and R&D scientists who create, test & evaluate products and purchasing managers who buy chemicals & additives. Each subscription is requested in writing. Each reader is qualified by name, job title and industry and re-qualified annually by our call center. In addition an active Wechat Coating and ink and corporate channel attracts 12,000+ engaged followers.

Geographic Distribution		
Guangdong	4,468	26%
Shanghai	3,290	19%
Jiangsu	2,255	13%
Zhejiang	1,450	8%
Shandong	1,106	6%
Beijing	750	4%
Tianjin	550	3%
Hebei	473	3%
Hubei	365	2%
Fujian	398	2%
Sichuan	347	2%
Liaoning	310	2%
Henan	230	1%
Chongqing	295	2%
Hunan	210	1%
Rest of China	187	1%
Shanxi	136	1%
Heilongjiang	70	1%
<b>Mainland China</b>	<b>16,890</b>	<b>98%</b>
Hong Kong	150	1%
Taiwan	160	1%
<b>Total</b>	<b>17,200</b>	<b>100%</b>

Organization Type	
Foreign Invested/Joint Venture	45%
Private	48%
State Owned/Collective/ Township Enterprise	7%

## 4 main delivery channels for the magazine content



Print: 17,200



Digital: 18,500

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



Wechat Unique Followers 12,000+



Industrysourcing App is now installed on 109,000 users devices

**Total  
Readership  
35,700**

Annual Business Turnover (US\$)	
0-1 million	2%
1.1-2.5 million	37%
5.1-10 million	47%
over 10 million	14%

Business Type	
Coatings & Paint Manufacturer	70%
Ink Manufacturer	15%
Pigments/Additives/Resins/Polymers/ Chemicals Supplier	6%
Adhesives Manufacturer	5%
Equipment Manufacturer/ Dealer/Distributor	2%
Government/Association/Universities	1%
Design/Technical/Consultant	1%

Job Function	
Chemical Engineer / Chemist /Research	37%
GM/Owner/President	26%
Purchasing Manager	19%
Production/Plant Manager	16%
Sales Manager	2%

**2021 Editorial calendar**

ISSUE	March	April	May
Ad Closing Dates	January 18	March 5	April 7
Application & Trend	Powder Coatings Packaging Inks	Inorganic Coatings Texture Inks	Automotive Coatings Electronic Inks
Chemicals & Raw Materials	Resins/Emulsions	Rheological Agents/ Thickening Agents	Pigments/ Waxes
Special Reports	CHINACOAT 2020 Review Outlook 2021	Biobased coatings Waterborne Industry coatings	2021 Ringier Technology Innovation Awards – Coatings Industry
Trade Shows & Ringier conferences	<ul style="list-style-type: none"> <li>• March, The 21th China Int’ l Petroleum &amp; Petrochemical Technology and Equipment Exhibition(CIPPE 2021, Beijing)</li> <li>• Apr. 20-22, IE expo 2021, Shanghai</li> <li>• May, China Coatings Summit &amp; Expo 2021, Shanghai (Ringier Conference)</li> <li>• May, Green Ink and Printing Technology Conference 2021, Shanghai (Ringier Conference)</li> <li>• May, Ringier Technology Innovation Awards 2021 - Coatings Industry, Shanghai</li> </ul>		

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

**2021 Industry Outlook (Supplement)**

Allows buyers to prepare next year’s procurement plan, based on your timely information communicated to 32,520 readers in China

**2021 Buyer’s Guide (Supplement)**

Comprehensive supplier directory addressing the requirements of a targeted decision makers and influential readers

**2021 Exhibition Calendar**

Important exhibitions promoted through e-newsletters prior to, during and post event to maximize your brand exposure

**Regular Sections**

**• Industry Updates**

Essential industry and market updates

**• Boardroom Connection**

Industry movers and shakers talk about the road to success and offer interesting, inspiring and practical insights in this Ringier cover feature

**• Product News**

Advances, innovations and product launches

**Online Content:** With the Coating & Inks vertical industry web site -the industry community can find daily news updates, online exclusive features, videos, reports on major industry events, including live updates from trade shows- news , as it happens helps the industry stay informed.

**E newsletters:** E - newsletters - featuring- headline industry news, trade show coverage - links to analysis and market reports.- keeping you linked to the industry with your latest company information.

**2021 Editorial calendar**

ISSUE	July	September	October	November
Ad Closing Dates	June 7	July 30	September 6	October 20
Application & Trend	Marine Coatings Flexo Inks	Architectural Coatings UV/EB Inks	Wood Coatings Smart Inks	Anticorrosive Coatings Inkjet Inks
Chemicals & Raw Materials	Wetting Agent/Dispersers	Solvents	Biocides & Fungicides	Defoamers/ Matting Agents
Special Reports	China Coatings Summit 2021 Review 2021 Ringier Technology Innovation Awards Report – Coatings Industry	2020 Top 80 International Coatings Makers	2020 Top 20 International Ink Makers 2021 Buyers' Guide	CHINACOAT 2021 Preview
Trade Shows & Ringier conferences	<ul style="list-style-type: none"> <li>● Jun, ProPak China 2021, Shanghai</li> <li>● June, FLOWTECH CHINA 2021, Shanghai</li> <li>● Aug. Innovative Coatings Summit 2021, Guangzhou (Ringier Conference)</li> <li>● Sept.1-3. · Asia Pacific Coating Show , Thailand</li> <li>● Dec. , CHINACOAT 2021, SFCHINA 2021, Shanghai</li> </ul>			

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

ISSUE	January	February	March	April	May	June
eNewsletter Theme	UV/EB Inks Resins	Flexo Ink Waterborne Industry coatings	Packaging Inks	Powder Coatings	Marine Coatings	Textile Inks
	-		Biocides & Fungicides	Functional Pigments	Inkjet Inks	Inorganic Coatings
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Anticorrosive Coatings Dispersers	Architectural Coatings Wetting Agent	Electronic Inks	Biobased Coatings	Wood Coatings	Automotive Coatings
	-	-	Defoamers/ Matting Agents	Emulsions	Waxes	Rheological Agents/Thickening Agents

For editorial submissions and inquiries, please contact: Sabrina Feng  
Email: [sabrina@ringiertrade.com](mailto:sabrina@ringiertrade.com)

Follow us on Ringier Coatings wechat - Communicate with industry followers on a daily basis!  
website: [www.industrysourcing.cn/coatings](http://www.industrysourcing.cn/coatings)

 **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](mailto:crm@ringiertrade.com) or contact:

Location	Name	Tel	Email
China	Maggie Liu	+86-20 2885 5256	maggieliu@ringiertrade.com
Hong Kong	Octavia	+852 9648 2561	octavia@ringier.com.hk
Taiwan	Sydney Lai	+886 4 2329 7318	sydneylai@ringier.com.hk
International	Mike Hay	1-604-440-8478	mchhay@ringier.com.hk