

# Nonwovens Industry China

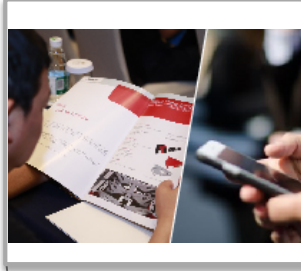
## — 2021 Media Planner —

### Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

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



21,080 Subscribers

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



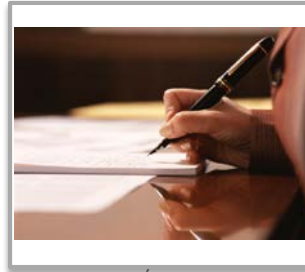
10,980 eNewsletter Subscribers

### New in 2020 - Hybrid conferences

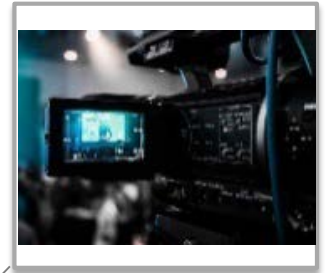


Physical plus Virtual = more qualified delegates - more reach

### Content Marketing:



Article Content Written by professional editors + Promotion



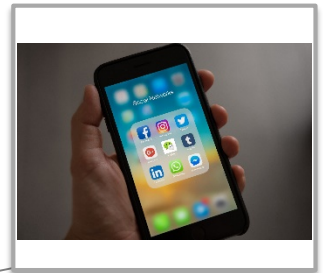
Video shooting/Editing+ Promotion

### 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



11,000 Social Media Followers

国际  
非织造工业  
商情  
NONWOVENS  
INDUSTRY CHINA  
非织造产品生产、原材料评估及采购决策者必读

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



WeChat

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

Nonwovens Industry 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

## China's Nonwovens industry posts rapid growth

### Market Introduction

The Covid-19 pandemic in 2020 brought major challenges as well as opportunities to the whole Chinese nonwoven supply chain. While the global health crisis disrupted the growth of some markets for nonwovens like automotive and construction, other applications related to medical and healthcare notably face masks and medical gowns as well as wipes, posted unprecedented high demand. The health crisis put a lot of pressure on the production capacity of producers but the positive impact of the huge demand for medical nonwovens is providing businesses in this sector with the opportunities to boost production and adopt more advanced technologies.

Most nonwoven companies have posted dramatic increases in demand, such as meltblown for face masks, and this trend is expected to continue in 2021. Since 2020, investments in some nonwoven products have grown tremendously as most nonwoven producers diversified into both disposable and durable nonwovens.

The medical nonwoven disposables market is projected to grow by at least 7% annually to reach US\$ 14.1 billion by 2025. The heightened need to prevent contamination and ensure better hygiene condition boosts requirement for medical nonwoven disposable products across the globe. According to the National Bureau of Statistics, the output of nonwovens in China reached 2.03 million tons in the first five months in 2021, which is an increase of 2.46% year-on-year. More importantly, the enterprises in China that are engaged in nonwovens production are experiencing impressive profits, a trend that will continue in the next few years.

China's nonwovens industry has been benefiting from huge investment inflows, innovations and

industrial upgrade, especially in the fields of spunbond, spunlace and needlepunch. The global spunbound nonwoven market is estimated to reach over US\$19.7 billion by 2027, growing annually by at least 7%. A major supplier, China is forecast to reach a projected market size of US\$4.3 billion by the year 2027, or 10.8% annual growth up to year 2027.

In the hygiene market, the rise of raw material prices has brought considerable pressure to most producers. However, sales of leading brands remains stable as China as the advantage in supply chain and consumer loyalty. In addition, the expansion of online channel is an important weapon for an enterprise to stay competitive. Post-pandemic, nonwovens production in China is expected to see promising developments due to material innovations, sustainable production and launch of more high-end products.



↑ 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

Ringnier Nonwovens

Join the Wechat forum



APP



**Total Readership: 21,080**

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

For the past 18 years, **Nonwovens Industry China**, in a strategic editorial partnership with the world’s leading information provider - **Nonwovens Industry**, has established itself as a leading source of exclusive content and technical articles for the nonwovens industry in China. Prepared and written by a team of industry and editorial experts, the print and digital magazines, Nonwovens vertical site and WeChat “RingierNonwovens” reach decision-makers in Chinese roll goods producers as well as nonwovens products manufacturers – from hygiene, wipe, medical to filtration, automotive, construction and so on. For suppliers, **Nonwovens Industry China** is an effective multimedia platform which provides the latest information on their products and services. Through a dedicated Nonwovens vertical site ([www.industrysourcing.cn/nonwovens](http://www.industrysourcing.cn/nonwovens)), the industry community can find daily news updates and exclusive online features, videos and reports on major industry

events – including live updates from major industry trade shows as they happen – to keep the industry stay informed. Monthly E-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep you updated on the industry. This multiple delivery channels enable you to get the most benefits from interactive magazines Apps with video links on iTunes and Google Play, Wandoujia APP store, 360 APP store plus technical articles and reports. To meet the dramatic increase in the use of mobile devices to access information, all digital products and content have been designed to adjust to the screen size of the mobile or device being used, so that users can access, search and view both paid and editorial content clearly and for maximum impact. The magazine digital editions enable easy viewing on smart phones as well as tablets.

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 4x a year in Simplified Chinese, Nonwovens Industry China reaches a qualified controlled readership of 21,080 (including print and digital) manufacturing decision makers who plan the purchase of Processing, converting and packaging machinery materials and execute manufacturing strategies, and R&D scientists who test and evaluate materials used to produce finished products.

Each subscription is requested in writing. Each reader is qualified by name, job title and industry and re-qualified annually by our call center. Readers cover the entire decision making process from R&D, QC, engineering, plant management to purchasing & top management. In addition an active Wechat **Nonwovens** and **corporate** channel attract 11,000+ engaged followers.

Geographic Distribution		
Jiangsu	1,895	19%
Zhejiang	1,708	17%
Shanghai	1,640	16%
Guangdong	1,499	15%
Shandong	1,010	10%
Fujian	598	6%
Beijing	270	3%
Liaoning	205	2%
Tianjin	190	2%
Sichuan	190	2%
Henan	179	2%
Hubei	170	2%
Rest of China	151	1%
Hunan	130	1%
Chongqing	80	1%
<b>Mainland China</b>	<b>9,915</b>	<b>98%</b>
Hong Kong	50	1%
Taiwan	135	1%
<b>Total</b>	<b>10,100</b>	<b>100%</b>

Annual Business Turnover (US\$)	
0-2.5 million	4%
2.6-5 million	20%
5.1-10 million	40%
over 10 million	36%

Organization Type	
Private	60%
State Owned	5%
Foreign Invested/ Joint Venture	35%

## 4 main delivery channels for the magazine content



Print: 10,100



Digital: 10,980

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

**Total Readership**  
**21,080**



Wechat Unique Followers 11,000+



Industrysourcing App is now installed on 109,000 users devices

Industrial Breakdown	
Hygiene Product Manufacturers	28%
Medical Nonwoven/Product Makers	16%
Disposable Wipes, Absorbents Makers	13%
Industrial Nonwoven/Products Makers	12%
Converters, Fabricators	7%
Coverings e.g. Car Seats	5%
Diaper Manufacturers	5%
Filters	4%
Misc. Nonwoven Makers eg. Padding, Felt, Insulation	4%
Materials, Fibers, Chemical Supplier/Manufacturer	3%
Geotextiles Manufacturers	3%
Importer, Distributor of Machinery Equipment	2%
R&D, Consulting, Design Company	2%
Government, University, Association	2%

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

Job Function	
GM/Owner/President/Vice President	30%
Production, Operations, Plant Manager	29%
R&D, Q/C, Design	19%
Chemical Engineering, Project Manager	9%
Purchasing Manager	8%
Sales & Marketing Management	3%
Other, Consultant, Government, Regulator	2%



## 2021 Editorial Calendar

ISSUE	March	June	September	November
Ad Closing Dates	February 25	May 25	August 6	October 15
Features	Industrial Filtration Market  Automotive Nonwovens: Acoustical, Lightweight, Eco  Category Innovation in Feminine Hygiene	Adult Incontinence  Personal Care Wipes Market  Roofing/Construction	Nonwovens in Home  Geotextiles  Nanotechnology	Updates of Medical Nonwovens  Emerging Applications of Nonwovens  Industry 4.0 – Smart Manufacturing
Materials	Composites	Hygiene Components Supplement	Fibers for Nonwovens	High Performance Polymers
Processing & Converting	Spunbond / Meltblown  Ultrasonics for Nonwovens	Spunlace  Hygiene Machinery	Needlepunch  Winding / Slitting	Testing / Quality Control
Special Report	CIDPEX 2021 Preview  COVER STORY: Baby Diaper Supplement -	ANEX & SINCE Preview - CIDPEX 2021 Review	ANEX & SINCE Review  CINTE 2021 Preview  COVER STORY: Sustainability in Nonwovens	COVER STORY International Top 40 Roll Goods Manufacturers  CINTE 2021 Review
Theme of Newsletter	January	March	May	July
	Industry 4.0 – Smart Manufacturing	Feminine Hygiene Filtration Market	CIDPEX 2021 Report Spunbond / Meltblown	ANEX & SINCE Report Spunlace Market
	August	September	October	November
	Adult Incontinence Personal Care Wipes Market	CINTE 2021 Report Updates of Fiber	Sustainability in Nonwovens Nonwovens in Home	International Top 40 Roll Goods Manufacturers Technology Trends in Medical Nonwovens
Trade Shows & Ringier Conferences	<ul style="list-style-type: none"> <li>• May, China International Disposable Paper Expo 2021 (CIDPEX), Nanjing</li> <li>• May, China International Medical Equipment Fair (CMEF 2021), International Component Manufacturing &amp; Design Show (ICMD 2021), Shanghai</li> <li>• July 22-24, ANEX &amp; SINCE, Shanghai</li> <li>• Sep, China International Trade Fair for Technical Textiles and Nonwovens (CINTE), Shanghai</li> <li>• Sept.13-15, China Composites Expo 2021, Shanghai</li> <li>• Sep, Medtec China 2021, Shanghai</li> <li>• Sep, Ringier Nonwovens Technology Innovative Application Conference 2021, Shanghai</li> </ul>			
<i>Editorial content, trade show and conference schedule subject may change without notice.</i>				

### Regular Features

Industry Updates  
Boardroom Connection  
Leaders View  
Raw Materials & Additives

For editorial submissions and inquiries,  
please contact: Shirley Zhang  
Email: shirley@ringiertrade.com

### 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

Follow us on Ringier Nonwovens Wechat - Communicate with industry followers on a daily basis!  
website: [www.industrysourcing.com/nonwovens](http://www.industrysourcing.com/nonwovens)



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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