

International Pharmaceutical News for China

— 2021 Media Planner —

Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

Trusted Media (E-zine)



27,900 Subscribers

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



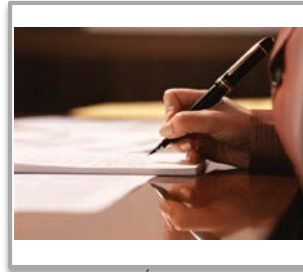
27,900 eNewsletter Subscribers

New in 2020 - Hybrid conferences

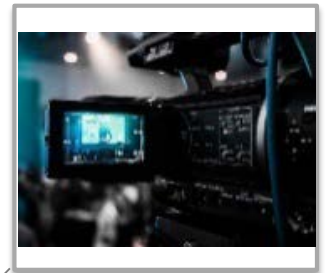


Physical plus Virtual = more qualified delegates - more reach

Content Marketing:



Article Content Written by professional editors + Promotion



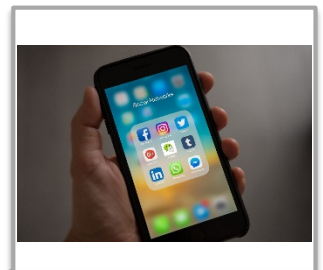
Video shooting/Editing+ Promotion

Professional Industry News Website – viewable on any device any platform



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

Social Media/APP



8,100 Social Media Followers

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



WeChat

2021 Multi Media Platforms that cover the Pharmaceutical market in China

International Pharmaceutical 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 – Social media – Mobile – Content marketing

Market Introduction

Following a whirlwind year staged by the COVID-19 pandemic, the world looks to the health and pharmaceutical industry for answers. Vaccines are being developed and produced ten times faster than ever before, and while the outlook is promising, it's a wait and see situation.

In China, the new Edition of The Chinese Pharmacopoeia, which had been waiting for five years, has also been finally promulgated; "4+7" further subvert the Chinese traditional drug pricing model. At the same time, advances in cell and gene therapies have also given pharma companies an unprecedented set of groundbreaking tools for crafting effective treatments.

According to EvaluatePharma's report, Top 25 Pharma and Biopharma firms registered revenues of nearly \$650 billion based on 2019 sales—a 5% increase compared to the year before. Despite weaker sales in 2020 due to the pandemic, demand for new and effective treatments will drive long-term growth. Prescription drug sales are growing at 3.7% equivalent to \$904 billion in 2020, and will reach an estimated \$1.4 trillion in 2026, the firm said. Orphan drugs and oncology products are the high-performing segments.

Another big opportunity lies for pharma companies in the next five years. There will be many patent expiries between 2020 and 2026, opening some \$252 billion in sales to the whole market. One is that of Humira's (adalimumab) which maintains its best-selling status.

In China, the National Bureau of Statistics reported that by the end of April 2020, the number of pharmaceutical manufacturing enterprises (medium-sized and above) would be at 7,342. The number of loss-making enterprises was down at 1,310, only accounting for 17.9%. The proportion of loss-making pharmaceutical manufacturers has been reduced significantly. The country's pharmaceutical manufacturing enterprises achieved a revenue of RMB2,390.86 billion, with a year-on-year growth of 7.4%.

The domestic industry continues to see an upgrade, with innovative pharmaceutical enterprises developing rapidly. Efforts are there to shake off China's label as the generic drugs factory. It is estimated that by 2024, the proportion of sales of innovative drugs in China will reach 10%, and grow to 30% by 2029. Sales of innovative drugs are expected to account for more than RMB700 billion, with an annual compound growth rate of nearly 30%.

Developments in the healthcare industry are driving new trends and posing both opportunities and challenges for pharmaceutical manufacturing enterprises. For example:

1. Growing interest in the advancements of biologics, targeted medicine, personalized therapies, cell and gene therapy, will require smaller study subjects and more complex batches for manufacturers.
2. The entire industry is facing pricing and environmental responsibility pressures; the pharma industry needs to bring medicines to market more quickly and sustainably.
3. The industry is expected to focus on the enhancement of quality, data integrity, manufacturing and testing consistency assurance, compliance and applicable regulations.
4. Growth in the number of production facilities will make supply chain more complex, therefore there will be a need to focus on better drug traceability.
5. The pharmaceutical industry is also expected to pay more attention to: lowering costs, error reduction, better consistency, mass production, optimized and controllable processes, compliance, and end-to-end traceability. In short, industry players have to step up the overall quality of products and value chain.

**Multiple delivery channels for content :
 E-zines + Apps + Website+ E-newsletters + Social Media + Video + Mobile**



ringierpharma

Join the Wechat forum



APP



Readership: 27,900

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

International Pharmaceutical News for China provides the latest international pharmaceutical information covering the technology and use of pharmaceutical preparations, processing and packaging, as well a pharmaceutical logistics systems. It offers professional insight about innovative technologies and applications covering innovative drugs, generic drugs, clinical outsourcing, biological vaccines, pharmaceutical commerce, traditional Chinese medicine, gene sequencing, and in vitro diagnostics.

Read interviews with practitioners from the pharmaceutical industry, sharing their experiences in using new technologies and their needs for suppliers. In particular, regarding the production of drug delivery systems, pharmaceutical preparations, covering materials, components, the latest reports on the production process in a hygienic environment and manufacturing of disposable pharmaceutical products.

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 as an interactive digital edition a year in Simplified Chinese, International Pharmaceutical News for China reaches a qualified requested, controlled readership of 27,900 decision makers who plan, recommend and purchase processing, packaging machinery and materials, and execute manufacturing and automation strategies. Readers also consist of R&D, bio chemists, scientists who create, test, evaluate active ingredients and purchasing management responsible for sourcing ingredients.

Each subscription is requested in writing. Each reader is qualified by name, job title and industry and re-qualified annually by our call center.

Each issue is delivered by email to an opt in qualified data base of 27900 . Digital editions are hosted on the vertical pharma website at industrysourcing.cn and available for viewing . Advertiser enjoy bonus readership on the iPad/iPhone and Android App versions. In addition an active Wechat Pharmaceutical and corporate channel attracts 8,100+ engaged followers.

International Pharmaceutical News for China

E-magazine / E-newsletter 27,900 subscribers



Apps industrysourcing downloads: 109,000+



Wechat Unique Followers 8,100+



Geographic Distribution	
Shanghai	18%
Jiangsu	14%
Guangdong	12%
Zhejiang	12%
Shandong	10%
Beijing	7%
Hebei	4%
Liaoning	2%
Sichuan	3%
Hubei	3%
Hunan	2%
Tianjin	2%
Jiangxi	1%
Jilin	1%
Fujian	1%
Heilongjiang	1%
Chongqing	1%
The rest of china	3%
Mainland china	97%
Taiwan	2%
Hong Kong	1%
Total	100%

Annual Business Turnover (US\$)	
0-1million	1%
1.1-2.5million	8%
2.6-5million	24%
5.1-10million	42%
over10million	25%

Organization Type	
Private	52%
Foreign Invested/Joint Venture	42%
State owned/Collective/ Township Enterprise	6%

Job Function	
Production/ Plant &Engineering Management	26%
Bio Chemists, Lab Management, Pharmacists, R&D	22%
Corporate Management	20%
Quality Assurance, Quality Control	10%
Packaging Design & Manufacturing Management	10%
Purchasing/Sourcing	9%
Consultant, Government, Regulatory Affairs	3%

Breakdown by Industry	
Pharmaceutical & Biopharma Manufacturers	46%
Pharmaceutical Contract Manufacturers	23%
Contract Packaging Companies	14%
Ingredients Suppliers	7%
Contract Research/ Laboratories	5%
Packaging & Processing Machinery Distributor, Dealer	2%
Universities, Research Institutes	2%
Government, Association, Consultants	1%

2021 Editorial Calendar

ISSUE	April	June	August	October
Ad Closing Dates	March 26	May 17	July 26	September 15
Drug Discovery/Outsourcing	Drug Stability Testing	Biopharmaceutical Tech	CDO/CRO/CDMO	Cell and Gene Technology
PHARMA INGREDIENTS	Coating Agents/Functional Excipients	Traditional Chinese Medicine	Antibody Drugs	Botanical Extracts/Biomaterial
DRUG DELIVERY & FORMULATION	Transdermal	Targeted drug Delivery/Controlled-release	Biologics/Vaccine	Solid Preparation
PROCESS TECHNOLOGY	Weighing & Detection Technology	Sterilization & Isolation	Pumps, Valves & Fluid Control	Filtration & Separation
PACKAGING	Packing Materials/Engineering Design	Aseptic Packaging	Anti-counterfeit Packaging/Drug Administration Code	Cold Chain Logistics
QC/PHARMA AUTOMATION	cGMP Compliance	Clean Zone	Robotic/Laboratory Equipment	EMP/Supply chain monitoring
Special Report	API Preview (May, 2021 API China & PHARMEX & PHARMPACK & SINOPHEX)	CPHi Preview	API Review & CPHi Review	API Preview & Outlook (Oct., API China & PHARMEX & PHARMPACK & SINOPHEX)

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

Issue	January	February	March	April	May	June
Theme of E-newsletter	Vaccine	1. Biopharmaceutical 2. Consistency Evaluation	Policies and Regulations	1. Packaging 2. Drug Administration Code/Labeling	Novel Drug Delivery System	1. Ingredients 2. TCM
Theme of E-newsletter	July	August	September	October	November	December
	Filtration & Sterilization	1. cGMP Compliance 2. Detection Technology	Laboratory Equipment	1. Automation 2. EMP	Cell and Gene Technology	1. Top 20 Company 2. Review & Outlook

Regular Features

- Industry Updates
- Boardroom Connection
- New Pharma

For editorial submissions and inquiries, please contact: Daisy YAO
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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 Rignier **Pharmaceutical** wechat - Communicate with industry followers on a daily basis!
 website: www.industrysourcing.cn/Pharmaceuticals



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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