

International Composites News for China

— 2021 Media Planner —

Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

Trusted Media (Print+E-zine)



26,740 Subscribers

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



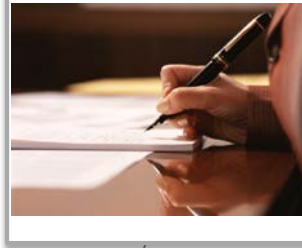
12,850 eNewsletter Subscribers

New in 2020 - Hybrid conferences

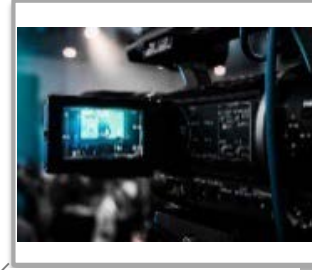


Physical plus Virtual = more qualified delegates - more reach

Content Marketing:



Article Content
Written by
professional editors +
Promotion



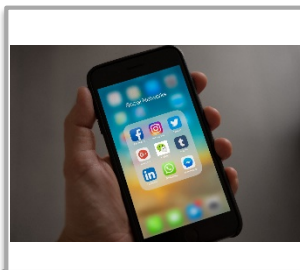
Video
shooting/Editing +
Promotion

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



17,500 Social Media Followers

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复材技术商情
International Composites News for China
复合材料行业新闻·前沿技术与市场应用

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



WeChat

2021 Multi Media Platforms that cover the Composites market in China

International Composites 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

Composite material innovations in full swing

Market Introduction

The global composite materials market will continue to present industry-leading contributions in the fields of transportation, construction, wind energy, pipelines and storage tanks, shipping, consumer goods, electrical and electronics, and aerospace.

In terms of application, wind energy is the world's largest glass fiber reinforced composite material market. As the wind turbine blades become longer, the need for improved material properties becomes imperative. The global wind turbine composites market is estimated to grow by 5.8% yearly to reach US\$9.14 billion by 2027. The application of wind turbine composites in the production of wind turbine parts like blade, nacelles, and others is expected to boost the market potential for composites. Composite materials are also increasingly used in high-performance end-markets such as aerospace and automobiles. By 2025, the carbon fiber market for aerospace and defense is expected to reach US\$1.56 billion, with a compound annual growth rate of 4.2%. A remarkable increase is seen in the application of carbon fiber for transportation where the global market is expected to grow from US\$33.2 billion in 2020 to US\$59.8 billion in 2025, up by 12.5% annually.

Carbon fiber remains the leading composite materials being used as indicated by the sustained growth of the global carbon fiber market. According to forecasts, carbon fiber demand will continue to grow by about 13% in the next five years, that by 2025, the total demand for carbon fiber will reach 191,350 tons. The global glass fiber composite material market will maintain a strong growth momentum from this year onward

with the value of glass fiber reinforced thermoplastic composites (GFRTTP) projected to hit around US\$7.5 billion 2025, growing by an average of 9.18% yearly.

Another fast-emerging segment, graphene-enhanced polymer composites, has become the most recommended composite material for end-use applications such as automobiles, aerospace, and defense. The global graphene-reinforced composite material market is expected to reach US\$348 million by 2023.

The future holds bright for composite materials with the advancement of technologies which will become the driving force for the growth of this market. The first is robotics as part of the automation technology. Second, the composite materials sector will strive to get rid of the limitations of the autoclave curing process. Third, the development of thermoplastic composite materials is on the rise and with the advent of the "composite material 4.0" era, the composite materials industry is shifting toward complete digital manufacturing process. Another important trend is the development of additive manufacturing technology which has made it possible to manufacture individual parts, tooling and mold components with continuous fiber reinforced materials.

The next few years will see vigorous technological changes and huge investments poured into various industries relying on composite materials which will drive demand for high performance composites with improved properties.



← 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

Ringier plastics



Join the Wechat forum



APP



Total Readership: 26,740

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

In a strategic editorial partnership with a team of authoritative editorial advisors in China, **International Composites News for China** has been deeply involved in the the composites industry for over 10 years with various media properties and conferences. Providing an interactive platform for our readers, the decision makers in commercial R&D, composite parts makers and end users, **International Composites News for China** is not only able to provide in-depth coverage ranging from latest R&D to emerging market trends, updates on materials, machinery as well as process technologies, but also presents its

comprehensive content through multimedia. These include e-magazines, a web site on plastics with daily updates and online exclusives, and e-newsletters. With such current, informative and attractive content in both digital and printed forms, **International Composites News for China** offers the most effective communication package for materials and machinery suppliers to the makers of composites parts in China.

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(3x print plus 1x digital) a year in Simplified Chinese, International Composites News for China reaches a qualified controlled readership of **26,740**(including print and digital) manufacturing decision makers who evaluate & plan the purchase of machinery, materials and execute manufacturing strategies and plant managers 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. Readers cover the entire decision making process from designers, chemical specialist, R&D, QC, engineering, plant management to purchasing and top management.

Advertisers enjoy a bonus readership of **12,850** via the E-magazine & enewsletter, and can reach even more readers on the iPad/iPhone and Android App versions. In addition an active Wechat Plastics and corporate channel attracts **17,500+** engaged followers.

4 main delivery channels for the magazine content



Print: 13,890



Digital: 12,850
E-magazine, e-newsletters,
iPad/iPhone and Android App versions.



Wechat Unique Followers 17,500+



Apps industrysourcing downloads 109,000+

**Total
Readership
26,740**



Geographic Distribution		
Shanghai	2,430	17%
Jiangsu	2,406	16%
Guangdong	1,980	13%
Zhejiang	1,923	13%
Beijing	1,248	9%
Shandong	1,201	8%
Tianjin	508	3%
North East of China	510	3%
Hubei	294	3%
Hebei	301	3%
Chongqing	230	2%
Fujian	225	2%
Sichuan	220	2%
Henan	179	2%
Shaanxi	125	2%
Mainland China	13,780	98%
Taiwan	90	1%
Hong Kong	20	1%
Total	13,890	100%

Annual Business Turnover (US\$)	
0-2.5 million	12%
2.6-5 million	36%
5.1-10 million	35%
over 10 million	17%

Organization Type	
State Owned	15%
Private	42%
Foreign Invested/ Joint Venture	43%

Product Manufactured	
Automotive (Cars/Trucks)/parts	24%
Aircraft/Aerospace/parts	14%
Electrical/Electronic	12%
Construction/Civil Engineering	9%
Railway Transportation/parts	8%
Wind Energy	7%
Industrial/General Engineering	7%
Consumer Products	5%
Marine/Boatbuilding	5%
Military/Defense	5%
Sports & Leisure	4%
Design/Technical/Consultant	3%
Materials, Machinery Supplier/Distributor/Agent	2%
Government/Associations/Universities	2%

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

Job Function	
GM/Owner/President	28%
Product Design, R&D, Quality Assurance	24%
Manufacturing & Engineering Management	23%
Materials and Process Engineering	14%
Technical Sales/Marketing	5%
Consulting	3%
Estimating, Purchasing	3%

2021 Editorial Calendar

ISSAUE	March	June	September	November (E-zine only)		
Ad Closing Dates	March 1	April 20	August 6	September 27		
COMPOSITES MARKETS	Cars/Electric cars	Aerospace/Recovery and utilization	Wind Power / Offshore Wind Power	Building and bridge/High pressure tank		
	Equipment/Medical equipment	Sports leisure/design and furniture	Rail transit/Exercise and health	Shipbuilding/Pipeline		
FEATURES	New formula resin The carbon fiber	Graphene composites Cork and core material	Glass fiber/Aramid fiber Plant fibres	Connection system/Gel coating Recycle and re-use		
	Out of autoclave process (OOA) materials and process	Fabrication Technique Filament winding/ Pultrusion	Fabrication Technique Vacuum paving process / Compression molding	Automatic wire laying/Injection process		
SPECIAL REPORTS	Development potential of thermoplastic composites	Realize industry 4.0 of composite materials	2022 Buyer Guide	Additive manufacturing of composite materials		
	Preview of Chinaplas	Review of Chinaplas	CCExpo 2021 Show Preview	CCExpo 2021 Show Review		
Theme of Newsletter	January	February	March	April	May	June
	-	-	Automotive industry and rail transit	Electrical /Medical equipment	Electric cars/Electric bicycles	Aeronautics and astronautics /Electronics equipment
	July	August	September	October	November	December
	Sports Leisure/design and furniture	Wind Power / Offshore Wind Power	Boat Marine/Shipbuilding	Infrastructure and bridges	Detection and recycling	-
Trade Shows & Ringier Conferences	<ul style="list-style-type: none">• Apr. 13-16, Chinaplas 2021, Shenzhen• TBD, Plastics & Rubber Innovative Materials Application and Processing Technology Summit 2021 · Shanghai(Ringier Conference)• May 26-28 · TCT Asia 2021, Shanghai• July, 7-10, Shanghai Automotive Manufacturing Technology & Materials Show 2021 (AMTS) · The 14th Shanghai International Assembly & handling Technology Exhibition (AHTE), Shanghai• Aug. Taiwan International Plastics, Rubber & Composites Show (PLASCOM TAIWAN),Taiwan• Sept.13-15, China Composites Expo 2020(CCExpo 2021), Shanghai					

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

Regular Features

- Industry News
- Technology Features

For editorial submissions and inquiries, please contact: Pingping
Email: pingping@ringiertrade.com

2022 Buyer's Guide Special Issue

When buyers do next year's purchase timing, convey your information to buyers in due course.

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 Plastics wechat - Communicate with industry followers on a daily basis!

Website: www.industrysourcing.cn/plastics



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:

Location	Name	Tel	Email
China	Maggie Liu	+86-20 2885 5256	maggieliu@ringiertrade.com
Hong Kong	Octavia	+852 9648 2561	octavia@ringier.com.hk
Taiwan	Sydney Lai	+886 4 2329 7318	sydneylai@ringier.com.hk
International	Mike Hay	1-604-440-8478	mchhay@ringier.com.hk