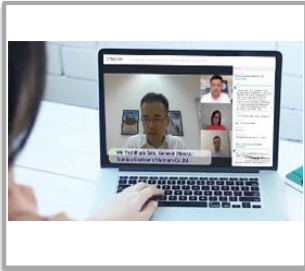


# International Metalworking News for Asia

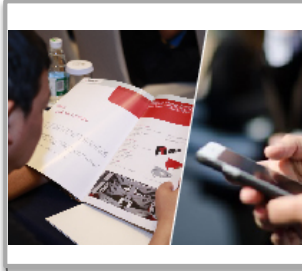
— 2021 Media Planner —

## Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

## Trusted Media (Print+E-zine)



45,700 Subscribers

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



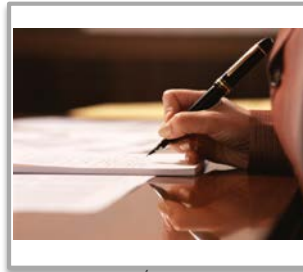
28,500 eNewsletter Subscribers

## New in 2020 - Hybrid conferences

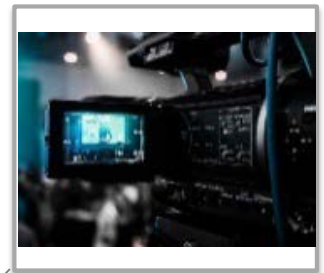


Physical plus Virtual = more qualified delegates - more reach

## Content Marketing:



Article Content Written by professional editors + Promotion



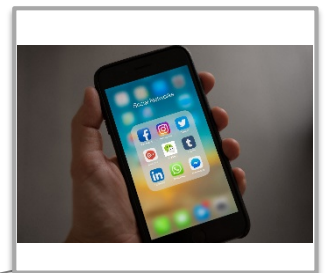
Video shooting/Editing+ Promotion

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



industrysourcing.com  
64,985 Unique Visitors/Month  
432,996 Page views visitor/Month

## Social Media/APP



Social Media with average 70,000 page views/Month

International  
**Metalworking**  
Essential Technology & Information  
for the Metalworking Industry  
**NEWS-ASIA**

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



## 2021 Multi Media Platforms that cover the Metalworking market in Asia

International Metalworking News for Asia 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

## Comprehensive metalworking tools advance South East Asia manufacturing

### Market Introduction

Manufacturers in South East Asia are reimagining their business models as they return to full speed. As the COVID-19 crisis accelerated the shift to digital, many metalworking companies are going further by enhancing and expanding their production facilities. Despite recording a downturn, South East Asia economies offer compelling investment prospects for prominent niche industries, such as automobiles and automotive parts, electric appliances and components, heavy and light industries, as well as computers and parts. Given the region's well-established trade networks, growing middle-class cohort, and a young and educated workforce, new comprehensive metalworking tools can help manufacturers in South East Asia become more efficient and extra competitive. These tools represent the main trends in production technology and automation systems, such as additive manufacturing, robots, Industry 4.0, auxiliary technologies, IoT, vision systems, software, solutions for industrial material handling and warehousing management.

Key investments projected in the following countries:

- The government of Thailand has announced a roadmap to make the country a hub of electrified vehicles in the Association of Southeast Asian Nations (ASEAN) region in five years. It has set a target to produce 250,000 electrified vehicles, 3,000 electric public buses, and 53,000 electric motorcycles by 2025.
- Vietnam's Ministry of Industry and Trade reported the industrial manufacturing index for electronic sector, computers, and optical products increased by 29.3% in 2020. Meanwhile, LG, Panasonic, Foxconn are among the tech giants planning to shift manufacturing to Vietnam.
- The Indonesian automotive industry remains attractive for current and future investment in the region with low labour costs and favourable production growth, Fitch Solutions has stated. The research firm shows that Indonesia still provides attractive growth opportunities for new and existing automakers, scoring 73.2 out of 100 on its vehicle production growth indicator based on the firm's five-year average forecast.
- Singapore government is setting aside more than S\$20 billion (US\$14.3 billion) to support research in high impact areas, which includes artificial intelligence. The investment plan is part of a five-year research and development strategy to super-charge innovation.
- The Malaysian Investment Development Authority has identified 433 new projects which have the potential to bring in RM97.4 billion (US\$23.33 billion) worth of new investment to the country. Aside from these projects, Malaysia has built up 4.3 gigawatts of solar-cell-module manufacturing capacity, making it the third-largest maker outside of China.



↑ People were signing up for the magazine at Ringier's booth in Southeast Asia.

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



**Total Readership: 45,700**

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

*International Metalworking News for Asia* (IMNA) print magazines, digital e-magazines, and fully interactive magazine Apps with video links on iTunes and Google Play facilitate technology transfer by providing readers with industry news and trends. For over 10 years, IMNA has been providing readers in Asia practical solutions for improving productivity, reducing cost, and turning innovations into real competitive advantages to advance their operations.

These readers depend on IMNA for detailed technical information for real-world applications Metal Cutting, Lasers, Tooling & Workholding, Software & Control, Metrology, Welding and Metal Forming & Fabrication that can help them develop their business planning and strategies, product quality, process stability, equipment reliability, operator safety and business profitability, as they take advantage of the emerging opportunities from the Asia region.

Our editorial partners include Ringier’s family of Metalworking magazines covering the Greater China and a team of authoritative editorial advisors throughout South East Asia.

For suppliers, International Metalworking News for Asia is an effective multimedia platform which provides the latest information on their products and services. Through a dedicated metalworking vertical, 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 stay informed. Bi-weekly E-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to the industry with your latest company information.

**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 6x a year in English, International Metalworking News for Asia reaches a qualified controlled readership of 45,700 (including print and digital) manufacturing decision makers who plan the purchase of metalworking, cutting & forming machinery, 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.

In addition an active engaged audience follow the various Metalworking social media channels on Twitter, facebook, YouTube, LinkedIn , Blogs with the average monthly page views of 70,000.

## 4 main delivery channels for the magazine content



Print: 17,200

**Total  
Readership  
45,700**



Digital: 28,500

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



Apps industrysourcing downloads **109,000+**



Social Media: Facebook, Twitter, Blogger, Youtube. LinkedIn with the average monthly page views of **70,000+**

### Geographic Distribution

Thailand	4230	25%
Vietnam	3860	22%
Malaysia	3095	18%
Indonesia	3018	18%
Singapore	1350	8%
Philippines	524	3%
Taiwan	705	4%
Cambodia/Myanmar/ Laos	190	1%
Hong Kong	228	1%
<b>Total</b>	<b>17200</b>	<b>100%</b>

### Annual Business Turnover (US\$)

0-1 million	3%
1.1-2.5 million	12%
2.6-5 million	34%
5.1-10 million	30%
over 10 million	21%

### Job Function

Production / Engineering Management	37%
GM / Owner / President	34%
Design, R&D Management	10%
Purchasing Manager	9%
Testing / Inspection / Quality Control Management	7%
Metallurgy	3%

### Metalworking Processing

Metal Cutting / Drilling / Boring / Tapping / Sawing	81%
Machining Centers / Milling / Turning	73%
CNC Machine Tools	68%
Industrial Lasers	45%
Surface Finishing / Honing	35%
Robotics	30%
Metal Forming / Fabricating	28%
EDM	16%
Castings	15%
Stamping	12%
Welding	5%
Other Processes	5%

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

### Business Function

Auto Parts and Components	22%
Electronics Products	15%
Fabricated / Formed Metal Products	13%
Communication & Computer Equipment	11%
Machinery & Machine Tools	9%
Molds & Dies	7%
Electrical Components	7%
Aerospace	5%
Medical Devices & Components	4%
Importers / Traders / Distributors of Machine Tools / Equipment	3%
Oil and Gas	2%
Instruments, Controls & Related Equipment	2%

## 2021 Editorial Calendar

ISSUE	February	April	June
<b>Ad Closing Dates</b>	January 5	March 8	May 4
<b>Machine Tools</b>	Grinding Strategies Turning Difficult Materials Choosing the right Laser-Waterjet Cutting Machines	Improving EDM Work Flow and Productivity Producing High-quality Holes	State-of-the-art Milling Creating Better Finishes
<b>Lasers &amp; Welding</b>	Fibre Laser Cutting SMAW Strategies/Welding Shielding Gases	CO2 Lasers/Diode Lasers/Plasma Cutting Structural Steel Welding/Submerged Arc Welding	Laser Marking/Laser Welding Robotic Welding/GMAW Strategies
<b>Tooling &amp; Work holding</b>	Parting/Grooving Strategies Selecting the Right Drill	Tool Management Strategies Creating Better Threads	Advanced Milling Tips Solving Holemaking Challenges
<b>Software &amp; Control</b>	ERP Software	Software: MES Systems	Simulation Software
<b>Metrology</b>	Measurement and Accuracy/ 3D Laser Scanning & Measurement	Integrated Metrology in Manufacturing	Optical Metrology/ Vision Systems in Manufacturing
<b>Bending/ Forming</b>	Lean Press Brake Strategies/ Tube Bending Automation	Press Brake Safety/ Stamping	Panel Bending/ Lean Press Brake Strategies
<b>Focus</b>	Vietnam 3C Industry (Computer, Communication and Consumer Electronic)	Indonesia 2-Wheeler/Automotive	Thailand EV Industry
<b>Smart Factory</b>	Additive Manufacturing/3D printing	Automation Safety/ Predictive Maintenance	Collaborative Robots/IoT/AI
<b>Show Preview</b>	TIMTOS 2021	MetalTech Malaysia (MTM) 2021	INTERMACH 2021
<b>Trade Shows</b>	TIMTOS 2021 INTERMACH & Subcon 2021 MetalTech Malaysia (MTM) 2021		

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

ISSUE	January	February	March	April	May	June
<b>Theme of Newsletter</b>	Vietnam 3C Industry (Computer, Communication and Consumer Electronic)	Choosing the right Laser-Waterjet Cutting Machines	Automation Safety/ Predictive Maintenance	Improving EDM Work Flow and productivity	Collaborative Robots/IoT/AI	Thailand EV Industry
		Additive Manufacturing/ 3D printing		CO2 Lasers/ Diode Lasers/ Plasma Cutting		Vision Systems in Manufacturing

### Regular Features

- Boardroom Connection
- Industry News
- Product Highlights
- Buyer Alert

### Online Editorial Features—Daily updates and online exclusives

- **Business in Asia Pacific** - the latest information about business and trade trends in Asia Pacific
- **Industry News** - news on important events, people, companies and industry developments around the world
- **Trade Show Update** - latest news, onsite interviews and videos, and e-show daily of major trade events

## 2021 Editorial Calendar

ISSUE	August	October	December
<b>Ad Closing Dates</b>	July 16	August 30	October 19
<b>Machine Tools</b>	Multitasking for Complete Part Creation Improving EDM Productivity Creating Machining Centers & Milling Machines Efficiencies	Making Better Holes Productive Grinding Managing Turn/Mill and Multitasking Machines	Creating Milling Efficiencies Turning in the Job Shop
<b>Lasers &amp; Welding</b>	Waterjet Cutting/Nesting Welding Consumables Review/Welding Power Sources	Boosting Waterjet Cutting Efficiency/ Laser Maintenance Pipe Welding/Welding Safety	Punching in the Modern Job Shop/Using Oxyfuel Cutting Advanced Joining Processes
<b>Tooling &amp; Work holding</b>	Managing Metalworking Fluids Advanced Turning Tips	Milling Tips Managing Turning Tools	Selecting the Right Milling Tool Tool Coatings
<b>Software &amp; Control</b>	Nesting Software Automation	Floor Management Software	Product Lifecycle Management (PLM)
<b>Metrology</b>	Coordinate Measurement Machines (CMM)	Smart Measurement & Inspection	Shop Floor Gaging/ Tool Presetters
<b>Bending/ Forming</b>	Press Brake Management Strategies/ Bending Software	Roll Forming/Stamping/Punch press advancement	Press brake tooling/Punching Tooling
<b>Focus</b>	Singapore Advanced Manufacturing	Malaysia Electrical & Electronics (E&E)	Philippines Manufacturing
<b>Smart Factory</b>	Prepping for Smart Factory Automation	Digitalization/ Industry 4.0/ Lean Management	Outlook 2022
<b>Show Preview</b>	MTA Hanoi Vietnam 2021	METALEX 2021	Manufacturing Indonesia 2021
<b>Trade Shows</b>	MTA Vietnam 2021 (HCM) The Philippine Die & Mold Machine Tools Exhibition TAIROS- Taiwan Automation Intelligence and Robot Show 2021 MTA HANOI 2021 Industrial Transformation ASIA-PACIFIC 2021 METALEX Vietnam 2021 (HCM) METALEX 2021 Manufacturing Indonesia, Jakarta 2021		

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

ISSUE	July	August	September	October	November	December
<b>Theme of Newsletter</b>	Creating Better Finishes	Robotic Welding/GMAW Strategies	Solving Holemaking Challenges	Coordinate Measurement Machines (CMM)	Digitalization/ Industry 4.0/ Lean Management	Smart Measurement & Inspection
		Advanced Milling Tips		Prepping for Smart Factory Automation		Outlook 2022: Machine Tool Demand In Asia

For editorial submission s and inquiries,  
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Communicate with industry followers on a daily basis!  
Website: <http://www.industrysourcing.com/metalworking>

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

Scheduled **Industry, magazine and** 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.

### International Metalworking For Asia

Language: English, Frequency : 18X, Subscriber: 28,500

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Vietnam 3C Industry (Computer, Communication and Consumer Electronic)	Choosing the right Laser-Waterjet Cutting Machines	Automation Safety/ Predictive Maintenance	Improving EDM Work Flow and productivity	Collaborative Robots/IoT/AI	Thailand EV Industry
		Additive Manufacturing/ 3D printing		CO2 Lasers/Diode Lasers/Plasma Cutting		Vision Systems in Manufacturing
ISSUE	July	August	September	October	November	December
Theme of Newsletter	Creating Better Finishes	Robotic Welding/GMAW Strategies	Solving Holemaking Challenges	Coordinate Measurement Machines (CMM)	Digitalization/ Industry 4.0/ Lean Management	Smart Measurement & Inspection
		Advanced Milling Tips		Prepping for Smart Factory Automation		Outlook 2022: Machine Tools Demand In Asia

### Auto Manufacturing-metalworking

Language: English, Frequency : 6X, Subscriber: 6,000

ISSUE	January	March	May	July	September	November
Theme of Newsletter	Assembly / Automation / Measurement	Additive/3D Printing	Bodyshop / Paintshop / Robotics	Casting/Forging	E-mobility / Powertrain	Joining / Machining

### Metal Cutting

Language: English, Frequency : 6X, Subscriber: 10,000

ISSUE	February	April	June	August	October	December
Theme of Newsletter	Laser Cutting Systems/Plasma Cutting Systems	Lathes/ Milling Machines	Multitasking Machines / Gear Cutting Machines	EDM Machines/ Drilling Machine	Turning Centers / Honing	5-Axis Machining / Horizontal Machining Center

### Smart Factory

Language: English, Frequency: 12X Subscribers: 10,000

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Cybersecurity/ Industrial Analytics	Cloud computing/ IoT Platforms	Industrial PCs/5G	Edge Computing/ Digital Twins	Equipment Monitoring	DCS/PLC/MES/ERP/ SDADA/PAM/HMI/ PLM
ISSUE	July	August	September	October	November	December
Theme of Newsletter	Sensors/Industrial Robots/	Machine Vision Systems	Industrial 3D Printing	Augmented Reality & Virtual Reality	Advanced Human-Machine Interface	Artificial Intelligence (AI)/Big Data

\* 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

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

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