

International Metalworking News for Asia

2022 Multi Media Platforms that cover the metalworking market in S.E. Asia

— 2022 Media Planner —

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



- Virtual Conference
- Webinar



Annual Metalworking Congress in different cities across S.E. Asia



One Brand that can provide you with multiple channels to reach the metalworking community in S.E. Asia

International Metalworking News for Asia provides strong engagement with the metalworking sector on a continuous basis by utilizing a comprehensive qualified data bases and leading content that links buyers and sellers, results in active customer engagement and helps grow your revenues.

Comprehensive metalworking tools advance South East Asia manufacturing

Market Introduction

Industrial manufacturing industry plays a significant role in local economies of South East Asian countries, contributing to more than 20% of gross domestic products. Although the region has long been held back by poor infrastructure and problems stemming from their colonial pasts, advances have steadily been made across all sectors and industries. The emergence of smart products is pushing manufacturers to explore new ways of creating and capturing value. Thus, the region is set to grow by an average of 5.2% per year in 2022, on the assumption that trade momentum holds and domestic reforms continue. Across South East Asia, there are needs for infrastructure investments, including manufacturing sectors requiring significant productivity improvements. Therefore, the region is in demand for sustainable and innovative solutions across many fields. Metal forming and metal cutting machine tools, production systems, interconnected and digital factories solutions, plus additive manufacturing are tremendous potentials to unleash remarkable benefits for the manufacturing industry in the region.

Key investments projected in the following countries:

- Thailand's digital economy will likely reach US\$53 billion in value by 2025. It is eyeing artificial intelligence as the next key feature of its digital economy. There is positive outlook for increase in infrastructure investment in Thailand, which is anticipated to achieve US\$58.5 billion by 2025, with significant spending in transportation due to the high-speed rail project.
- Indonesia's overall infrastructure spending in the country will grow to about US\$165 billion by 2025. The country aims to develop electric cars

and locomotives in combination with its rich nickel ore resources. Significant growth will likely be seen in the heavy manufacturing sector, which is expected to increase to US\$46 billion by 2025, driven by expansion of the mining sector.

- Vietnam's total GDP is forecast to increase to US\$450 billion by 2025, rising to US\$736 billion by 2030. Infrastructure spending is expected to top US\$56 billion by 2025 with growth rate of around 9% a year. Investments are predicted in the transportation and manufacturing sectors.
- Malaysian's GDP is forecast to grow by 6.3% in 2022. It aims to drive the country towards becoming the Industry 4.0 hub in South East Asia with the launch of National Policy on Industry 4.0 (Industry4WRD). Furthermore, infrastructure spending is estimated to grow by around 9% a year until 2025.
- For the Philippines, spending in infrastructure is projected to grow at around 10% a year in the next decade, reaching a total of US\$27 billion a year by 2025, focusing on manufacturing, transportation and communications, and social infrastructure.



↑ People were signing up for the magazine at Ringier's booth in Southeast Asia.

Multiple Delivery Channels for Content :
Print + E-zines + Apps + Website+ E-newsletters + Social Media + Video + Mobile



Total Readership: 46,350

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

International Metalworking News for Asia (IMNA) print magazines, digital e-magazines, and fully interactive magazine Apps with video links on iTunes and Google Play facilitate technology transfer by providing readers with industry news and trends. For over 12 years, IMNA has been providing readers in Asia practical solutions for improving productivity, reducing cost, and turning innovations into real competitive advantages to advance their operations.

These readers depend on IMNA for detailed technical information for real-world applications Metal Cutting, Lasers, Tooling & Workholding, Software & Control, Metrology, Welding and Metal Forming & Fabrication that can help them develop their business planning and strategies, product quality, process stability, equipment reliability, operator safety and business profitability, as they take advantage of the emerging opportunities from the Asia region.

Our editorial partners include Ringier's family of Metalworking magazines covering the Greater China and a team of authoritative editorial advisors throughout South East Asia.

For suppliers, International Metalworking News for Asia is an effective multimedia platform which provides the latest information on their products and services. Through a dedicated metalworking 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. Bi-weekly E-newsletters Auto Manufacturing- Metalworking, Metal Cutting, and Smart Factory featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to the industry with your latest company information.

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 social media.



An Annual metalworking series of conferences bringing together the key industry players in different cities across SE Asia multiple virtual events.



Virtual Events

Published 6x a year in English, International Metalworking News for Asia reaches a qualified controlled readership of 46,350 (including print and digital) manufacturing decision makers who plan the purchase of metalworking, cutting & forming 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.

In addition an active engaged audience follow the various Metalworking social media channels on Twitter, facebook, YouTube, LinkedIn , Blogs with the average monthly page views of 75,000.

4 main delivery channels for the magazine content



Print: 17,550

**Total
Readership
46,350**



Digital: 28,800

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



Apps industrysourcing downloads **109,000+**



Social Media: Facebook, Twitter, Blogger, Youtube. LinkedIn with the average monthly page views of **75,000+**

Geographic Distribution

Thailand	4,280	24%
Vietnam	4,010	23%
Malaysia	3,145	18%
Indonesia	3,118	18%
Singapore	1,350	8%
Taiwan	765	4%
Philippines	582	3%
Cambodia/Myanmar/Laos	190	1%
HongKong	110	1%
Total	17,550	100%

Annual Business Turnover (US\$)

0-1 million	2%
1.1-2.5 million	12%
2.6-5 million	35%
5.1-10 million	30%
over 10 million	21%

Job Function

Production / Engineering Management	37%
GM / Owner / President	32%
Design, R&D Management	10%
Purchasing Manager	9%
Testing / Inspection / Quality Control Management	7%
Metallurgy	5%

Metalworking Processing

Metal Cutting / Drilling / Boring / Tapping / Sawing	81%
Machining Centers / Milling / Turning	73%
CNC Machine Tools	68%
Industrial Lasers	45%
Surface Finishing / Honing	36%
Robotics	30%
Metal Forming / Fabricating	28%
EDM	15%
Castings	13%
Stamping	12%
Welding	6%
Other Processes	5%

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

Business Function

Auto Parts and Components	21%
Electronics Products	15%
Communication & Computer Equipment	12%
Fabricated / Formed Metal Products	12%
Machinery & Machine Tools	9%
Molds & Dies	7%
Electrical Components	7%
Aerospace	6%
Medical Devices & Components	4%
Importers / Traders / Distributors of Machine Tools / Equipment	3%
Oil and Gas	2%
Instruments, Controls & Related Equipment	2%

2022 Editorial Calendar

ISSUE	February	April	June
Ad Closing Dates	December 20, 2021	March 8	May 6
Machine Tools	Grinding Equipment Strategies <i>(Cylindrical OD, Internal Cylindrical, Universal (ID/OD), Surface, Reciprocal Table, Profile)</i>	Improving EDM Work Flow and Productivity Creating Machining Centers & Milling Machines Efficiencies <i>(Five-Axis Machining Centers, Horizontal Machining Centers, Vertical Machining Centers)</i>	Improve EDM Productivity <i>(Wire Type, Ram Type (Die-Sinking) CNC, Small Hole, Tooling, Filtration Equipment & Supplies, Electrode Materials)</i>
Lasers & Welding	Laser Tube Cutting/ Laser Hardening Advanced Joining Processes	Laser/Plasma Combo Machines/Laser Cladding Pipe Welding/Welding Safety	Laser Welding/CO2 laser/Laser Cutting Welding Consumables Review/Welding Power Sources
Tooling & Work holding	Holemaking/Cutting Tools/Indexable inserts	Turning/Milling Tools/Solid Carbide Special Mills	Press Brake/Toolholders/Clamping of Cutting Tool
Software & Control	Manufacturing Engineering Software/Shop Control Systems	Nesting Software Automation/Software for CNC controls	Product Lifecycle Management (PLM)/Machining Simulation Software
Metrology	Dimensional Gaging / CT Scanning / 3D Metrology	Portable CMM / Non-Contact Measuring Systems	Bore Gages / Height Gage for shopfloor Measurement
Bending/ Forming	Mechanical Presses/ Press Controls, Sensing/Tube Bending Automation	Press Feeds/Stamping High-Strength Steel/Bending Software	Pressroom Automation/Panel Bending
Focus	Thailand EV Industry, Industry 4.0	Singapore Advanced Manufacturing	Vietnam 3C Industry (Computer, Communication and Consumer Electronic)
Smart Factory	Artificial Intelligence in the Cloud/Digitalization/Industry 4.0	Additive Manufacturing Update/ 3D printing	Prepping for Smart Factory Automation/ Big Data Analytics
Show Preview	TIMTOS 2022	TIMTOS 2022 Taiwan	MTA Vietnam 2022
Trade Shows & Ringier events	<ul style="list-style-type: none"> Feb. 21-26, TIMTOS x TMTS 2022, Taiwan Mar. 9-12, METALEX 2022, Thailand May 18-21, INTERMACH & Subcon 2022, Thailand Jun. 22-25, MetalTech Malaysia (MTM) 2022, Malaysia Ringier events and future announcements <p><i>Editorial content, trade show and conference schedule subject may change without notice.</i></p>		

ISSUE	January	February	March	April	May	June
Theme of Newsletter	2022 Machine Tool Report	Grinding Equipment Strategies	Artificial Intelligence in the Cloud	Product Lifecycle Management (PLM)	3D Laser Scanners	Software for CNC Controls
	--	Creating Machining Centers & Milling Machines Efficiencies	--	3D Machining Productivity	--	Fiber Lasers

Regular Features

- Boardroom Connection
- Industry News
- Product Highlights
- Buyer Alert

Online Editorial Features—Daily updates and online exclusives

- **Business in S.E. Asia** – the latest information about business and trade trends in S.E. Asia
- **Industry News** - news on important events, people, companies and industry developments around the world
- **Trade Show Update** - latest news, onsite interviews and videos, and e-show daily of major trade events

2022 Editorial Calendar

ISSUE	August	October	December
Ad Closing Dates	July 11	August 26	October 18
Machine Tools	Choosing the right Laser-Waterjet Cutting Machines (<i>Laser Cutting Systems, Plasma-Arc/Plasma Cutting Machines, Laser Marking Systems, Additive Manufacturing Machines—Directed Energy Deposition, Laser Accessories & Supplies</i>)	Turning Machines Tips (<i>Turning Centers, Horizontal, CNC, Turn/Mill Machines, Twin-Spindle/Multi-Turret, Lathes, Vertical Machines</i>)	Managing Turn/Mill and Multitasking Machines (<i>Screw Machines, Twin-Spindle/Multi-Turret</i>)
Lasers & Welding	Punch Laser Processing/Solid-State Laser Robotic Welding/GMAW Strategies	Diode Lasers/Fiber Lasers/Laser Joining Structural Steel Welding/Submerged Arc Welding	Laser Blanking/Laser Optics/Laser Marking SMAW Strategies/Welding Shielding Gases
Tooling & Work holding	Milling/Magnetic workholding & material handling equipment	Saw Blades/Cleaning Stamped Parts	Punching/ pumps/clamps/vise
Software & Control	Machine Data Acquisition / Automating CAD/ CAM with Production Management	Nesting Software Automation	Sheet Metal Design / Floor Management Software
Metrology	Machine Tool Scanning System / 2D & 3D Scanners / Scanning Devices	Smart Measurement & Inspection/ Shop floor Coordinate Measuring Machine (CMM) Technology / Portable Laser Scanner	3D Scanners / Scanning Devices / Callipers / Machine Tool Probes
Bending/ Forming	Roll Forming/Bending/Folding	Servo Technology/CNC Punching	Press Brake Safety/Stamping
Focus	Indonesia 2-Wheeler/Automotive	Philippines Manufacturing	Malaysia Electrical & Electronics (E&E)
Smart Factory	Emerging Data Analytics Tools Automation Safety/ Predictive Maintenance/ Green Energy	Collaborative Robots/ IoT/AI/nIndustrial Robots/ Cyber security	Outlook 2023
Show Preview	MTA Hanoi Vietnam 2022	METALEX Vietnam 2022	Manufacturing Indonesia 2022
Trade Shows & Ringier events	<ul style="list-style-type: none"> • Sept. 12-17, IMTS 2022, Chicago • Nov. 16-19, METALEX 2022, Thailand • Nov. 30-Dec. 3, Manufacturing Indonesia, Jakarta 2022, Indonesia • TBD, Industrial Transformation ASIA-PACIFIC 2022 • TBD, TAIROS- Taiwan Automation Intelligence and Robot Show 2022 • Ringier events and future announcements 		

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

ISSUE	July	August	September	October	November	December
Theme of Newsletter	Improve EDM Productivity	Pressroom Automation/Panel Bending	Collaborative Robots	Laser Cutting	Digitalization/ Industry 4.0/ Lean Management	Prepping for Smart Factory Automation
	--	Smart Measurement & Inspection	--	Shop floor Coordinate Measuring Machine	--	Outlook 2023: Metalworking Trends in Asia

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Communicate with industry followers on a daily basis!
Website: <http://www.industrysourcing.com/metalworking>

Digital Direct Marketing (E-newsletter)

Scheduled **Industry, magazine and** 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.

International Metalworking For Asia

Language: English, Frequency : 18X, Subscriber: 28,800

ISSUE	January	February	March	April	May	June
Theme of Newsletter	2022 Machine Tool Report	Grinding Equipment Strategies	Artificial Intelligence in the Cloud	Product Lifecycle Management (PLM)	3D Laser Scanners	Software for CNC controls
	--	Creating Machining Centers & Milling Machines Efficiencies	--	3D Machining Productivity	--	Fiber lasers
ISSUE	July	August	September	October	November	December
Theme of Newsletter	Improve EDM Productivity	Pressroom Automation/Panel Bending	Collaborative Robots	Laser Cutting	Digitalization/ Industry 4.0/ Lean Management	Prepping for Smart Factory Automation
	--	Smart Measurement & Inspection	--	Shop floor Coordinate Measuring Machine	--	Outlook 2023: Metalworking Trends in Asia

Auto Manufacturing-metalworking

Language: English, Frequency : 6X, Subscriber: 5,152

ISSUE	January	March	May	July	September	November
Theme of Newsletter	Robotics & Automation	Industry 4.0 Lasers	Lightweighting High-Speed	Steel Design	Advances in Manufacturing	Assembly Technology Cutting Tools

Metal Cutting

Language: English, Frequency : 6X, Subscriber: 8,052

ISSUE	February	April	June	August	October	December
Theme of Newsletter	EDM Equipment	Grinding Equipment	Laser and Waterjet	Machining Centers & Milling	Turning Machines	Turn/Mill Machines and Multitasking

Smart Factory

Language: English, Frequency: 12X Subscribers: 10,008

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Digital Factory and Linear Motion	Sensors' Involvement in IT/ OT Integration	Big Data/PLM Software	Vision Systems for Process Manufacturing	Motion-Control Subsystems and Machine Vision	Job Shop Automation
ISSUE	July	August	September	October	November	December
Theme of Newsletter	Progress in 3D/ Additive Manufacturing	Artificial Intelligence (AI) Software	Mobile Robots	Additive Manufacturing Production Parts	IIOT-Based Automation	Automation Trends & Technologies

* 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

[For more promotion on global markets, please click here](#)

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

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