

# Coatings and Ink China

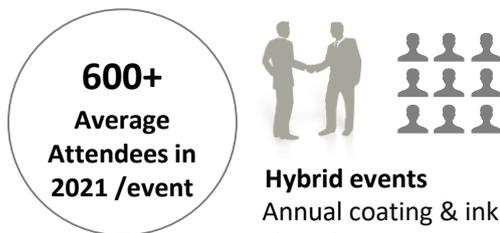
2022 Multi Media Platforms that cover the Coating & Ink market in China

— 2022 Media Planner —

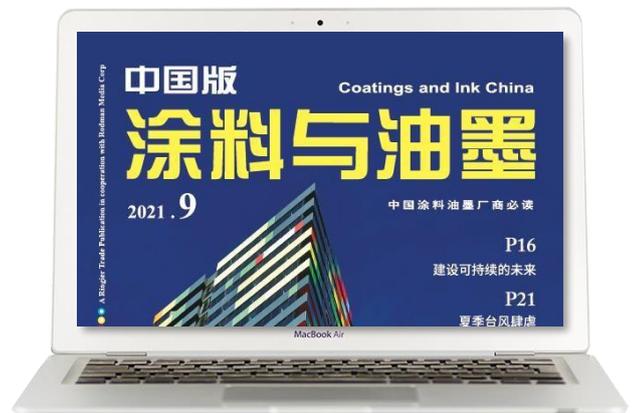
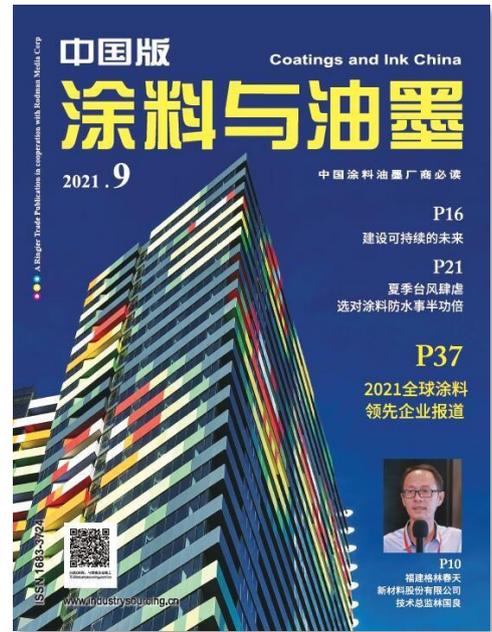
Events – Direct marketing – Print – Social media – Mobile – Content marketing



- Virtual Conference
- Webinar



Annual coating & ink Congress in Shanghai



One Brand that can provide you with multiple channels to reach the Coating & Ink community in China

Coatings & Ink China provides strong engagement with the coating & ink sector on a continuous basis by utilizing comprehensive qualified data bases and leading content that links buyers and sellers, results in active customer engagement and helps grow your revenues.

## COATINGS & INK MARKETS ON GROWTH PATH

### Market Introduction

The global impact of COVID-19 has been unprecedented and staggering, adversely affecting demand across most regions for nearly two years. But there are still bright prospects ahead. The global paints and coatings market, which saw a decline of 6.3% in 2020, is set to recover and grow from US\$150.76 billion in 2021 to US\$217.66 billion in 2028, at a CAGR of 5.4%. The sudden rise is attributed to the anticipated recovery of the market demand to pre-pandemic levels and resurgence of business and manufacturing activities.

With the large-scale vaccination against the coronavirus on a global scale, governments of various countries have gradually relaxed strict epidemic prevention and control measures, while people have started to adapt and adjust to the “new normal”. As the world enters the post-epidemic era, the coatings industry is showing new development trends. For one, the epidemic has made people increasingly pay attention to surface cleanliness and virus prevention, and the anti-virus function of coatings has also been sought after. Research shows that the global anti-viral and anti-bacterial coating categories will maintain double-digit annual growth in the next 5 years, with the value of the anti-viral coating category expected to reach US\$1.3 billion by 2026.

In addition to the strength of the anti-viral and anti-microbial coatings, other secondary trends provide optimism for the overall coatings market: Packaging coatings (primarily coatings for beverage/food cans) are poised for solid growth beginning 2022. Traffic patterns in China and elsewhere in Asia are returning to pre-pandemic levels and people shy away from using public transportation, thus leading to stronger automotive sales in the next few years.

Rapid urbanization and industrialization in emerging countries, such as China, are anticipated to fuel the product demand in various applications. The Agricultural, Construction and Earthmoving (ACE) coatings market is expected to register growth in 2022 and beyond, and in China, this trend is also expected as the government has announced several large infrastructure initiatives. Other segments are showing potential too, such as infrastructure protected coatings.

From the past decade, innovative formulation technologies have significantly progressed to cater to numerous new and diverse consumer demands. Anti-corrosive protection, low-VOC content coats, and nano-coatings are few of the recent innovations available in the present market. For example,

the introduction of nanotechnology has played a significant role in the industry. Industry players have used this technology to develop nano-coatings. Some of the recent innovations that nanotechnology has enabled the formulators to develop include products that can conduct electricity or exhibit UV protective or self-healing properties. Apart from these, they are also highly resistant to scratch, wear and corrosion. Hence, these advancements in technology and the introduction of new products are expected to augment future growth across the industry.

The global ink market is worth around US\$22 billion with the biggest segment, the printing inks, accounting for US\$16.7 billion. The disruption caused by the COVID-19 pandemic in the manufacturing operations and decline in demand in some industries utilizing printing inks have somewhat affected the overall outlook. However, the fast recovery of the food and beverage industry creates a positive outlook for printing inks whose growth could reach over 2% annually from 2022-2026.

In Asia-Pacific, China is the largest economy in terms of GDP. The country's recovery has been fast that it is projected to grow 5.8% in 2022, according to the Organization for Economic Cooperation and Development (OECD). China sees a growing trend in the use of flexible, rigid, and paper and board packaging materials. This positive momentum in the packaging industry is expected to ignite the market demand for printing inks.

As we move into a world beyond the global pandemic, the inkjet industry is quickly adopting new ways to navigate the new normal. Some of the key ink technologies and inkjet trends that will shape the industry include: Drop on Demand (DOD), which is seen as the fastest growing inkjet technology; thermal inkjet technology for printing on curves; alternatives to replace mercury lamp UV-curing; and hybrid digital printers that add flexibility to flexo systems.

Environment protection is becoming increasingly important in China, where regulations such as the “Blue Sky Protection Campaign” are affecting the ink industry. To reach the target of “carbon neutrality”, many ink companies are also working on the deployment of plant-based inks in addition to water-based inks.

**Multiple delivery channels for content :**  
**Print + E-zines + Apps + Website+ E-newsletters + Social Media + Video + Mobile**



WeChat



Ringier Coating-Ink

APP



**Total Readership: 36,900**

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

Coatings and Ink China (ICN), in a strategic editorial partnership with Coatings World and Ink World of the US and a team of authoritative editorial advisors in China, has been the leading media for China coatings and ink industry for the past 18 years. Providing an interactive platform for our readers, Coatings and Ink China is not only able to provide in-depth coverage ranging from latest R&D to emerging market trends, updates on technology, application, as well as raw material, but also presents its comprehensive content through multimedia. These include e-magazines, fully interactive magazine Apps including video links on

iTunes, Wandoujia APP store, 360 APP and Google Play, and a Coatings and Ink website and WeChat subscription account in Chinese with daily updates and online exclusives, and bi-weekly e-newsletters. With such current, informative and attractive content in both digital and printed forms, Coatings and Ink China offers the most effective communication package for application, machinery, and raw material suppliers to the makers of coatings and ink products 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 meet 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 restrictions to accessing the content.**

**Trending Right now?**

Postponement of many trade shows- can't meet customers face to face - don't worry - Virtual events- single sponsored and multi sponsored virtual conferences complete with interactive booths, multiple high quality speakers and content , one on one chats put your "face to face" with prospects. Then you continue with marketing solutions on Wechat.

 **知链公关 PR-Shanghai Smart Link Consulting Company Ltd. (SLC)**

PR or "below the line advertising " that tells stories, positions companies as industry/thought leaders is clearly a growing effective form of communication - Our PR experts can help put a program together for you.

 **Ringier Events**  
 Connecting industry through information exchange!

An Annual "coating & ink " series of conferences bringing together the key industry players in different cities across China.

**2022 Editorial calendar**

ISSUE	Feb	March	May
Ad Closing Dates	January 7	March 1	April 1
Application & Trend	Interior Coatings Heavy Anticorrosive Coatings Flexo Ink	Waterproof Coatings Automotive Coatings EB Ink	Floor Coatings Aviation Coatings Smart Ink
Chemicals & Raw Materials	Rheological Agents/ Thickening Agents	Pigments/ Waxes	Biocides & Fungicides
Special Reports	Chinacoat 2021 Review Outlook 2022	Inorganic Coatings UV Coatings	2022 Ringier Technology Innovation Awards – Coatings Industry
Trade Shows & Ringier Events	<ul style="list-style-type: none"> <li>• Mar.2-4, CHINACOAT / SFCHINA, Shanghai</li> </ul> *Ringier events and future announcements		

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

**2022 Industry Outlook (Supplement)**

Allows buyers to prepare next year’s procurement plan, based on your timely information communicated to 35,700 readers in China

**2022 Buyer’s Guide (Supplement)**

Comprehensive supplier directory addressing the requirements of a targeted decision makers and influential readers

**2022 Exhibition Calendar**

Important exhibitions promoted through e-newsletters prior to, during and post event to maximize your brand exposure

**Regular Sections**

**• Industry Updates**

Essential industry and market updates

**• Boardroom Connection**

Industry movers and shakers talk about the road to success and offer interesting, inspiring and practical insights in this Ringier cover feature

**• Product News**

Advances, innovations and product launches

**Online Content:** With the Coating & Inks vertical industry web site -the industry community can find daily news updates, online exclusive features, videos, reports on major industry events, including live updates from trade shows- news , as it happens helps the industry stay informed.

**E-newsletters:** E-newsletters-featuring-headline industry news, trade show coverage - links to analysis and market reports.- keeping you linked to the industry with your latest company information.

**2022 Editorial calendar**

ISSUE	July	Buyer Guide SPECIAL ISSUE	November
Ad Closing Dates	June 21	August 16	October 21
Application & Trend	Auto Refinish Coatings Wood Coatings Packaging Ink	Marine Coatings Fire Retardant Coatings Electronic Ink	Industrial Coatings Exterior Coatings Inkjet Ink
Chemicals & Raw Materials	Defoamers/ Matting Agents	Resins/Emulsions	Solvents/Fillers
Special Reports	China Coatings Summit 2022 Review Biobased Coatings Powder Coatings	2022 Top 80 International Coatings Makers 2022 Buyers' Guide	2022 Top 20 International Ink Makers Chinacoat 2022 Preview
Trade Shows & Ringier Events	<ul style="list-style-type: none"> <li>● July 6-9, Shanghai Automotive Manufacturing Technology &amp; Materials Show 2022 (AMTS) / The 15th Shanghai International Assembly &amp; handling Technology Exhibition (AHTE), Shanghai</li> <li>● Aug. 4-6, China Coatings Show 2022, Shanghai</li> <li>● Sept.14-16, Asia Pacific Coating Show 2022, Indonesia</li> <li>● Dec. 6-8, CHINACOAT 2022, SFCHINA 2022, Guangzhou</li> <li>● * Ringier events and future announcements</li> </ul>		

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

ISSUE	January	February	March	April	May	June
eNewsletter Theme	Heavy Anticorrosive Coatings	Flexo Ink	Aviation Coatings	EB Ink	Aerospace Coatings	Smart Ink
	-	-	-	Rheological Agents/ Thickening Agents	-	Biocides & Fungicides
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Auto Refinish Coatings	Packaging Ink	Wood Coatings	Electronic Ink	Marine Coatings	Inkjet Ink
	-	-	Defoamers/ Matting Agents	-	Waxes Architectural Coatings	-

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 **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 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

- 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

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## Contact us

Ask your Ringier representative on how you can avail of the special rate

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