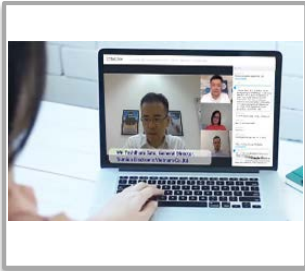


# Medical Manufacturing & Design for China

## — 2021 Media Planner —

### Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

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



46,150 Subscribers

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



25,800 eNewsletter Subscribers

### New in 2020 - Hybrid conferences



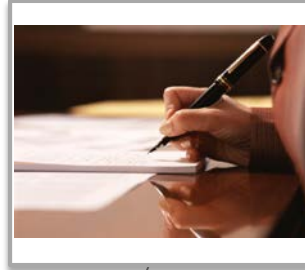
Physical plus Virtual = more qualified delegates - more reach

Professional Industry News Website – viewable on any device any platform



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

### Content Marketing:

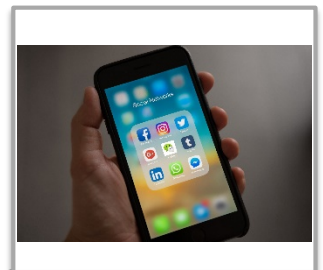


Article Content Written by professional editors + Promotion



Video shooting/Editing+ Promotion

### Social Media/APP



9,000 Social Media Followers



Medical Manufacturing and Design for China  
**医疗设备商情**  
医疗设备生产商必读

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

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

Medical Manufacturing & Design 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

## Market Introduction

We are living through one of the most exciting and promising periods of medical invention and innovation in history. While the immediate focus is rightly on COVID-19 vaccines and therapies, we should expect the research currently underway to produce a host of other discoveries, many of which will yield significant, durable benefits.

Various advanced technologies including 3D printing, telemedicine, artificial intelligence and robotics have been applied significantly; the supply chain has been continuously adjusted and improved; the use of sterilized products has increased; the production process and cost control have been more refined; and so on. These will undoubtedly boost the entire industry.

In recent years, China's medical device industry has grown rapidly and became the world's second largest market with a CAGR of 15%. With the government support and good manufacturing conditions in China, local medical device manufacturers have gained outstanding achievements.

China's medical device market exceeded RMB600 billion (US\$84 billion) in 2020, and is expected to reach RMB1 trillion (US\$47 billion) in 2024. At the same time, indigenous innovation is steadily improving. As China's medical device market reaches the golden decade, import substitution and technological revolutions are foreseeable in the future.

Meanwhile, China In-Vitro Diagnostics (IVD) market is likely to reach around US\$17.6 billion by 2026. China represents one of the largest clinical laboratory markets in the Asia-Pacific region, and the fastest growing among the top ten IVD country markets. Historically, large multinational companies have dominated IVD market in China; today, domestic companies such as Shanghai Kehua Bio-Engineering (KHB) being one of the largest - are now gaining market share.

China's quickly aging population means the country is experiencing an explosion of chronic conditions, such as diabetes, heart disease and cancer. The market potential for implants & interventional, including orthopaedics, cardiovascular, and dental cannot be ignored as well.

The advancements in medical technology and innovations are powered by continuous R&D and improvements in materials, engineering, processing, software and so on. Looking into the future, technology revolutions, such as human bio-absorbable biomaterials, 5G, 3D Printing, and AI could promote the development of new solutions for solving the problems, which couldn't be solved before.



↑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**



**Total Readership: 46,150**

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

Medical Manufacturing and Design China is a trade publication exclusively dedicated to the design and manufacturing processes for medical devices, implants, disposables and equipment.

Every issue focuses on areas that relate to medical devices, implants, disposables elements, plastic materials and their processing, composites, coatings, finishing and equipment in all aspects – from designing to manufacturing, component selection to material use, production and finishing operations.

**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.

Featured articles and regular departments delve into all aspects of design, machining, components, tooling software, toolholding, workholding, quality/metrology, best practices and more.

We cover the latest trends as well as emerging technologies – 3D printing/additive manufacturing, automation, the Industrial Internet of Things, government regulations, cybersecurity and many more.

Published 6x(5x Print+1x Digital) a year in Simplified Chinese, Medical Manufacturing and Design for China reaches a qualified controlled readership of 46,150(including print and digital) decision makers who plan the purchase of materials, machinery, electronic components, auxiliary equipment used in the manufacturing and packaging of medical devices; and plant managers who evaluate, maintain and make recommendations; R&D, electronic engineers, scientists who design, create, test & evaluate products.

Each reader is qualified by name, job title and industry and re-qualified annually by our call center. In addition an active Wechat Medical and corporate channel attracts 9,000+ engaged followers

## 4 main delivery channels for the magazine content



Print: 20,350



Digital: 25,800

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

**Total  
Readership  
46,150**



WeChat Unique Followers 9,000+



Industrysourcing App is now installed on 109,000 users devices

Geographic Distribution		
Guangdong	4,163	20%
Shanghai	3,705	18%
Jiangsu	3,260	16%
Beijing	2,630	13%
Zhejiang	1,398	7%
Shandong	1,125	6%
Tianjin	530	3%
Hubei	502	2%
Henan	495	2%
Hebei	440	2%
Liaoning	372	2%
Fujian	320	2%
Shanxi	250	1%
Sichuan	268	1%
Chongqing	240	1%
Hunan	178	1%
Others	136	1%
<b>Mainland China</b>	<b>20,012</b>	<b>98%</b>
Hong Kong	80	1%
Taiwan	258	1%
<b>Total</b>	<b>20,350</b>	<b>100%</b>

Manufactured Products	
Disposable Medical Products (Tubing, Syringes, etc)	31%
Medical Monitoring Imaging Equipment	18%
Orthopedic & Dental Implants	17%
Medical Laboratory Equipment(Testing/Measuring/Analysis)	15%
Surgical & Orthopedic Instruments	13%
Medical Implants (non orthopedic)	10%
Hospital /Medical Furniture	4%
Therapeutic Equipment	3%
Nursing Supplies	3%

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

Job Function	
GM/Owner/President	29%
Production Manager	19%
Chemical Engineer/Chemists & Research & Design	16%
Technology & Electronic Engineer	14%
Purchasing Manager	8%
QA Manager	6%
Government/Association/Consultants/Medical Practitioners	3%
Sales & Marketing	2%

Business Sectors	
Manufacturers of Medical Devices& Supplies	71%
Contract Manufacturing Services	12%
R&D/Design/Consulting	7%
Government/Medical Institutes/Associations	5%
Materials & Component Suppliers	3%
Distributors	2%

Annual Business Turnover (US\$)	
0-1million	2%
1.1-2.5 million	8%
2.60-5 million	37%
5.1 -10 million	36%
over 10 million	17%

## 2021 Editorial Calendar

ISSUE	January	March	May
Ad Closing Dates	December 14	February 4	April 9
Technical Features	Medical Packaging & Sterilization Medical Sensor	Laser Processing Precision Injection & Extrusion	Motion Control Precision Machining
Material Focus	Medical Adhesives	Silicone rubber	Medical PU Surface Modification & Coatings
Application Report	Orthopedics Implants	Medical imaging	Vascular Interventional
Special Report	Unique Device Identification ( UDI )	Mobile Health / IoT/Big Data Medical Robot	3D Printing Drug-delivery and Combination Products
Show Report	-	-	CMEF&ICMD Preview CHINAPLAS Report
Trade Shows & Ringier Conferences	Apr.13-16,Chinaplas 2021,Shenzhen May, China International Medical Equipment Fair (CMEF 2021), International Component Manufacturing & Design Show (ICMD 2021),Shanghai May 26-28,TCT Asia 2021,Shanghai		

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

### Regular Features

- Industry Updates
- Boardroom Connection
- Product Highlight

### 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	September	November (E-zine only)
Ad Closing Dates	June 16	August 9	October 18
Technical Features	Cutting Tools/Tool holding Software & System	Automation Connectors	Testing / Measuring Medical Electronics
Material Focus	Biomedical Metal	Composite	Medical Textiles
Application Report	In-Vitro Diagnostics (IVD)	Dental Implant	Household Medical Equipment
Special Report	Artificial Intelligence Wearable	Laws and Regulations	Outlook 2022
Show Report	CMEF & ICMD Review	<b>Medtec China Preview</b>	Medtec China Review
Trade Shows & Ringier Conferences	Aug, Implantable & Interventional Medical Device Manufacturing & Technology Conference, Suzhou (Ringier Virtual Event) Sep, Medtec China 2021, Shanghai		

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

ISSUE	January	February	March	April
Theme of Newsletter	Unique Device Identification (UDI)	Packaging & Sterilization Medical Sensor	Medical Robot Precision Injection & Extrusion	Surface Modification & Coatings Silicone Rubber
ISSUE	May	June	July	August
Theme of Newsletter	3D Printing/Additive Manufacturing CMEF&ICMD Report	Precision Machining Medical Plastics	Biomedical Metal Wearable	IVD Market Artificial Intelligence
ISSUE	September	October	November	December
Theme of Newsletter	Automation Medtec China Report	Medical Connectors Dental Implant	Medical Electronics Laws and Regulations	Household Medical Equipment

- Follow us on Ringier Medical Manufacturing and Design WeChat - Communicate with industry followers on a daily basis!
- Website: [www.industrysourcing.cn/medical](http://www.industrysourcing.cn/medical)

For editorial submissions and inquiries, please contact: Shirley Zhang | Email: [shirley@ringiertrade.com](mailto:shirley@ringiertrade.com)

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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