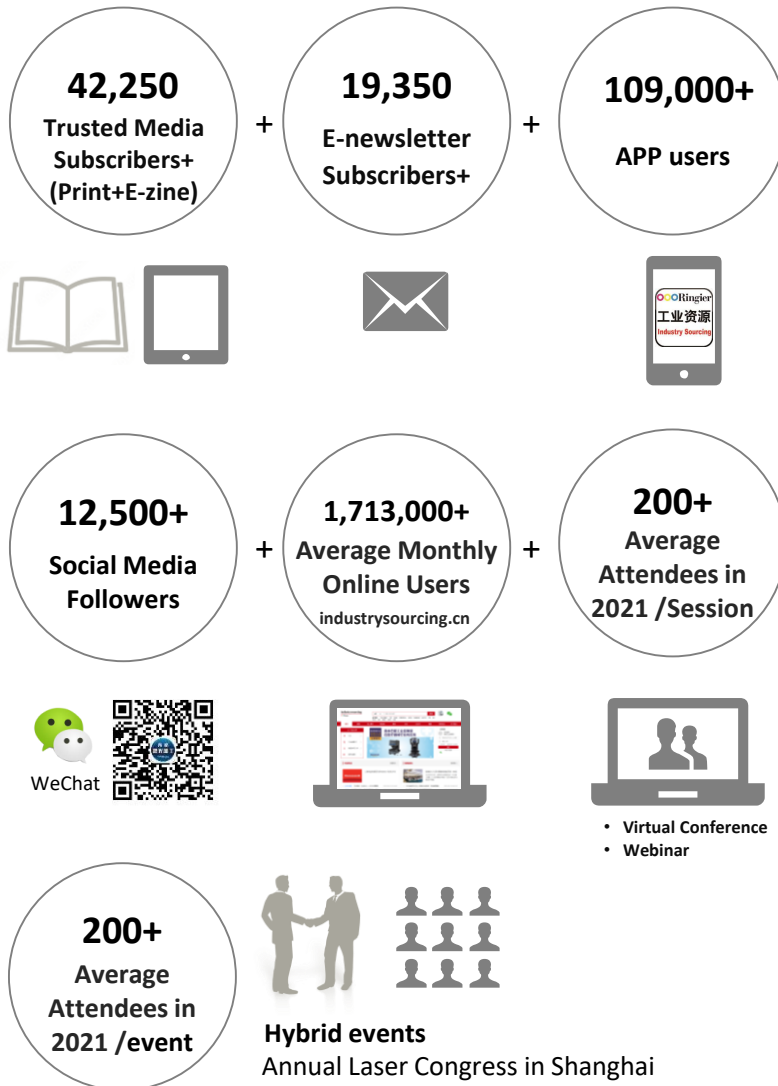


Industrial Laser News for China

2022 Multi Media Platforms that cover the Laser market in China

— 2022 Media Planner —

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



国际 Industrial Laser News for China
工业激光 商情

One Brand that can provide you with multiple channels to reach the Laser community in China

Industrial Laser News for China provides strong engagement with the Laser 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.

Steady growth in China manufacturing drives laser applications

Market Introduction

The global laser processing market size is expected to reach US\$6.11 billion, registering a 7.3% CAGR from 2021–2026 (forecast period), reports Market Research Future (MRFR).

Lasers are used in different applications for both commercial and industrial processes. Industrial processes typically involve material processing, marking and engraving, as well as other micro-processing using laser technology. Meanwhile, laser technology is utilized in various material processes, including laser cutting, welding, drilling, etc. A laser is also used for the marking/engraving of consumer goods, electronic components, and other parts used in industries.

The multiplying demand for high-quality and genuine products, miniaturization of microelectronic devices, and the altering preferences of laser-based material processing over traditional approaches are expected to boost the growth of the global laser processing market. In addition, technological developments in the medical sector are likely to increase the demand over the forecast period.

Factors such as the rising adoption of disk lasers, the mounting demand for automobiles and mobile electronic devices, plus green laser devices for projection applications are also positively impacting the growth of the industry.

The global laser processing market has been segmented into North America, Europe, Asia Pacific, and the rest of the world. Asia Pacific is predicted to show the fastest growth in the projected period. The growing demand for custom markings and engraving is expected to push the market growth in the Asia Pacific over the estimated period.

With the implementation of China's 14th Five-Year Plan (2021-2025), the high-end manufacturing equipment industry will demonstrate a rapid growth trend in the next five years.



↑ 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



NEW! Virtual anchor
Broadcast the content
summary of each issue
Scan QR CODE to watch now



WeChat



Ringier Laser



APP



Total Readership: 42,250

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

"Industrial Laser News for China" magazine has a team of authoritative Chinese and global editorial consultants, including well-known experts and corporate executives in the Chinese laser industry, as well as an editorial partnership with Novus Light, a global optical information service provider.

"Industrial Laser News for China" provides readers with the latest information about advanced laser technology and cutting-edge applications through printed magazines, mobile applications and digital electronic magazines, showing how industrial lasers promote product manufacturing and technology transfer around the world. In addition, the magazine also provides practical solutions to increase productivity, reduce costs, and transform innovation into a real competitive advantage.

"Industrial Laser News for China" magazine and electronic newsletter provide system integrators and laser manufacturers with timely industry information. Magazines, electronic newsletters and websites serve the entire laser processing industry chain-from optical components to system assembly to industrial applications. Each issue of the e-newsletter will include **Laser System Integration and Assembly Updates, Additive Manufacturing, Metal Fabrication, and Industrial Robotics.**

LIA Membership
Certificate



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.



An annual Industrial laser Application and technology conference brings together the key industry leaders in different cities across China

2022 Editorial Calendar

ISSUE	January		March	April		June	
Ad Closing Dates	December 13		January 18	March 7		May 3	
LASERS	CO ₂ Laser		Semiconductor Laser	Fiber Laser		Ultrafast Laser	
TECHNOLOGY REPORT	Surface Treatment		Laser Micromachining	Laser Cutting		Laser Welding	
APPLICATION REPORT	Metal 3D Printing		Lasers in Automotive Industry	Lasers in Sheetmetal		Lasers in Plastic Industry	
INDUSTRY FOCUS	Rail Transit Industry, Ship		Semiconductor Industry	Automotive Industry		Metalworking Industry	
SYSTEM INTEGRATION	Laser Welding Head		Industrial Laser Equipment	Optical Hardware/ Equipment		Laser Cutting Head	
SPECIAL REPORT	2022 LASER World of PHOTONICS CHINA Preview(I)		2022 LASER World of PHOTONICS CHINA Preview(II)	2022 LASER World of PHOTONICS CHINA Review		Review of the first half of 2022 Laser Industry	
Trade Shows & Ringier Events	<ul style="list-style-type: none">• Feb. 21-26, TIMTOS x TMTS 2022, Taipei• Mar. 2-5, CME China machine tool exhibition, Shanghai• Mar. 16-19, China Industry Expo (CIE 2022), Tianjin• Mar. 16-19, Suzhou machine tool exhibition, Suzhou• Mar. 23-25, Laser World of Photonics China 2022, Shanghai• Mar. 23-25, Productronica China 2022, Shanghai• Mar. 25-27, Int'l Additive Manufacturing Expo, Xi'an• Mar. 30-Apr.2, The 23th Shenzhen International Machinery Manufacturing Industry Exhibition 2022, Shenzhen• Apr. 7-10, China International Medical Equipment Fair (CMEF 2022) / International Component Manufacturing & Design Show (ICMD 2022), Shanghai• Apr. 11-15, China CNC Machine Tool Fair (CCMT 2022), Shanghai• May. 6-8, electronica China 2022, Shanghai• May. 11-14, The 23rd Exhibition of Li Jia International Machine Tool Chongqing, Chongqing• Jun. 7-9, South China International Industry Fair 2022,LASERFAIR SHENZHEN 2022, Shenzhen• Jun. 7-10, BEIJING ESSEN WELDING & CUTTING FAIR, Shenzhen• Jun. 13-17, CIMES 2022, Beijing• Jun. 15-18, Die & Mould China 2022(DMC 2022), Shanghai• Ringier events and future announcements						
Theme of Newsletter	January	February	March	April	May	June	
	Laser Cutting Laser Tech in Automotive Industry	Laser Welding Laser Tech in Metalworking Industry	Additive Manufacturing Metal 3D Printing	Laser Marking/ Engraving Laser Tech in Consumer Electronics and Semiconductor Industry	Laser Welding Laser Tech in Aerospace Industry	Laser Ultrafast Processing LED / OLED Manufacturing	

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

2022 Editorial Calendar

ISSUE	July	September (Buyer Guide)	October	November
Ad Closing Dates	June 1	August 2	September 5	October 10
LASERS	Pulsed Laser	YAG Laser	Fiber Laser	Excimer Laser
TECHNOLOGY REPORT	Laser Marking/Engraving	Laser Cladding	Laser Inspection	Laser Precision Processing
APPLICATION REPORT	Medical Device Mfg.	Medical Device Mfg. Lasers in 3C Industry	Metal Additive Manufacturing	Laser Welding Process
INDUSTRY FOCUS	New Infrastructure Industry	Automotive Industry	Aerospace Industry	Plastics Industry
SYSTEM INTEGRATION	Automation, Motion & Drive	Components & Accessories	Optics & Materials	Software and Control System
SPECIAL REPORT	2022 Ringier Technology Innovation Awards-Laser Industry	Buyer Guide	Innovation Technology in Sheetmetal	Outlook 2023
Trade Shows & Ringier Events	<ul style="list-style-type: none">• Aug. 31-Sept. 2, Medtec China 2022, Shanghai• Sept. 7-9, CIOE 2022, Shenzhen• Sept., Industrial Automation Show 2022, Metalworking and CNC Machine Tool Show 2022,Robotics Show 2022,Energy Show 2022, Shanghai• Oct.27-29, South China Advance Laser Technology and Application Exhibition 2022, Shenzhen• Oct., The 19th Optics Valley of China International Optoelectronic Exposition And Forum (OVC Expo 2022), Wuhan• Nov.22-25, 25nd DMP Greater Bay Area Industrial Expo (DMP 2022), Shenzhen• Ringier events and future announcements			
Editorial content, trade show and conference schedule subject may change without notice.				

	July	August	September	October	November	December
Theme of Newsletter	Laser Marking/ Engraving Laser Tech in Medical Equipment Industry	Laser Inspection Optical Equipment in Laser Inspection	Laser Cutting Laser Tech in Metalworking Industry	3D Printing Additive Manufacturing in Aerospace Industry	Laser Welding Laser Tech in High- end Manufacturing Industry	Review and Prospect

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

Digital Direct Marketing (E-newsletter)

Industry e-newsletters

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.**

Industrial Robotics

Language: Chinese, Frequency : 12x Subscriber : 36,139

ISSUE	January	February	March	April	May	June
Theme	Collaborative Robot	Annual Robot Industry Report	Robot + Electronic Manufacturing	Robot + Medical	Robotic Company Financial Report + Robot Assembly	Robot + Motion Control
ISSUE	July	August	September	October	November	December
Theme	Robot + Automobile Manufacturing	Collaborative Robot	Mobile Robot (AGV & AMR)	Industrial Robot Remote Control	Robot + Intelligent Warehouse	Robotics Summary

Metal Fabrication

Language: Chinese, Frequency : 12x Subscriber : 23,840

ISSUE	January	February	March	April	May	June
Theme	Metal Cutting	Powder metallurgy	Surface treatment	Forging	Laser cutting	Stamping
ISSUE	July	August	September	October	November	December
Theme	Laser welding	Pipe processing	Sheet metal flexible production line	Die casting	Metal 3D printing	Robot loading and unloading

Additive Manufacturing

Language: Chinese, Frequency : 12x Subscriber : 36,139

ISSUE	January	February	March	April	May	June
Theme	Directed Energy Deposition High Reflective	Additive Manufacturing of Aero Engine Parts	Selective Laser Sintering	New Materials for Additive Manufacturing	Photosensitive Resin Empowers a Variety of Applications	Investigation of Additive Manufacturing Prospect
	Material processing	Supply Chain	Post-Processing	3D Scanning and Metrology	TCT Asia 2022 Preview	TCT Asia 2022 Review
ISSUE	July	August	September	October	November	December
Theme	Desktop AM Equipment	Metal Binder Jetting	Ceramic 3D Printing	Intelligent 3D Printing Equipment	Carbon Fiber Material 3D Printing	Hybrid Manufacturing
	Software and Simulation	Additive Manufacturing of Dental/orthopedic Implants	Additional material Manufacturing of Automobile parts	Application of Additive Manufacturing in Automobile Design	IAME 2022 Preview	IAME 2022 Review

Laser System Integration and Assembly Updates

Language: Chinese, Frequency : 6x Subscriber : 4,418

ISSUE	February	March	May	September	October	November
Theme	Smart Factory Laser Processing	Fiber Laser Laser Cutting	Medical Device Industry Laser Marking	Semiconductor or Industry USP Laser	High Anti-Metal Material Processing Semiconductor Laser	Laser Welding Industrial Laser Equipment

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

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