

International Plastics News for Asia

— 2021 Media Planner —

Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

Trusted Media (Print+E-zine)



34,350 Subscribers

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



18,250 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

P INTERNATIONAL
Plastics news
for ASIA
Essential Technology & Information for Plastics Processors and Molders

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

Social Media/APP



Social Media with average
100,000 page views/Month



2021 Multi Media Platforms that cover the Plastics market in Asia

International Plastics 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

PLASTICS THRIVES IN POST-PANDEMIC ERA

Market Introduction

The global economy is well on its way to recovery after the onslaught of the COVID-19 pandemic. Many countries are now implementing their post-pandemic economic recovery plans to boost industrial and business activities. Given this scenario, the Asian region is poised for a rebound with growth projected at 6.2%, a substantial improvement from 2.2% in 2020, according to the Asian Development Bank.

During the pandemic, the plastics industry reinvented itself by taking an all-important role in the production of personal protective equipment, critical medical supplies, as well as necessary packaging, consumer goods and other products during the health emergency and community lockdowns. Demand for critical medical supplies rose that the global medical plastics market hit US\$21 billion in 2020, and will continue to grow by 5.3% annually to reach US\$30 billion by 2027.

With Asia seen to recover from the slump and under the “new normal”, the region’s plastics industry is expected to intensify efforts to achieve a circular economy. Innovative recycling and sustainable production technologies as well as environment-friendly materials will be in high demand as manufacturers shift their operations to meet the circular economy targets. Global biodegradable plastics market, valued at more than US\$4.7 billion, will witness unprecedented growth, while the recycled plastics market is projected to grow 5.3% yearly to reach US\$58.1 billion by 2027. China ranks next to the US as the biggest market with 8.2% growth, while Japan, South Korea and Southeast Asia will pose strong demand for recycled plastics. Surge in Asia’s recycling equipment and machinery market is also anticipated with over 6% yearly increase to reach US\$450 million by 2025.

The plastics market will see continuous expansion to reach US\$647.5 billion by end-2026. Increasing investments in R&D and additional capacities augurs well for the industry. Asia’s plastics industry will account for the largest market share due to the availability of raw materials and advanced technologies. The injection molding machinery market will post a healthy growth rate of at least 3% up to 2025. All-electric machines are consistently in high demand with new applications propelling its market expansion. In the same manner, the extruded plastics market is projected to rise by

more than 4% yearly. Automation systems, digitalization/IoT, and smart manufacturing processes are areas where industry players will focus their resources and investments.

High-performance engineering plastics are setting new records in terms of demand and applications. Asia still tops the global engineering plastics market due to sustained demand in the automobile, packaging, medical, electrical & electronics, telecommunication (5G) and construction sectors. The masterbatch market is seen to reach US\$16 billion by 2026, up by 5.3% annually. The COVID-19 pandemic resulted in key changes in the global additives market that it is anticipated to post healthy growth of over 4% yearly up to 2026. Anti-microbial plastics market is set to increase substantially by more than 8% annually to reach US\$44 billion by 2027.

Several key industries dependent on plastics are major growth drivers in 2021 and beyond. In the automotive sector, electric vehicle plastics show promising prospects with 28% annual growth projected up to 2024. The future of the electric vehicle plastics market looks promising with opportunities in the hybrid, plug-in-hybrid, and battery electric vehicle markets. Increasing preference for lightweight materials will fuel more material innovations. In the packaging sector, requirements for food packaging remain robust but with demand leaning toward eco-friendly materials due to buyers becoming more health and environment conscious. Eco-friendly food packaging market is expected to grow by almost 7% annually to reach US\$ 257.4 billion by 2027. Higher volume of products being transported pushes bulk industrial packaging to grow by over 3% in the next few years. In the telecommunication sector, the shift to revolutionary 5G is expected to present opportunities for advanced materials suppliers.



↑ 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: 34,350

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

For more than 12 years, International Plastics News for Asia has established itself as a leading source of exclusive content and technical articles for the plastics and rubber industry in the Asia Pacific region. Prepared and written by a team of industry and editorial experts from Ringier Trade Media, the bi-monthly print and digital magazines and industry vertical reach decision-makers in Asia Pacific’s plastics processing companies, contract molders and manufacturers with in-plant machinery lines.

For suppliers, International Plastics News for Asia is an effective multimedia platform which provides the latest information on their products and services. Through a dedicated Plastics and Rubber vertical (www.industrysourcing.com/plastics), 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.

E-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to 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, plus technical articles and reports from Ringier’s family of Plastics magazines covering the Greater China, as well as Plastics Engineering in the US – each of which is the leading magazine in their respective markets.

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 Plastics News for Asia reaches a qualified controlled readership of 34,350 (including print and digital) manufacturing decision makers who plan the purchase of machinery, materials and execute manufacturing & automation 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.

The whole value chain is covered from machine builders, automation & component suppliers, additives, resins, to makers & compounders through to plastics molders and processors.

In addition an active engaged audience follow the various Plastics social media channels on Twitter, Facebook, YouTube, LinkedIn, Blogs with the average monthly page views of 100,000.

4 main delivery channels for the magazine content



Print: 16,100



Digital: 18,250

E-magazine, 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 **100,000+**

**Total
Readership
34,350**

Geographic Distribution		
Vietnam	3605	22%
Malaysia	3410	21%
Thailand	3280	20%
Indonesia	3085	19%
Singapore	1015	6%
Philippine	725	5%
Taiwan	460	3%
Australia/ New Zealand	150	1%
Cambodia/yanmar/Laos	270	2%
Hong Kong	100	1%
Total	16100	100%

Annual Business Turnover (US\$)	
0-1million	2%
1.01-2.5 million	15%
2.6-5 million	28%
5.01-10 million	33%
over 10 million	22%

Plastics Processing	
Injection molding	64%
Extrusion	33%
Blow Molding	25%
Rubber Processing	10%
Others	8%

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

Company Activity	
Bottling / Containers	21%
Auto Parts & Accessories	22%
Packaging Materials / Films	16%
Computer / Telecom / Office Equip	15%
Housewares	17%
Building / Construction Materials	13%
Small Appliances / Hand Tools	12%
Medical / Dental / Optical / Healthcare	12%
Toys / Sporting Goods / Recreation	7%
Industrial	5%
Furniture & Furnishings	4%
Footware	4%
Mold Making	3%
Major Appliances	3%
Others	2%

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

Business Type	
Trade Processor / custom / contract molder	40%
Captive / Proprietary plastics product processor	38%
Rubber product processor	10%
Compounders, master batchers, resin suppliers	8%
Government agencies / associations / Design / technical / consultant	2%
Manufacturer / importer / distributor / agent of machinery or equipment	2%

Job Function	
GM/Owner/President	30%
Production Manager	27%
Design Engineering	21%
Purchasing Manager	14%
Chemical engineering/Research & Development	8%

2021 Editorial Calendar

ISSUE	February	April	June
Ad Closing Dates	January 20	March 2	May 7
INJECTION MOLDING	High-volume injection molding Gearbox	Injection molding cells Injection molds	Multi-material injection molding
EXTRUSION	Extrusion - cast film lines	Extrusion parts and components	Tube/profile extrusion
BLOW MOLDING	Extrusion blow molding	Injection blow molding	PET blow molding
TECHNOLOGY UPDATE	Smart manufacturing	Recycling / Circular economy	Robotics
RAW MATERIALS & COMPOUNDS	Thermoplastic elastomers Anti-microbial additives	Polypropylene Polycarbonate	Recycled PET (r-PET) PLA/Bio-polymers
INDUSTRY APPLICATION	Telecommunication/5G	Automotive	Flexible packaging
RUBBER UPADTE	Rubber injection molding	Synthetic rubber	Specialty tires
TRADE SHOW SUPPLEMENT	-	CHINAPLAS Supplement	INTERPLAS Thailand Supplement
TRADE SHOW PREVIEW/REVIEWS	CHINAPLAS preview	NPE Preview Interplas Thailand preview	NPE Review CHINAPLAS Review
Trade Shows	Jan. 22, Virtual ASEAN Intelligent Forming Event 2021, The region of S.E.Asia (Ringier Event) Mar. 26, Virtual ASEAN Medical Device Innovation Technology Summit 2021- Remote medical, Single use plastics, The region of S.E.Asia (Ringier Event) April 13-16, CHINAPLAS, Shenzhen, China April 28-29, ASEAN Smart Manufacturing Summit 2021-Full-Flex Plant: Flexible, and Green Production Solutions for Automotive/ E&E industry, Vietnam, Hanoi (Ringier Event) May 7, Virtual 3D Printing in Automotive industry Event 2021, The region of S.E.Asia (Ringier Event) May 17-21, NPE 2021, Florida, USA May 26-27 , ASEAN Food and Beverage Manufacturing Summit 2021— Nutrition / Packaging (Parellel Tracks), Vietnam, HCM (Ringier Event) June 23-26, InterPlas Thailand, Bangkok, Thailand May 26-27 , ASEAN Food and Beverage Manufacturing Summit 2021— Nutrition / Packaging (Parellel Tracks), Vietnam, HCM (Ringier Event)		

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

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Recycling technologies	Additives / processing aids	Extrusion blow molding	Auxiliary equipment	Robots/automation	PLA Biopolymers
	Hydraulic injection molding	Rubber extrusion	5G/telecommunication	Bioplastics	Process control	Flexible/rigid packaging

Regular Features

- Industry Updates
- Boardroom Connection
- Technology Update
- Raw Materials & Additives

Online Editorial Features—Daily updates and online exclusives

- **Business in Asia** - the latest information about business processes, regulations and standards in Asia
- **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	August	October	December
Ad Closing Dates	July 9	August 24	November 2
INJECTION MOLDING	Structural foam injection molding	All-electric injection molding	Outlook 2022: Automation in injection molding
EXTRUSION	Filament extrusion	Extruders	Outlook 2022: High-end extrusion
BLOW MOLDING	Co-extrusion blow molding	Blow molding IML	Outlook 2022: Blow molding products trends
TECHNOLOGY UPDATE	Digitalization IoT	Measuring & inspection systems	3D Printing Process control equipment
RAW MATERIALS & COMPOUNDS	HDPE Nylons	Processing aids Plasticizers	Outlook 2022: Bio-based plastics for circular economy
INDUSTRY APPLICATION	Medical/healthcare	Electrical/consumer electronics	Outlook 2022: Emerging applications
RUBBER UPADTE	Rubber extrusion	Silicone	Outlook 2022: Rubber industry
TRADE SHOW SUPPLEMENT	TAIPEIPLAS Supplement (tentative)		
TRADE SHOW PREVIEW/REVIEWS	InterPlas Thailand review VietnamPlas preview	TaipeiPlas review VietnamPlas review Plastics & Rubber Indonesia preview	Plastics & Rubber Indonesia review
Trade Shows	July 30 , Virtual 5G in mechanical and plant engineering Event 2021 , The region of S.E.Asia (Ringier Event) August 18-19, ASEAN Smart Factory Summit 2021- Autoparts Manufacturing industry, Thailand , Chon Buri (Ringier Event) TAIPEIPLAS (unconfirmed date but could be August) Oct 13-16, Vietnamplas, HCM, Vietnam Oct 27-28, ASEAN Automotive Advanced Technology Summit 2021- Electrification/eMobility, Light-weight, Automation & Robot, Indonesia, Cikarang (Ringier Event) Nov 17-18, ASEAN Plastic Applications in Food and Beverage Packaging Summit 2021, Philippines, Manila (Ringier Event) Nov 17-20, Plastics & Rubber Indonesia, Jakarta, Indonesia Dec 9, Virtual ASEAN Logistics and Warehouse Event 2021- Automation & Robot, E-commerce, The region of S.E.Asia (Ringier Event)		

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ISSUE	July	August	September	October	November	December
Theme of Newsletter	Composites for automotive	Digitalization	IML	Injection molding – all electric	Rigid packaging	Outlook 2022: Plastic manufacturing
	Inspection equipment	Medical plastics	Film extrusion	Colorants	Blending/mixing equipment	Outlook 2022– Rubber market

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Follow me on: Blog: <https://plasticsasia.blogspot.com/>
Facebook: Plasticsnewsasia Twitter: PlasticsAsia
Communicate with industry followers on a daily basis!
website: www.industrysourcing.com/plastics

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.

International Plastics News for Asia

Language: English, Frequency : 24X Subscriber: 18,250

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Auto Manufacturing - Plastics & Composites

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

ISSUE	February	April	June	August	October	December
Theme of Newsletter	Under-the-hood plastic materials	Polyamides for car interior	Sustainable foams	PA6 for automotive	Surface finishing/ coatings	Additive solutions for automotive

Circular Economy

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

ISSUE	February	April	June	August	October	December
Theme of Newsletter	Energy-efficient recycling system	r-PET (recycled PET) resins	Sustainable injection molding system	PCS (post-consumer recycled) compounds for packaging	Bio-based PE	Closed loop production system
	Green production of single-use plastic products	Polycarbonate from renewable feedstock	Cost-efficient auxiliary equipment	Digitalization as enabler of circular economy	Sustainable processing of multi-materials	Green plastics for construction

* 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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