

International Metalworking News for China

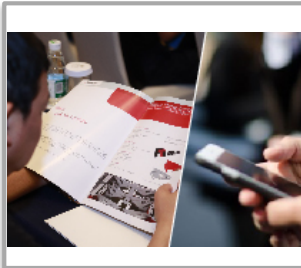
— 2021 Media Planner —

Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

Trusted Media (Print+E-zine)



111,800 Subscribers

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



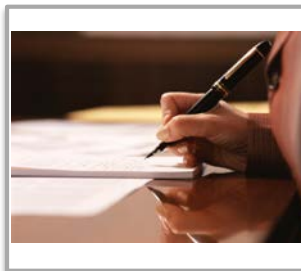
65,200 eNewsletter Subscribers

New in 2020 - Hybrid conferences



Physical plus Virtual = more qualified delegates - more reach

Content Marketing:



Article Content Written by professional editors + Promotion



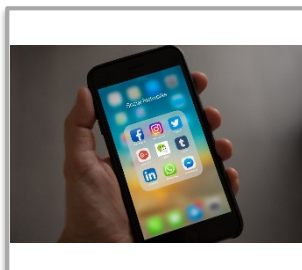
Video shooting/Editing+ Promotion

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



16,200 Social Media Followers

国际
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中国金属加工业决策者必读

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



WeChat

2021 Multi Media Platforms that cover the Metalworking market in China

International Metalworking 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

Machine tools market rise up for industrial production opportunity

Market Introduction

The machine tools market is expected to rebound faster with investments in new technologies like chip making equipment, which is projected to propel growth. The PMI (Purchase Managers Index) and Ifo business climate index are providing positive signals with global PMI reaching the 50-point mark, which represents growth. The growth covers China, U.S., and Eurozone including Germany, France and Italy. Meanwhile, retail sales are recovering with industrial production and exports increasing again.

Companies that are driven by digitalisation and 5G expansion and are strategically re-tooling their production systems to make different products for the medical technology and electronics sectors. On the other hand, parts for the mechanical engineering sector are in a slightly stronger position.

Additive manufacturing

Additive manufacturing, as a rapid prototyping technology, has attracted worldwide attention. It has become the solution to pressing supply chain challenges for crucial items, such as protective medical equipment and materials.

Wohlers Associates predicts that worldwide sales of additive manufacturing related products and services will reach US\$117.5 billion by 2029. Additive manufacturing has started a new round of 10-year growth since 2009, with an average growth rate of 23.3% in the past four years (2016-2019). Additive manufacturing is anticipated to grow substantially in the future, as it has undoubtedly cast positive attention on the benefits it can provide.

Digitalization

Industrial companies are on their way to leverage advanced technologies and solutions to create a safer workplace across plants and facilities—and hopefully safeguard themselves from similar risks in the future. Some of the smart factory technologies that many manufacturers have already been piloting, such as analytics, sensors, and wearables, could help both in mitigating risks and accelerating recovery. Digital use cases like digital twins can help production leaders perform a virtual factory tour with rapid remote collaboration among leaders to gain critical context into the working nature of the operations without having to physically “walk the line.”

Second, the trend to implement digital supply network solutions to reduce supply-side risks by increasing visibility beyond Tier 1 suppliers is increasing. Multi-sourcing strategic materials and components, less dependency on one supplier, and greater transparency can likely help industrial companies build agility and increase resilience in their supply chains.



↑ 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



Supplement 4x a year E-newsletter 8x a year

Aerospace Manufacturing and Design China (AMDC) will be featured as a supplement in International Metalworking News for China with exclusive editorial from GIE's Aerospace Manufacturing & Design and a team of authoritative editors in China. AMDC will provide readers with insightful content on machining, cutting tools and components that are used in the aerospace sector.

Total Readership: 111,800

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

In a strategic editorial partnership with Germany's Werkstatt und Betrieb & FORM+Werkzeug Magazine and a team of authoritative editorial advisors in China, **International Metalworking News for China** has been the leading trade media for China metalworking industry for over a decade - and remains committed to informing our readers of transformative solutions and technologies. International **Metalworking News for China** provides an interactive multimedia platform for our readers - the decision makers who include project engineers, R&D managers, purchasing managers, and marketing managers from the Aerospace & Aviation, Rail Transportation, Medical, Automobile, Energy, Mould & Die, Military, Electronics and Shipbuilding industries. The magazine provides in-depth coverage ranging from latest R&D, emerging market trends,

updates on metal cutting and metal forming processes, the latest in machinery and use of materials, all in an interactive multimedia format for readers on the go.

The magazine's multimedia format includes an interactive digital e-magazine containing many links to additional content, bilingual Metalworking verticals (www.industrysourcing.com/metalworking in Chinese and English) with daily updates and online exclusives, bi-weekly industry e-newsletters. Readers can also access this content through the "Industry Sourcing" Apps for both iPad/iPhone and Android mobile devices with video links on iTunes and Google Play. With such current, informative and attractive content in both digital and printed forms, International Metalworking News for China offers the most effective communication package to suppliers for improving productivity, reducing cost, and turning innovations into real competitive advantages.

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 10+1x(Buyer Guide) a year in Simplified Chinese, **International Metalworking News for China** reaches a qualified controlled readership of 111,800 manufacturing decision makers who plan the purchase of metalworking, cutting & forming machinery, materials, software automation and execute manufacturing strategies, and plant managers & engineers 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.

5000+ deduplicated aerospace component manufactures have been added to the circulation, coming from Aerospace Manufacturing & design China. In addition an active Wechat Metalworking and corporate channel attracts 16,200+ engaged followers.

4 main delivery channels for the magazine content



Print: 46,600



Digital: 65,200
E-magazine, e-newsletters, iPad/iPhone and Android App versions.



Wechat Unique
Followers 16,200+



IndustrySourcing App is now installed
on 109,000 users devices

**Total
Readership
111,800**



Geographic Distribution		
Guangdong	7320	16%
Jiangsu	7290	16%
Shanghai	7080	15%
Zhejiang	5475	12%
Shandong	3290	7%
Beijing	2950	6%
North East of China	2020	4%
Hebei	1645	4%
Tianjin	1360	3%
Sichuan	1110	2%
Chongqing	1009	2%
Hubei	965	2%
Fujian	860	2%
Henan	815	1%
Shaanxi	680	1%
Hunan	520	1%
Rest of China	221	1%
Mainland China	44610	95%
Hong Kong	240	1%
Taiwan	1750	4%
Total	46600	100%

Annual Business Turnover (US\$)	
0-1 million	1%
1.1-2.5 million	7%
2.6-5 million	12%
5.1-10 million	42%
over 10 million	38%

Organization Type	
State owned	9%
Foreign Invested/Joint Venture	46%
Private	45%

Metalworking Processes Used	
Metal Cutting/Drilling/Boring/Tapping/Sawing	83%
Machining Centers/Milling/Turning	71%
CNC Machine Tools	62%
Surface Finishing/Honing	42%
Use of Robotics and Automated Systems	45%
Metal Forming/Fabricating	33%
EDM	22%
Stamping	19%
Welding	13%
Other Processes	5%
Castings	1%

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

Major Products Manufactured	
Transportation/Automotive/Railways	19%
Machinery & Machine Tools	19%
Fabricated etc	16%
Mold & dies	14%
Aerospace	10%
Electronic products/communications/computer equipment	11%
Electronic components	6%
Agriculture machinery	3%
Medical Implants/orthopedic	3%
Furniture fixture	2%
Importers etc	2%
Primary metal products	1%

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

Job Function	
Production/Engineering Management	33%
GM/Owner/President	28%
Design, R&D Management	17%
Purchasing Manager	12%
Testing/Inspection/Quality Control Management	6%
Metallurgy	4%

2021 Editorial Calendar

ISSUE	January	March	April	May	June
Ad Closing Dates	December 11, 2020	January 20	March 2	April 6	May 7
METAL CUTTING	Large parts manufacturing	Gear Machining HSC/HPC	Drilling Reaming Thread cutting	Grinding Micro Cutting	Multi-spindle Machining
METAL FORMING	Waterjet Cutting	CNC Punching Machine Metal Bending	Arc Welding	Friction Welding Eroding	Servo Drive Stamping EDM Wire Cutting
TOOLING & FIXTURING	Milling Tool Fixture	Cutting tool Coating Chuck	Tool Presetting	Thread Cutting Tool	Tool Management
AUTOMATION & SOFTWARE & CONTROL SYSTEM & INDUSTRY MEASURING	Industrial Robotics Coordinate Measuring Machine	CAD/CAM/CAE Software IIoT	Sensor Optical Measurement Pallet handling system	Welding Robot system NC System 3D Scan	Servo Drive Control System Process Monitoring
FEATURE	Outlook Issue 2021(II) Additive manufacturing Cutting fluid and lubrication	Lightweight Materials ITES & SIMM Preview	CIMT 2021 Preview China Machine Tools Industry Review and Outlook	CIMT 2021 Review Industry 4.0	DMC Preview Global Machine Tools Industry Report Flexible manufacturing cells
SPECIAL APPLICATIONS	General mechanical engineering	Automobile Industry	Aerospace & Aviation Industries	Electronic	Aerospace & Aviation Industries
Aerospace Manufacturing Supplement	--	--	5-axis machining Hydraulic and pneumatic Avionics	--	Electromagnetic interference(EMI) Aircraft interiors
TRADE SHOWS & RINGIER CONFERENCE	Mar.3-5, SPS-Industrial Automation Fair Guangzhou (SIAF) 2021, Asiamold 2021,Guangzhou Mar. 15-20, TIMTOS 2021, Taipei Mar. 17-19, Laser World of Photonics China 2021, Shanghai Mar. 17-20, Suzhou machine tool exhibition, Suzhou Mar. 25-26, Advanced Manufacturing Processing Technology Forum 2021- Focus: Equipment Manufacturing, Electronic Information, Automobile Manufacturing, Chongqing China (Ringier Conference) Mar.30-Apr.2 Shenzhen International Industrial Manufacturing Technology Exhibition (ITES) (The 22nd Shenzhen International Machinery Manufacturing Industry Exhibition 2021), Shenzhen Apr.12-17, The 17th China Int'l Machine Tool Show (CIMT 2021),Beijing May 26-28, TCT Asia 2021, Shanghai May, The Mold Technology (Ningbo) Forum 2021, Ningbo China (Ringier Conference) June, South China International Industry Fair 2021 · LASERFAIR SHENZHEN 2021, Shenzhen June, Die & Mould China 2021(DMC 2021), Shanghai June, High Efficiency Processing and Advanced Manufacturing Technology Development Summit 2021, Concurrent Event: Ringier Technology Innovation Awards 2021 - Metalworking Industry, Shanghai China (Ringier Conference) June 16-19, BEIJING ESSEN WELDING & CUTTING FAIR, Shanghai				

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

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Industry 4.0	Cutting tool	Laser Cutting	Metal Cutting	CAD/CAM Software	EDM Process
	5-axis Machining	Industry Measuring	Additive Manufacturing	NC System	Metal forming Machine Tool	Die & Mould

Regular Features

- Industry Updates
- Boardroom Connection
- Leaders View
- Raw Materials & Additives

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
- **Trade Show Updates** - latest news, onsite interviews and videos, and e-show daily of major trade events

2021 Editorial Calendar

ISSUE	July	August Buyer Guide	September	October	November	December (e-zine only)
Ad Closing Dates	June 1	July 20	August 3	August 31	October 11	November 10
METAL CUTTING	Hard Turning Sawing	Buyer’s Guide 2021 Machine Tools Cutting Tools Fixturing Parts &Accessories & Automation Measurement Surface Finishing Cutting fluid and lubrication	Turning/Milling Titanium Cutting	Large parts manufacturing Heavy duty cutting	5 Axis Machining Gantry Machining Center/ Horizontal Machining Center	Polyhedral Machining Heavy cutting
METAL FORMING	Die Casting Laser Cutting Sheet Metal FMS		Sheet Metal Forming Machines Welding	Laser Cutting	Sheet Metal Forming Machine Eroding	Waterjet Cutting Servo Press
TOOLING & FIXTURING	Groove Tool Fixture system		Ceramic Cutting Tool Cutting tool Coating	Tool Holder Tooling Material	PCD/CBN Cutting Tool Tool Presetting Chuck	Turning Tool Fixture system
AUTOMATION & SOFTWARE& CONTROL SYSTEM & INDUSTRY MEASURING	3D Scan MES		Industrial Robotics Servo Drive Control System	CAD/CAM/CAE Software Machine Safety and Monitoring	NC System Online Measurement	Product Lifecycle Management (PLM) Drive Spindle System
FEATURE	Automation and Die Intelligent Manufacturing		MWCS 2020 Preview Flexible manufacturing cells	MWCS 2020 Review Additive manufacturing	Outlook Issue 2022(I) Machine Safety and Monitoring	Focus on Taiwan Region Machine Tools Industry
SPECIAL APPLICATIONS	Automobile Industry		Aerospace & Aviation Industries	Shipping Industry	Aerospace & Aviation Industries	Automobile Industry
Aerospace Manufacturing Supplement	--		Addictive Manufacturing Cutting Tool Surface Finish Motion Control	--	Aero engine machining IIoT/Industry 4.0 Test and measurement	--
TRADE SHOWS & RINGIER CONFERENCE	July 7-10, Shanghai Automotive Manufacturing Technology & Materials Show 2021 (AMTS) · The 14th Shanghai International Assembly & handling Technology Exhibition (AHTE), Shanghai July.22-23 , The 10th Implantable Interventional Medical Device Innovation Summit 2021 , Shanghai china (Ringier Conference) 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., Industrial Automation Show 2021, Metalworking and CNC Machine Tool Show 2021,Robotics Show 2021,Energy Show 2021, Shanghai Oct, Global Smart Factory Summit 2021 , Shanghai (Ringier Conference) October, The Mold Technology (Shanghai) Forum 2021, Shanghai China (Ringier Conference) Nov.23-26, China Shenzhen Greater Bay Area International Mould and Metalworking Exhibition Plastics,Packaging & Rubber Exhibition (DMP 2021), Shenzhen					

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

ISSUE	July	August	September	October	November	December
Theme of Newsletter	Cutting fluid and lubrication	Fixturing	Industrial Robot	Industry Measuring	Industry Automation	NC System
	Additive manufacturing	Industry Automation	CNC Controls	Laser Cutting	Sheet Metal	Cutting tool

For editorial submissions and inquiries, Please contact: June Ma Email: junema@ringiertrade.com

Digital Direct Marketing – Lead Generation (E-newsletter)

Industry e-newsletters

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.**

International Metalworking News for China

Language: Simplified Chinese, Frequency: 24X, Subscriber: 65,200

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Industry 4.0	Cutting tool	Laser Cutting	Metal Cutting	CAD/CAM Software	EDM Process
	5-axis Machining	Industry Measuring	Additive Manufacturing	NC System	Metal forming Machine Tool	Die & Mould
ISSUE	July	August	September	October	November	December
Theme of Newsletter	Cutting fluid and lubrication	Fixturing	Industrial Robot	Industry Measuring	Industry Automation	NC System
	Additive manufacturing	Industry Automation	CNC Controls	Laser Cutting	Sheet Metal	Cutting tool

Metal Fabrication

Language: Simplified Chinese, Frequency: 12X, Subscriber: 26,000

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Brazing/welding	Sheet metal processing	Die casting	Laser cutting	3D printing technology	Metal injection molding
ISSUE	July	August	September	October	November	December
Theme of Newsletter	Servo stamping	Powder metallurgy	forging	3D printing technology	Sheet metal processing	Welding robot

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

Aerospace Manufacturing

Language: Simplified Chinese, Frequency: 8X, Subscriber: 18,300

ISSUE	January	March	April	June
Theme of Newsletter	Light-weighting materials	Automation	Additive Manufacturing for Aerospace Structures	Intelligent Assembly
ISSUE	August	September	October	November
Theme of Newsletter	Aero engines Machining	Cutting tool	Electrical/Electronic in Aerospace	Lasers for Aerospace

Int'l Mold & Die Making News for China

Language: Simplified Chinese, Frequency: 10X, Subscriber: 15,115

ISSUE	February	March	April	May	June
Theme of Newsletter	Customized/lightweight Molds	Automation and Intelligent Manufacturing	Mold Surface Treatment	Wire Cutting Technology	Forming Technology and Equipment
ISSUE	July	August	September	October	November
Theme of Newsletter	CNC Machining Technology	Materials for Molds	Precision Cutting Tools	Additive Manufacturing	CAD/CAM

* 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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