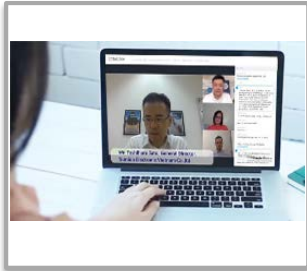


International Pumps & Valves News for China

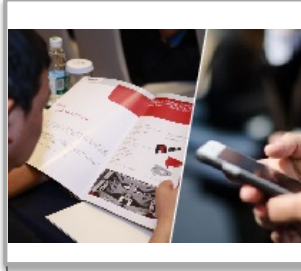
— 2021 Media Planner —

Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

Trusted Media (Print+E-zine)



52,960 Subscribers

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



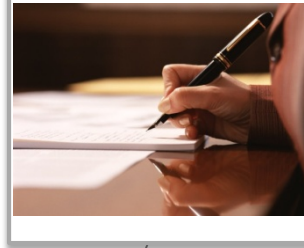
27,800 eNewsletter Subscribers

New in 2020 - Hybrid conferences



Physical plus Virtual = more qualified delegates - more reach

Content Marketing:

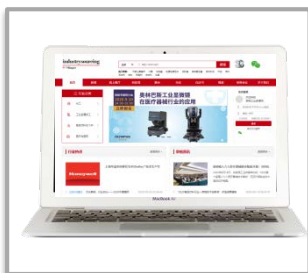


Article Content Written by professional editors + Promotion



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

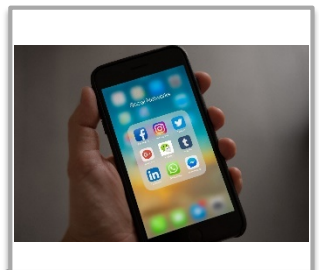
International Pumps & Valves News for China

国际泵阀技术商情

泵阀行业新闻、前沿技术与市场应用

One Brand that can provide you
with multiple channels
to reach the Pumps & Valves
community

Social Media/APP



9,800 Social Media Followers



WeChat

2021 Multi Media Platforms that cover the Pumps & Valves in China

International Pumps & Valves 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

Competitive trends in industrial valve boost growth

Market Introduction

The global industrial valve market grew steadily with a revenue of US\$64 billion, and is expected to expand to US\$90.77 billion by 2023, at a CAGR of 4.53%. China accounted for more than 20% or US\$12.8-13.5 billion, thus becoming the largest market in the world. Improving market conditions have prompted large planned projects in traditional industries, such as petroleum, chemical processing, metallurgy, power generation and infrastructure industries successively.

Furthermore, the rising demand from the medical and healthcare industries due to COVID-19 pandemic outbreaks is, in turn, expected to boost growth for pumps, valves and its accessories markets. Industrial valves play a significant role in the manufacture of different types of medical devices, and many major players in the industry have taken the opportunity to counter the deadly coronavirus pandemic.

Interesting trends in the market include growing value of custom valve designs tailored to meet the unique requirements of specific end-use applications; growing research and development activity around innovative changes in fundamental valve designs to overcome known drawbacks of traditional valves in process industries; capacity expansions in petroleum refining plants; reviving interest in nuclear power and the ensuing demand for high performance nuclear valves; increased focus on plant

automation and the ensuing demand for quarter-turn valves.

Meanwhile, the Sino-US trade conflict, and Meanwhile, the Sino-US trade conflict and the volatile international situation will encourage China to embrace worldwide partnership with firm, open and cooperative stance. The pace of domestic manufacturers entering the high-end pump and valve market is accelerating, with an aim to upgrade the whole industrial value chain. With the start-up of China's "dual circulation" development pattern, the strengthening of environmental protection, and the increasing investment in new infrastructure, new rural area construction and water conservancy facilities, the domestic pumps, valves and accessories markets demonstrate a promising future. At the same time, the establishment of smart water platform and the emphasis on drinking water safety will drive the water treatment industry forward, and bring more opportunities for the industrial valve market.



↑ 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

RingierPumps



Join the Wechat forum



APP



Total Readership: 52,960

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

International Pumps & Valves News for China, in a strategic editorial partnership with a team of authoritative editorial advisors in China, has been deeply involved in the pumps and valves industry for over 10 years with various media properties and conferences, providing an interactive platform for our readers, the decision makers in project engineering, process and maintenance engineering, as well as operations management. This multimedia platform includes print and digital magazines as well as fully interactive magazine Apps with video links on iTunes and Google Play. Digital Editions include embedded videos and interviews from trade shows and factory visits. **International Pumps & Valves News for China** is able to provide in-depth coverage ranging from the latest R&D to emerging market trends, updates on pumps, valves and filtration technologies.

Through a dedicated Pumps & Filtration 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 stay informed. Monthly E-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep suppliers linked to the industry with their latest company information. With such current, informative and attractive content in both digital and printed forms, **International Pumps & Valves News for China** offers the most effective communication package for pumps and filters manufactures to the water & wastewater, oil & gas, power generation, chemical & pharmaceutical, food & beverage, construction and mining companies 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 a year in Simplified Chinese, World Pumps China reaches a qualified controlled readership of 52,960 (including print and digital) manufacturing decision makers who plan the purchase of pumps and valves, related components and systems, and execute design manufacturing strategies, plant managers and 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.

Reader are to be found in the processing sectors and construction, oil, gas and utilities, where pumps and valves play essential roles. In addition, readers also include pumps and valves makers, thus the whole value chain from component suppliers, to makers to end users is covered.

In addition, an active Wechat Pumps & Valves and corporate channel attracts 9,800+ engaged followers

4 main delivery channels for the magazine content



Print: 25,160

**Total
Readership
52,960**



Digital: 27,800

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



Wechat Unique Followers 9,800+



Industrysourcing App is now installed on 109,000 users devices

Geographic Distribution		
Shanghai	4,197	17%
Jiangsu	3,590	14%
Guangdong	2,990	12%
Zhejiang	2,908	12%
Beijing	2,650	11%
Shandong	1,910	8%
Sichuan	1,490	6%
Liaoning	855	3%
Hebei	805	3%
Tianjin	785	3%
Heilongjiang	650	3%
Fujian	542	2%
Shaanxi	505	2%
Xinjiang	470	2%
Hunan	310	1%
Rest of China	213	1%
Mainland China	24,870	98%
Hong Kong	80	1%
Taiwan	210	1%
Total	25,160	100%

Organization Type	
Private	49%
Foreign Invested/Joint Venture	32%
State owned	19%

Company Activity	
Water (water Treatment/water supply)	26%
Chemical	23%
Power Generation	14%
Construction	10%
Oil And Gas	10%
Food And Drink	5%
Pharmaceuticals	4%
Mining	3%
Industry design institute	3%
Distributors Of Pumps	2%

Job Function	
Project Engineering	28%
Plant/Operations Management	24%
GM/Owner/President	20%
Design/R&D/QC Management	17%
Purchasing Manager	11%

Annual Business Turnover (US\$)	
0-2.5million	3%
2.60-5 million	36%
5.1 -10 million	40%
over 10 million	19%

2021 Editorial Calendar

ISSUE	March	May	August	October
AD Closing Date	February 19	April 26	July 2	September 15
Applications	Electric /Electronics Industry Water/Waste Water Treatment Construction & Building Water Supply Hygienic /Personal Care Industry Coating/Surface Protection Metallurgy Industry	Pulp & Paper Industry Fluid handling in Li-ion battery/Fuel Cell Manufacturing Municipal Waste Water Treatment conservancy/Irrigation	Urban Flood Control and Drainage/Sponge City Mining/Coal Chemical Handling/ Textiles & Nonwovens	New Energy/Power Generation Pharmaceutical & Bio chemicals Handling Sea Water Desalinization Petroleum & Chemical industry River Dredging Ship/Marine Engineering
Materials & Auxiliaries, tools	Actuator Nonmetallic Material/Polymer Valves/pump design Condition Monitoring Digitalization of Pump and Valve	Sealing Intelligent Variable Speed Drives (VFDs) / Sensor Anti-corrosion	Retrofitting/ Inspection/Testing/ Design and Software Separator	High Efficiency Pumps and Valves System System Control 3D Printing Pressure Tank
Filtration products and solutions	Advancement in Water Filtration Chemicals in water treatment Landfill Leachate filtration Industrial waste water filtration	Water treatment membrane Food/Beverage Filtration Softening of salt and lithium	Water Filtration in Chemical Fiber Plant/ Raw Water Filtration/ Waste Water Treatment in Rural Areas	Pharmaceutical & Bio pharm Process Filtration Brine Pretreatment Zero/Near Zero Wastewater Discharge
Features	Advance Manufacturing Trouble shooting/Failure Analysis Centrifugal Pump Metering pump Shut off/on/off valve	Pumping and Controlling of polymers Pump station Mixed flow pump Gear Pump Check valve Pump & valve project consultation Screw pump	Nuclear Pump/ Valve / Special Effect Pump/ Axial Flow Pump Regulating Valve/ Control Valve Vortex pump	Piston Pump Magnetic pump Peristaltic Pump Diaphragm pump Safety valve/Special valve Intelligent/remote control of valve
Special Report	2021 Pumps & Valves Industry Review IE Expo 2021 Preview	Water and waste water treatment market Flowtech preview Building a Smart Water/ Waste Water Platform	Water Conservancy / Safe Water Construction of New Rural Area	Preview of AQUATEC/FlowTech Shanghai Medicare water/waste water treatment Industrial water/waste water treatment Outlook 2022
Trade Shows	Mar.31-Apr.2, FLOWTECH GUANGDONG, Guangzhou Apr. 20-22, IE expo 2021, Shanghai June 2-4, FLOWTECH CHINA 2021, Shanghai Aug.6-8, China Coatings 2021, Shanghai Sept.14-18, Industrial Automation Show 2021, Metalworking and CNC Machine Tool Show 2021,Robotics Show 2021,Energy Show 2021, Shanghai Oct.26-29, PTC ASIA 2021,CeMAT ASIA 2021, Shanghai Nov.16-18, CHINACOAT 2021, SFCHINA 2021, Shanghai			

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

Issue	January	February	March	April	May	June
eNewsletter Theme	Construction/building water supply	Smart water	Safe water	Pumps, Valves & Components for Water and Waste Treatment	Pumps, Valves & Components for Food & Beverage	Pumps, Valves & Components for Pharmaceutical & Bio chemicals Processing
Issue	July	August	September	October	November	December
eNewsletter Theme	Pumps, Valves & Components for Mining/Coal Chemical	Pumps, Valves & Components for Oil & Gas Landfill	Water for new rural	Leachate	Pumps, Valves & Components for Coatings/Inks Industry	Industrial waste water

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

For editorial submissions and inquiries, please contact: Simona Chen, Email: simona@ringiertrade.com

Follow us on Ringier pumps wechat - Communicate with industry followers on a daily basis!
 website: www.industrysourcing.cn/pumps

Digital Solutions

Ringier Trade Media offers a multitude of digital services with the latest industry news and technology information for all target groups of yours. Our services that cover **Responsive Webs + Direct Marketing + Social Networking** are the comprehensive media solutions for advertisers.

Strategies and Solutions for Lead Generation

Story Telling, Image Building & Branding, Knowledge Sharing



Ringier's industry marketplace, **industrysourcing**, is a resource center for manufacturers and suppliers in China, Asia and the rest of the world.

Our websites provide the latest information about products, technology and market trends in Chinese and English for industrial professionals.

The Chinese website (industrysourcing.cn) links buyers and suppliers within China, while the English version website (industrysourcing.com) offers an effective export channel in South East Asia and Middle East and China.

Industrysourcing

- Websites(industrysourcing.cn and industrysourcing.com)
- 2D/3D Showroom (Supplier Profile Pages & Product)
→ Extra Exposure: WeChat Mini Program (Bring more traffic to the showroom)
- Showroom Video Services
- Keywords
- Banner Advertising
- Contextual Advertising Solution
- Digital Magazine Advertising

Industrysourcing APP(iOS & Android)

- APP Banners

iConnect is a digital direct marketing service that connects suppliers with the right target audience and ensures each campaign generates the highest possible return on investment.

It includes 4 core solutions including industry e-newsletters, direct email blast, webinars and white papers that are responsive web designed to enable easy viewing on all devices, allowing you a tailored and multifaceted campaign.

iConnect- Digital Direct Marketing Services

- Industry E-Newsletters
- Direct E-mail Blast
- Webinars
- White Papers

As a combination of "video" and "internet", video marketing not only has the incomparable advantages such as strong appeal, various forms, but also has the advantages of digital marketing, such as interactive, active and fast dissemination, low marginal cost and so on. Through Ringier video marketing solution, your product story will be promoted in multiple channels, enhancing your brand & product awareness.

Video Marketing

- Live Broadcast
- Activity shooting and elaborate editing

Social Media



WeChat – Interactive, engaged, responsive communication with target audiences

Ringier has 12 different WeChat industry channels and 20+ WeChat groups that cover 70,000 industry users. Our goal is to improve communication between you and your target audience through the interactive delivery of the latest industry news and technology in a mobile format that prompts a response and encourages sharing.

Features:

- 1. Extensive target audience:**
Professional editors regularly create real-time information to attract more industry followers. The sharing features of social media allows your brand/product promotion embedded with the editorial content to achieve maximum reach.
- 2. Growing followers:** The average growth rate of WeChat followers was 36% in 2020.
- 3. Focused quality buyers:** Accumulating quality followers through vertical industry exhibitions, seminars, WeChat sharing and integrated online-offline activities.
- 4. Leads generation (not just views)** with call to actions-links to registration pages etc.
- 5. Marketing cooperation with 3rd parties** will help you to boost your Page Views.

◆ Article

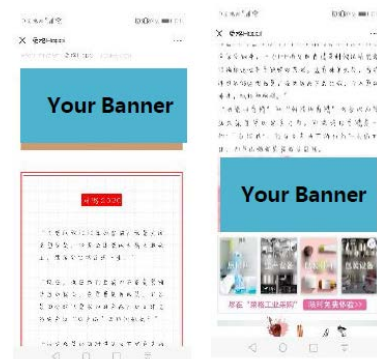
Your existing articles will be adjusted by Ringier editors and released on Ringiers' WeChat accounts to help generate social buzz for your product/company, to let potential buyers understand your valuable content and eventually to facilitate business cooperation.

**the materials provided by the clients*



◆ Banner

Your banner ads will be exposed on Ringiers' WeChat articles to help you achieve the effectiveness of brand promotion.



◆ Video

Your video will be posted in any relevant industry channel, which will build brand awareness and more directly convey your company, technology, products and other relevant information to the followers.



 **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

Data Base-Direct Marketing – Lead Generation

- 20+Vertical Industries
- 30+ Industry Newsletter
- China + S.E. Asia Markets
- Integrated Media Strategies
- White Papers
- Webcasts
- Podcasts

B2B Media

- Magazines - China/S.E. Asia
- Digital Media
- Social Media
- International Media Partners
- Content Marketing

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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China	Maggie Liu	+86 20 2885 5256	maggieliu@ringiertrade.com
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Taiwan	Sydney Lai	+886 4 2329 7318	sydneylai@ringier.com.hk