

# International Plastics News for China

## — 2021 Media Planner —

### Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

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



97,050 Subscribers

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



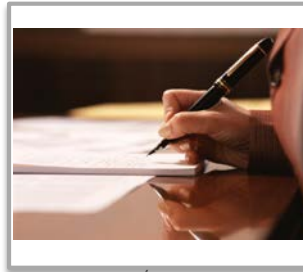
50,150 eNewsletter Subscribers

### New in 2020 - Hybrid conferences



Physical plus Virtual = more qualified delegates - more reach

### Content Marketing:



Article Content Written by professional editors + Promotion



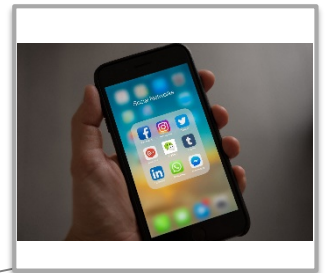
Video shooting/Editing+ Promotion

### 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



13,500 Social Media Followers

国际  
International Plastics News for China  
**塑料商情**  
中国塑料及橡胶业决策者寻求设备和材料必读

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



WeChat

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

International Plastics 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

## Plastics and rubber industry emerges after the pandemic

### Market Introduction

The COVID-19 pandemic in 2020 disrupted the growth trend in many industries and presented challenges and opportunities for the plastics and rubber industry as well. Demand for medical products such as masks, catheters, ventilators, respirators and thermal scanners, went up sharply as the plastics and rubber industry responded immediately to the health emergency. This is reflected in the growth of the global medical plastics market which rose to \$25.1 billion in 2020, and estimated to reach \$29.4 billion by 2021, a substantial 17.2% annual increase up by 10% than pre-COVID growth projections. The bulk of the application for medical plastics will remain in the medical disposables segment such as masks, gloves and personal protective equipment, while Europe is expected to be the fastest-growing market.

The pandemic also highlighted the market importance of anti-bacterial plastics which will continue to post significant gains even in the post-pandemic period. Aside from their use in medical products, anti-bacterial plastics have been widely used in applications such as for packaging, home appliances, protective products, and even automotive for health and safety reasons. Hence the global anti-microbial additives market is expected to grow at 8.4% annually from 2020 to 2027.

The ban on plastics have spread out to many countries and regions including China, Korea, Europe, the US, India and other parts of the world. Stricter laws and regulations push related enterprises to carry out technological reforms and move forward to attain a circular economy in plastics. Thus, the global annual production capacity for biodegradable plastics is expected to reach 1.334 million tons by 2024, up by almost 3% yearly. Bioplastics have penetrated into packaging, consumer electronics, automobiles, agricultural film, construction and other fields, of which packaging is still its largest application field.

China has taken on an all-important position in the global innovation value chain, economic growth, and consumer demand that well-established enterprises should seize the opportunities presented by its next wave of innovations. The China Center for Information Industry Development (CCID) released its first White Paper on New Infrastructure Development, and predicts that direct investment in "new infrastructure" in 7 areas, including 5G Infrastructure, EXTRA-High Voltage, Intercity High-Speed Railway and Urban Rail Transit, Charging Piles for New Energy Vehicles, Big Data Centers, Artificial Intelligence and Industrial Internet, will reach about RMB 10 trillion, driving cumulative investment of more than RMB 17 trillion by 2025.

Bright spots for plastics are increasing demand in the intelligent internet-connected electric vehicle, which is also an important direction for the development of the global automotive industry. In addition, 5G, artificial intelligence, big data and other technical projects involved in "new

infrastructure" are expected to bring huge development opportunities for those in the plastics and rubber industry. According to China Unicom, the global V2X market is expected to exceed RMB 650 billion in 2020, and China's V2X users will exceed 60 million, with a penetration rate of over 20%, and a market size of over RMB 200 billion.

The dominant position of China in the global plastics and rubber industry will be further highlighted as leading enterprises embark on Industry 4.0, 3D printing, block-chain and other fields. National Bureau of Statistics figures show that from January to July 2020, the total profits of enterprises in China's rubber and plastics industry reached RMB 79.13 billion at a year-on-year growth of 15.4% despite the pandemic. Post-pandemic, the growth momentum is expected to continue as various industries dependent on plastics benefit from the positive and healthy environment created by higher level of scientific and technological innovation under the "new infrastructure".



↑ 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**



Ringier Plastics

Join the Wechat Forum



APP



**Total Readership: 97,050**

**Digital Editions Include Embedded Videos and Interviews From Trade Shows and Factory Visits.**

**International Plastics News for China**, in a strategic editorial partnership with Germany's Kunststoffe and backed by a team of authoritative editorial advisors in China, has been the leading media for the plastics industry since 1998. The print and digital magazine provides plastic products manufacturers in China with comprehensive information ranging from advanced processing technologies to help them develop high value added products.

The print and digital magazines, along with a dedicated vertical, bi-weekly e-newsletters, and magazine apps with video links on iTunes , Google Play, Wandoujia APP store, 360 APP store are source of up-to-date reports on machinery as well as process technologies, R&D, industry trends and market developments. For machinery and

material suppliers, **International Plastics News for China** is an effective interactive platform which provides professionals with their latest technology and solutions. Through a dedicated Plastics & Rubber 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 informed.

Biweekly e-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to plastic product manufacturers in China with your latest company information.



Regular Editorial Contents of Rubber processing Technology – Leading content from Rubber World & China Industry expert

**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 11x(10x issues + 1 Buyer's Guide ) a year in Simplified Chinese, International Plastics News for China reaches a qualified controlled readership of 97,050(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 automation & component suppliers, whole system integrators, additives & resins, to machine builders makers & compounders through to plastics molders and processors. In addition an active Wechat Plastics and corporate channel attracts 13,500+ engaged followers.

## 4 Main Delivery Channels for the Magazine Content



Print: 46,900

**Total  
Readership  
97,050**



Digital: 50,150

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



Wechat Unique Followers 13,500+



Industrysourcing App is now installed on 109,000 users devices

### Now included deduplicated Rubber World China readers

Geographic Distribution		
Guangdong	11,340	25%
Zhejiang	7,850	17%
Shanghai	6,445	14%
Jiangsu	6,171	13%
Shandong	3,191	7%
Beijing	1,984	4%
North East of China	1,454	3%
Hebei	1,390	3%
Fujian	1,290	3%
Tianjin	1,095	2%
Chongqing	860	2%
Sichuan	852	2%
Rest of China	620	1%
Hubei	598	1%
Hunan	410	1%
<b>Mainland China</b>	<b>45550</b>	<b>97%</b>
Hong Kong	370	1%
Taiwan	980	2%
<b>Total</b>	<b>46900</b>	<b>100%</b>

Product Manufactured	
Auto parts & accessories	20%
Packaging materials/films	17%
Toys/sporting goods/recreation	16%
Medical/optical/healthcare	17%
Bottling/containers	15%
Computer/telecom/office equip	14%
Major appliances	14%
Housewares	12%
Small appliances/hand tools	15%
Building/construction materials	10%
Industrial products	5%
Furniture & furnishings	4%
Others	2%

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

Plastics Processing	
Injection molding	56%
Extrusion	58%
Blow molding	54%
Users Robotics & automated systems	33%
Others	6%

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

Business Type	
Captive/Proprietary plastics product processor	45%
Trade Processor/custom/contract molder	32%
Compounder, masterbatches, resin suppliers	12%
Manufacturer rubber products seals, hoses, pipes etc	6%
Government agencies/associations/Design/technical/consultant	2%
Manufacture/importer/distributor/agent of machinery or equipment	1%
Tires, inner tubes	1%
Cable & wire	1%

Annual Business Turnover (US\$)	
0-1 million	6%
1.1-2.5 million	26%
2.6-5 million	35%
5.1-10 million	16%
over 10 million	17%

Organization Type	
Private	51%
Foreign Invested/ Joint Venture	42%
State Owned	7%

Job Function	
Production Management	31%
GM/Owner/President	29%
Design Engineering	19%
Purchasing Manager	12%
Chemical Engineer & Research & Development & Quality Control	9%

## 2021 Editorial Calendar

ISSUE	January/ February	March	April	May	June	July
<b>Ad Closing Dates</b>	December 18	January 25	March 5	April 9	May 4	June 4
<b>Technoscope</b>	Extrusion Molding Film Blowing Molding Material Testing Feeding and Metering	Industry 4.0 CMF Technology In-mold decoration (IMD) Temperature Control	Multi-component Injection Molding Multi-layer Extrusion Blow Molding Thermoforming Additive manufacturing Advanced Mold Technology Drying, Mixing, Conveying, Metering	Lens Injection Molding Hot Runner Central Material Processing System High-voltage Cable Processing Connection Technology	Precision Injection Medical Tube Extrusion Thermoforming Measurement & Control Technology New Products Development Flat die	Thin-wall Injection Hot Runner Simulation Software Slitting & Winding
<b>Raw Materials &amp; Additives</b>	Light Stabilizer Bioplastics Silicone Rubber	PU technology Low VOC Materials Adhesives	Polyamide Halogen-free Flame Retardant Materials Composites	Antibacterial Plastics Innovative 3D Printing Materials Liquid Silicone Rubber (LSR)	High Temperature Resistant Materials Antistatic Materials Bioplastics	Modified Polypropylene New Packaging Film Anti-reflection Agent
<b>Special Focus</b>	Multi-layer Extrusion	Tire/Inner Tube	5G New Infrastructure Auxiliary Technology Progress	Rubber and Plastic Materials and Technologies for Auto Batteries	Clean Room Medical	Caps & Closures Production
<b>Special Report</b>	Recycling Solutions	Lightweight construction Smart Display	Highlights of CHINAPLAS 2021 Leaders' Speaking Special Report for the 16th Plastics Industry-Ringier Technology Innovation Award (Part I)	Chinaplas 2021 Review of Automobile Lightweight Construction Special Report for the 16th Plastics Industry-Ringier Technology Innovation Award (Part II) NPE 2021 Hot Technology	Chinaplas 2021 Review of Medical Industry Development Trend New Trends in Plastics Market	Key Technologies in the packaging Industry at CHINAPLAS 2021
<b>Theme of Newsletter</b>	2021 Plastics Market Outlook	New automotive plastics	2021 Ringier Technology Innovation Award -Plastics (Part I)	2021 Ringier Technology Innovation Award -Plastics (Part 2)	Innovative materials for 3D Printing	Upcoming plastics technology trends
	Film Extrusion Technology	Bioplastics	CHINAPLAS 2021 Highlights	Lightweight Construction for automobile	Circular Economy	Caps & Closures
<b>Trade Shows &amp; Ringier Conferences</b>	<ul style="list-style-type: none"> <li>Apr. 13<sup>th</sup> -16<sup>th</sup>, Chinaplas 2021, Shenzhen</li> <li>May, China International Medical Equipment Fair, International Component Manufacturing &amp; Design Show, Shanghai, China</li> <li>May 17<sup>th</sup> – 21<sup>st</sup>, NPE 2021, Orlando, USA</li> <li>May 26<sup>th</sup> -28<sup>th</sup>, TCT Asia 2021, Shanghai, China</li> <li>June 19<sup>th</sup>, Packaging Safety and New Materials and Technologies</li> <li>Online Seminar 2021, China, Online</li> <li>July 2<sup>nd</sup> -3<sup>rd</sup>, Plastics &amp; Rubber Innovative Materials Application and Processing Technology Summit 2021— Promote Circular Economy, Realize Green Development , Shanghai</li> <li>Concurrent Event: Ringier Technology Innovation—Awards 2021 - Plastics Industry, Shanghai</li> <li>July 23<sup>rd</sup> -24<sup>th</sup>, Medical Device Innovation Summit 2021, Shanghai</li> </ul>					

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

### 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	August	September	October	Buyer Guide SPECIAL ISSUE	November	December
<b>Ad Closing Date</b>	July 6	August 2	September 8	September 14	September 27	November 8
<b>Technoscope</b>	Rubber Injection Molding Material Handling Process Monitoring Extrusion Molding Magnetic Platen	Compounding Twin Screw Extruder Smart Manufacturing Surface Technology Auto-sorting	Blow Molding In-mold Decoration(IMD) Automation Lens Injection Modling Hot Runner Technology	Precision Injection Twin Screw Extruder Biaxially tretched Film	Profile/pipe Extrusion Automation Granulation system Medical Tube Processing Pipeline inspection Technology	Barrel and Screw Foam Technology Plastic Welding Cast Film
<b>Raw Materials &amp; Additives</b>	Painting-free Plastics Thermally Conductive Plastic Electromagnetic Shielding Material	Masterbatch 5G New Materials Post-consumer Plastic Recycling (PCR)	Smart Display Materials Antibacterial Masterbatch Polycarbonate (PC)	<b>Buyer's Guide 2021-2022</b> : Injection Molding/Extrusion/ Thermoforming and Other Post Processing Machines/ Blow Molding/ Key Parts/ Machines & Equipments for Preprocessing and Recycling/ 3D Printing Machines & Software/ 3D Printing Materials/ Raw Materials and Blends/ Additives/ Semifinished Products/Auxiliary Equipment/Molds, Hot Runner and Parts/ Welding Machines/Measurement and Testing/ Automation/ Others	Seal Wood Plastic Composites (WPCs) PVC Plasticizer	UV Stabilizer Nanocomposite Carbon black
<b>Special Focus</b>	Industry 4.0-Digital Transformation	Top Chinese Plastic Processing Machinery Enterprises(Part I) Melt Filtration	Top Chinese Plastic Processing Machinery Enterprises(Part II) Antibacterial Technology		Plastic Profiles for Door and Window	Agricultural Film Recycling
<b>Special Report</b>	Home appliances and Consumer Electronics Hotspot Technologies in 5G Era	Compounding & Recycling Technology	Materials for New Energy Vehicle (NEV)		Building Construction	Interview: Outlook 2022 Agricultural Film Recycling
<b>Theme of Newsletter</b>	Plastics in telecom (5G)	Wearable Devices	Antibacterial Masterbatch	Industry 4.0 update	High-performance Flame Retardants	PVC Profile Extrusion
	TPEs for Consumer Electronics	Top Chinese Plastic Processing Machinery Enterprises(Part I)	Top Chinese Plastic Processing Machinery Enterprises(Part II)	Plastic Modification Technology	Smart Screen	Outlook 2022
<b>Trade Shows &amp; Ringier Conferences</b>	<ul style="list-style-type: none"> <li>• August, Taiwan International Plastics, Rubber and Composites Show, Taiwan, China</li> <li>• Sep. 13<sup>rd</sup> -15<sup>th</sup>, China Composites Expo 2021, Shanghai</li> <li>• Sep, TCT Shenzhen, Shenzhen</li> <li>• Nov. 23<sup>rd</sup> -26<sup>th</sup>, 23<sup>rd</sup> China Int'l Mould, Metalworking, Plastics &amp; Packaging Exhibition, Shenzhen</li> </ul>					

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

For editorial submissions and inquiries,  
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- Follow us on Ringier Plastics wechat - Communicate with industry followers on a daily basis!
- website: [www.industrysourcing.cn/plastics](http://www.industrysourcing.cn/plastics)

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

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 China Language: Simplified Chinese, Frequency : 24X , Subscriber: 55,300

ISSUE	January	February	March	April	May	June
Theme	2021 Plastics Market Outlook	New automotive plastics	2021 Ringier Technology Innovation Award - Plastics (Part I)	2021 Ringier Technology Innovation Award - Plastics (Part 2)	Innovative materials for 3D Printing	Upcoming plastics technology trends
	Film Extrusion Technology	Bioplastics	CHINAPLAS 2021 Highlights	Lightweight Construction for automobile	Circular Economy	Caps & Closures
ISSUE	July	August	September	October	November	December
Theme	Plastics in telecom (5G)	Wearable Devices	Antibacterial Masterbatch	Industry 4.0 update	High-performance Flame Retardants	PVC Profile Extrusion
	TPEs for Consumer Electronics	Top Chinese Plastic Processing Machinery Enterprises(Part I)	Top Chinese Plastic Processing Machinery Enterprises(Part II)	Plastic Modification Technology	Smart Screen	Outlook 2022

### Plastics in Automotive Language: Simplified Chinese, Frequency : 6X, Subscriber: 8,000

ISSUE	January	March	May	July	September	November
Theme	Low VOC Materials for Auto Interior	Auto Lightweight Construction	3D Printing Technology in the Automotive Industry	Intelligent Manufacturing Technology	Composites for automotive	Trends in automotive production

### Compounding Masterbatching Language: Simplified Chinese, Frequency : 12X, Subscriber:

ISSUE	January	March	May	July	September	November
Theme	Advance antibacterial Technology	Trends in color masterbatch	Compounding technology update	Mixing/compounding techniques	Cable Materials	Modified Plastics

### Rubber Technology Language: Simplified Chinese, Frequency : 8X, Subscriber: 11,000

ISSUE	February	April	June	August	October	December
Theme	Silicone Rubber	Rubber Waste Recycling	Adhesives	Rubber Seal	Technology Review for Rubber Tech 2021	Thermoplastic Elastomer

### Additive Manufacturing Language: Simplified Chinese, Frequency : 8X, Subscriber: 24,453

ISSUE	January	February	March	May	July	September	November	December
Theme	Process monitoring software	Additive/Subtractive Hybrid Manufacturing (A/SHM)	3D Printing medical devices	Additive manufacturing for aerospace application	3D printing filaments	Metal powder	Additive manufacturing, for autoparts	New techniques in additive manufacturing

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

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