

# Industrial Laser News for China

## — 2021 Media Planner —

### Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

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



41,150 Subscribers

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



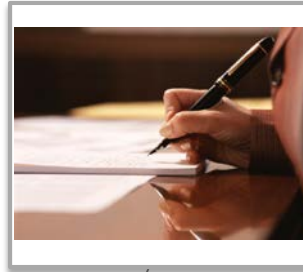
21,900 eNewsletter Subscribers

### New in 2020 - Hybrid conferences

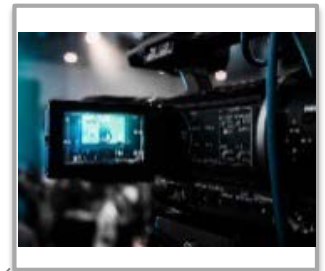


Physical plus Virtual = more qualified delegates - more reach

### Content Marketing:



Article Content Written by professional editors + Promotion



Video shooting/Editing+ Promotion

### Professional Industry News Website – viewable on any device any platform

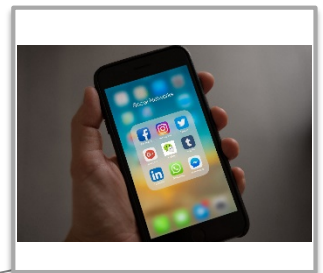


industrysourcing.cn:  
939,944 Page view/Month  
424,073 Unique visitor/Month

国际 Industrial Laser News for China  
**工业激光** 商情

**One Brand** that can provide you  
with multiple channels to reach  
the Laser community

### Social Media/APP



8,800 Social Media Followers



WeChat

## 2021 Multi Media Platforms that cover the Laser market in China

**Industrial Laser News for 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

## Steady growth in China manufacturing drives laser applications

### Market Introduction

The global industrial laser market is expected to reach US\$14.52 billion by 2026, achieving a compound annual growth rate (CAGR) of 12.4% during 2021-2026, which attributed to the increase in laser technology needs from automation and industrial 4.0.

Asia Pacific holds majority of the global industrial laser source market share. This is attributable to the high penetration of lasers into the Chinese market. The rise in adoption and manufacturing of fiber laser equipment in China's manufacturing sector is expected to promote regional market growth. Furthermore, the surging demand for consumer electronics presents tremendous opportunities to earn high market revenue in the forecast duration.

China has been the world's largest automotive market and vehicle manufacturing country. The government's initiatives on foreign investment regulations regarding new energy technology will be followed by the advent of passenger cars and commercial vehicles by the end of 2022. Thus, attracting industrial laser market growth.

Meanwhile, the Chinese government launched a new infrastructure project in 2020 to accelerate the development of

5G base station, data center, transportation and energy industries. Lasers with advantages in cutting, welding, marking, additive manufacturing will be beneficial to accelerate this process.

Moreover, the pouring of demand for industrial lasers from the semiconductor industry is having a positive influence on the growth of the market in the rest of the world. Major players operating in the industrial lasers market are emphasizing on strengthening their product portfolio and expanding their business.

The industrial laser industry is playing an important role in modernizing high-end manufacturing. It is noticeably heightened by the upgrading of laser equipment and the new applied scenarios. It is believed that laser technology will lift China's market to global high-end value chain in the future.



↑ 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**



RingierLaser

Join the Wechat forum



APP



**Total Readership: 41,150**

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

With a team of authoritative editorial advisors in China and world wide , including experts from leading associations across the country , Industrial laser news for China etc. **Industrial Laser News for China** print magazine, Mobile Apps and digital e-magazine facilitate technology transfer from around the world by providing readers with the latest information on advanced laser technology and application, showing how industrial lasers can boost product manufacturing. **Industrial Laser News for China** offers practical solutions for improving productivity, reducing cost, and turning innovations into real competitive advantages.

The magazine and a specialized e newsletter also addresses the information needs of system integrators and laser manufacturers with the latest on components technology and performance. Thus the magazine, e newsletters and web site serves the whole laser systems value chain – from components to assembly to industrial application.

In a strategic editorial partnership with Laser Institute

of America, also had made a comprehensive corporation with the famous professional optical media: Novus Light . A team of authoritative editorial advisors in China and worldwide contribute to our content. Industrial Laser News for China offers print magazine, Mobile Apps and digital e-magazine and other media methods, which provide readers with the latest information on advanced laser technology and applications, giving inspirations on how manufacturing can benefit from industrial lasers. Industrial Laser News for China also offers practical solutions for improving productivity, reducing cost, and how to turn innovations into real competitive advantages.

**LIA  
 Membership  
 Certificate →**



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, Industrial Laser News for China reaches a qualified controlled readership of 41,150 decision makers who evaluate and purchase lasers, related components, complete systems used in multiple industries and applications, plant managers & engineers who evaluate and make recommendations. The whole value chain is covered from component suppliers, systems integrators, automation/software vendors to end users. 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 Laser and corporate channel attracts 8,800+ engaged followers.

Geographic Distribution		
Guangdong	3,980	21%
Shanghai	2,815	15%
Jiangsu	2,489	13%
Beijing	1,860	10%
Zhejiang	1,510	8%
Hubei	1,097	6%
Shandong	908	5%
Tianjin	892	5%
Liaoning	790	4%
Sichuan	620	3%
Hebei	550	3%
Chongqing	499	2%
Fujian	480	2%
Henan	270	1%
Hunan	220	1%
Rest of China	110	1%
Mainland China	<b>19,090</b>	<b>98%</b>
Taiwan	140	1%
Hong Kong	20	1%
Total	<b>19,250</b>	<b>100%</b>

## 4 main delivery channels for the magazine content



Print: 19,250



Digital: 21,900

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

**Total Readership**  
**41,150**



Apps industrysourcing downloads: 109,000+



Wechat Unique Followers 8,800+



Annual Business Turnover (US\$)	
0-1 million	1%
1.1-2.5 million	5%
2.6-5 million	17%
5.1-10 million	37%
over 10 million	40%

Industries Covered	
Metalworking Fabricating	35%
Transportation - Aerospace/Automotive/Railway	16%
Consumer Electronics, Computers and Communication	11%
Laser, Components/ Optical Components, OEM Systems	10%
Electronic Components and Semiconductors	10%
Industrial & Commercial Machinery	7%
Textile/Plastics & Rubber	5%
Packaging/ Printing/ Marking, Industrial Applications	4%
R&D/Government/Associations	2%

Job Function	
Production/Engineering Management	36%
GM/Owner/President	28%
Design, R&D Management	14%
Purchasing Manager	12%
Testing/Inspection/Quality Control Management	7%
Metallurgy	5%

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

## 2021 Editorial Calendar

ISSUE	January	March	April	June
Ad Closing Dates	December 11	January 22	March 5	May 4
LASERS	Ultrafast Laser / Excimer laser	Diodes Laser	CO <sub>2</sub> Laser	Fiber Laser
TECHNOLOGY REPORT	Laser Cutting	Surface Treatment Laser processing simulation software	Laser Marking/Engraving	Laser Welding
APPLICATION REPORT	LED / OLED Manufacturing	3D Printing	Lasers in Sheetmetal	Lasers in 3C Industry
INDUSTRY FOCUS	Consumer Electronics and Semiconductor Industry	New Infrastructure Aerospace Industry	Metalworking Industry	Automotive Industry
SYSTEM INTEGRATION	Optics & Materials	Automation, Motion & Drive	Components & Accessories	Laser Welding Head
SPECIAL REPORT	Laser Micro Machining 2021 LASER World of PHOTONICS CHINA Preview(I)	Intelligent manufacturing / Industrial 4.0 2021 LASER World of PHOTONICS CHINA Preview(II)	Laser Safety Regulations 2021 LASER World of PHOTONICS CHINA Review	Laser Cladding Review of the first half of 2021 Laser Industry

	January	February	March	April	May	June
Theme of Newsletter	Laser Micro-Processing Laser Tech in Material Processing	Laser Surface Treatment Laser Tech in Aerospace Industry	Laser Marking/Engraving Laser Tech in Consumer Electronics and Semiconductor Industry	Laser Cutting Laser Tech in Automotive Industry	Laser Welding Laser Tech in Metalworking Industry	Laser Additive Manufacturing 3D Printing

Trade Shows & Ringier Conferences	<p>Mar.3-6, CME China machine tool exhibition, Shanghai</p> <p>Mar.15-20, TIMTOS 2021, Taiwan</p> <p>Mar. 17-19, Laser World of Photonics China 2021, Shanghai</p> <p>Mar.17-20, Suzhou machine tool exhibition, Suzhou</p> <p>Mar. 25-26, Advanced Manufacturing Processing Technology Forum 2021- Focus: Equipment Manufacturing, Electronic Information, Automobile Manufacturing, Chongqing China (Ringier Conference)</p> <p>Mar.30-Apr.2, Shenzhen International Industrial Manufacturing Technology Exhibition (ITES) (The 22nd Shenzhen International Machinery Manufacturing Industry Exhibition 2021)</p> <p>Apr.12-17, The 17th China Int'l Machine Tool Show (CIMT 2021), Beijing</p> <p>May, The 23rd Exhibition of Lijia International machine tool Chongqing, Chongqing</p> <p>May 26-28, TCT Asia 2021, Shanghai</p> <p>June, South China International Industry Fair 2021, LASERFAIR SHENZHEN 2021, Shenzhen</p> <p>June, Die &amp; Mould China 2021(DMC 2021), Shanghai</p> <p>June, Photonics China Expo, Beijing</p> <p>June 16-19, BEIJING ESSEN WELDING &amp; CUTTING FAIR, Shanghai</p> <p>June, High Efficiency Processing and Advanced Manufacturing Technology Development Summit 2021, Concurrent Event: Ringier Technology Innovation Awards 2021 - Metalworking Industry, Shanghai China (Ringier Conference)</p>					
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*Editorial content, trade show and conference schedule subject may change without notice.*

<p><b>Regular Features</b></p> <ul style="list-style-type: none"> <li>Industry Updates</li> <li>Boardroom Connection</li> <li>Leaders View</li> <li>Raw Materials &amp; Additives</li> </ul>	<p><b>Online Editorial Features—Daily updates and online exclusives</b></p> <ul style="list-style-type: none"> <li><b>Business in China</b> - the latest information about China policies, regulations and manufacturing trends</li> <li><b>Industry News</b> - news on important events, people, companies and industry developments from China and around the world</li> <li><b>Trade Show Updates</b> - latest news, onsite interviews and videos, and e-show daily of major trade events</li> </ul>
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## 2021 Editorial Calendar

ISSUE	July	September (Buyer Guide)	October	November		
Ad Closing Dates	June 1	July 20	September 7	October 8		
LASERS	Solid State Laser	Ultrafast Laser / Excimer Laser	Fiber Laser	Solid State Laser		
TECHNOLOGY REPORT	Laser Tech & Robot	Laser Cutting Laser processing simulation software	Laser Micro Machining	Laser Marking & Engraving		
APPLICATION REPORT	Metalworking Industry	Medical Device Mfg.	LED / OLED Manufacturing	Lasers for Package / Printing		
INDUSTRY FOCUS	New Energy Industry	Medical Industry	Metalworking Industry	New Infrastructure Automotive Industry		
SYSTEM INTEGRATION	Industrial Laser equipment	Optical Hardware/ Equipment	Software and Control System	Automation, Motion & Drive		
SPECIAL REPORT	2021 Ringier Technology Innovation Awards-Laser Industry	Buyer Guide	Innovation Technology in Sheetmetal	Outlook 2022		
Theme of Newsletter	July	August	September	October	November	December
	Laser Welding Laser Tech in New Energy Industry	Laser Industry Regulation Ultrafast Laser Processing	Laser Cutting Laser Tech in Metalworking Industry	Laser Marking/ Engraving Laser Tech in Medical Industry	Laser Microfabrication Laser Tech in Automotive Industry	Cladding and Repairing Review and Prospect
Trade Shows & Ringier Conferences	July 7-10, Shanghai Automotive Manufacturing Technology & Materials Show 2021 (AMTS), Shanghai Aug.24-28, Metalworking and CNC Machine Tool Show 2021 (MWCS), Shanghai Aug , China Laser Processing Technology Summit 2021, Concurrent Event: Ringier Technology Innovation Awards 2021 - Laser Industry, Shanghai China (Ringier Conference) Sept. 24, New Energy Vehicle Industry Development Summit 2021 , Shanghai China (Ringier Conference) Sept. , TCT SHENZHEN, Shenzhen Sept., CIOE 2021, Shenzhen Oct , Global Smart Factory Summit 2021 , Shanghai (Ringier Conference) Nov., South China Advance Laser Technology and Application Exhibition 2021, Shenzhen Nov., OVC Expo 2021, Wuhan Nov.23-26, China Shenzhen Greater Bay Area International Mould and Metalworking Exhibition Plastics, Packaging & Rubber Exhibition (DMP 2021), Shenzhen					

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For editorial submissions and inquiries, please contact: Shadow Yang  
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Follow us on Ringier laser wechat - Communicate with industry followers on a daily basis!  
website: [www.industrysourcing.cn/laser](http://www.industrysourcing.cn/laser)

## Digital Direct Marketing – Lead Generation (E-newsletter)

### Industry e-newsletters

Scheduled **Industry** and **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.**

#### Industrial Laser News for China

Language: Simplified Chinese, Frequency : 12 X, Subscriber: 21,900

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Laser Additive Manufacturing 3D Printing	Laser Marking/ Engraving Laser Tech in Consumer Electronics and Semiconductor Industry	Laser Surface Treatment Laser tech in Aerospace Industry	Laser Cutting Laser Tech in Automotive Industry	Laser Welding Laser Tech in Metalworking Industry	Laser Micro- processing Laser Tech in Material Processing
ISSUE	July	August	September	October	November	December
Theme of Newsletter	Laser Cladding and Repairing Laser Tech in Aerospace Industry	Laser Welding Laser Tech in New Energy Industry	Laser Cutting Laser Tech in Metalworking Industry	Laser Marking/ Engraving Laser Tech in Medical Industry	Laser Microfabrication Laser Tech in Automotive Industry	Laser Industry Regulation Review and Prospect

#### Additive Manufacturing

Language: Simplified Chinese, Frequency: 8X, Subscriber: 24,453

ISSUE	March	April	May	June
Theme of Newsletter	Process monitoring software	Additive/Subtractive Hybrid Manufacturing (A/SHM)	Customized Solution of Medical Device Through Additive Manufacturing	Aerospace Applications of Additive Manufacturing
ISSUE	August	September	October	November
Theme of Newsletter	3D printing of polymers	Metal powder	Additive Manufacturing, Enabling Automotive Parts Development	New technologies

#### Laser System Integration and Assembly Updates

Language: Simplified Chinese, Frequency : 6X , Subscriber: 2,009

ISSUE	February	March	May
Theme of Newsletter	Laser Inspection Laser Cladding System	Fiber Laser Laser Marking System	Automation, Motion & Drive Optical Hardware/ Equipment
ISSUE	September	October	November
Theme of Newsletter	Laser Cutting Heads Laser Cutting System	Lasers High Precision Laser Micromachining System	Optics & Materials Laser Welding System

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

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