

International Metalworking News for China

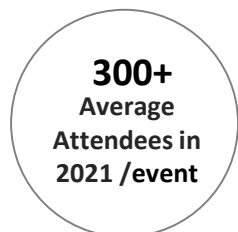
2022 Multi Media Platforms that cover the Metalworking market in China

— 2022 Media Planner —

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



- Virtual Conference
- Webinar



Hybrid events
Annual Metalworking Congress in Chengdu



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

International Metalworking News for China enables strong engagement with customers on a continuous basis by utilizing its deep qualified data bases and leading content that links buyers and sellers, results in active customer engagement and helps grow your revenues

The global machine tool industry has basically recovered to pre-epidemic levels

Market Introduction

China continued to lead the global machine tool consumption with US\$21.31 billion worth in 2020, according to data released by the China Machine Tool & Tool Builders' Association. Business revenue of key enterprises connected with the Association increased by 45.7% from January to June 2021, up by 25% from the same period in 2019. By sector, metal cutting machine tools increased by 50.7%, metal forming machine tools by 30.8%, tools by 25.6%, abrasives by 54.3%, and rolling functional components by the largest, 91.2%.

Since the beginning of 2021, the demand from automotive, clean energy, construction machinery, electronics and semiconductor manufacturing and other downstream industries has boosted China's metalworking industry:

Automotive: New energy vehicles and intelligent technology has changed the entire automotive supply chain even include the terminal service. China's automotive market will see a steady growth in production and sales, that sales is expected to reach a record high of 30 million units by 2025.

Clean Energy technologies and equipment: As clean energy technologies grow mature and the cost of generating electricity falls, Goldman Sachs predicts that renewable energy technologies will "decarbonize" about 50% of China's man-made emissions, which make its the most important technologies to achieve China's "carbon neutral" goal. Wind power and photovoltaic technology is the focus of China's energy consumption transformation. This new energy technology will drive demand for gantry machining center, hobbing machine and other large machining equipment to usher in a new round of growth.

Construction machinery: According to the 14th Five-Year Development Plan for the Construction Machinery Industry issued by China Construction Machinery Industry Association, the scale of China's construction machinery industry is expected to reach 900 billion yuan by 2025, while the export market is predicted to reach 28 billion yuan, with an annual growth rate of 3% to 5%. This will create the demand for metal cutting machine tools, laser cutting/welding equipment, sheet metal equipment, industrial robots and so on.

Electronics and Semiconductor Manufacturing: China's semiconductor market grows rapidly in the first half of 2021 amid the global demand for semiconductor products. Statistics from China Semiconductor Industry Association shows sales volume of integrated circuit industry in January-June 2021 was 410.29 billion yuan, up by 15.9% year-on-year. The design industry went up by 18.5% year-on-year, with sales of 176.64 billion yuan. Meanwhile, manufacturing increased by 21.3% year-on-year, with sales of 117.18 billion yuan; packaging and testing industry rose 7.6% year-on-year, posting sales of 116.47 billion yuan. Semiconductor manufacturing also puts forward higher requirements for equipment and processing technology, and special equipment such as multi-functional machine tools, high-speed engraving and milling machine tools, five-axis machine tools and so on, to help alleviate the "lack of chip".



↑ 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
Metalworking



APP



Supplement 4x a year
E-newsletter 8x a year



Aerospace Manufacturing and Design China (AMDC) will be featured as a supplement in International Metalworking News for China with exclusive editorial from GIE's Aerospace Manufacturing & Design and a team of authoritative editors in China. AMDC will provide readers with insightful content on machining, cutting tools and components that are used in the aerospace sector

Total Readership: 112,530

Digital Editions include embedded videos and Interviews from trade shows and factory visits

In a strategic editorial partnership with Germany's Werkstatt und Betrieb & FORM+Werkzeug Magazine and a team of authoritative editorial advisors in China, **International Metalworking News for China** has been the leading trade media for China metalworking industry for over a decade - and remains committed to informing our readers of transformative solutions and technologies. **International Metalworking News for China** provides an interactive multimedia platform for our readers - the decision makers who include project engineers, R&D managers, purchasing managers, and marketing managers from the Aerospace & Aviation, Rail Transportation, Medical, Automobile, Energy, Mould & Die, Military, Electronics and Shipbuilding industries. The magazine provides in-depth coverage ranging from latest R&D, emerging market trends, updates on metal cutting and metal forming processes, the latest in machinery and use of materials, all in an interactive multimedia format for readers on the go.

The magazine's multimedia format includes an interactive digital e-magazine containing many links to additional content, bilingual Metalworking verticals (www.industrysourcing.com/metalworking in Chinese and English) with daily updates and online exclusives and formed newsletters, bi-weekly industry e-newsletters and included **Industrial Robotics, Metal Fabrication, Aerospace Manufacturing, Int'l Mold & Die Making News for China, Additive Manufacturing.**

Readers can also access this content through the "Industry Sourcing" Apps for both iPad/iPhone and Android mobile Chinese Apps metal function devices with video links on iTunes and Google Play. With such current, informative and attractive content in both digital and printed forms, International Metalworking News for China offers the most effective communication package to suppliers for improving productivity, reducing cost, and turning

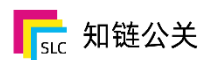
Changing media usage pattern?

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.



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.



Connecting industry through information exchange

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

2022 Editorial Calendar

ISSUE	March	April	May	June
Ad Closing Dates	January 7	February 25	April 6	May 3
METAL CUTTING	5 Axis Machining Milling	Multi-spindle Machining Micro Cutting Turning	Grinding Micro Cutting	Gear Machining HSC/HPC
METAL FORMING	Laser Cutting Die Casting	Friction Welding Eroding	Friction Welding Eroding	EDM Wire Cutting Metal Bending
TOOLING & FIXTURING	Abstracts Coatings	Reamer Tool Fixture	Boring Tool Tooling Clamping	Thread Cutting Tool Tool Monitoring
AUTOMATION & SOFTWARE & CONTROL SYSTEM & INDUSTRY MEASURING	Servo Drive Control System Process Monitoring	Industrial Robotics Coordinate Measuring Machine	IIoT CAD/CAM/CAE Software NC System	Sensor Optical Measurement Pallet Handling System
FEATURE	Outlook Issue 2022(II) ITES & SIMM Preview Cutting fluid and lubrication	CCMT 2022 Preview Lightweight Materials and Compounds	CCMT 2022 Review Lean Manufacturing Parts Cleaning	Special Report - The 17 th Ringier Technology Innovation Awards for Metalworking Industry Mould Intelligent Manufacturing
Aerospace Manufacturing and Design Supplement		New engine manufacturing		Casting and forging
SPECIAL APPLICATIONS	5G Electronics	Automotive (New Energy Vehicle)	Medical Equipment	Mould & Die
TRADE SHOWS & RINGIER EVENTS	<ul style="list-style-type: none"> Feb.21-26, TIMTOSxTMTS, Taipei Mar.2-4, CHINACOAT, SFCHINA, Shanghai Mar.2-5, CME China machine tool exhibition, Shanghai Mar.3-5, SPS-Industrial Automation Fair Guangzhou (SIAF) 2022, Asiamold 2022,Guangzhou Mar.9-12, The 18th China (Tianjin) Int'l Equipment & Manufacturing Industry Expo 2022, Tianjin 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 Shenzhen International Industrial Manufacturing Technology Exhibition (ITES) (The 23rd 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 11-14, The 23rd Exhibition of Lijia International machine tool Chongqing, Chongqing May 12-14, TCT Asia 2022, Shanghai Jun. 7-9, South China International Industry Fair 2022, LASERFAIR SHENZHEN 2022, Shenzhen Jun. 7-10, BEIJING ESSEN WELDING & CUTTING FAIR, Shanghai Jun. 13-17, CIMES 2022, Beijing Jun. 18-18, Die & Mould China 2022(DMC 2022), Shanghai Ringier events and future announcements 			

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

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Metal Forming Machine Tool	5-axis machining	Laser Cutting	Metal Cutting	CAD/CAM Software	EDM Process
	-	-	Cutting Tool	NC System	Additive Manufacturing	Die & Mould

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	August Buyer Guide	September	October	November
Ad Closing Dates	July 8	August 1	September 6	October 10
METAL CUTTING	Buyer's Guide 2022 Machine Tools Cutting Tools Fixturing Parts & Accessories & Automation Measurement Surface Finishing Cutting fluid and lubrication Tradeshow Organizer & Association Others	Turning/Milling Titanium Cutting	HSM and HEM Large Parts Manufacturing	5 Axis Machining Gantry Machining Center/ Horizontal Machining Center Heavy Duty Cutting
METAL FORMING		Laser Cutting Sheet Metal FMS	Sheet Metal Forming Machines Welding	Arc Welding Tube/Pipe Bending
TOOLING & FIXTURING		Groove Tool Fixture System	Tool Holder Tooling Material	PCD/CBN Cutting Tool Tool Presetting Chuck
AUTOMATION & SOFTWARE& CONTROL SYSTEM & INDUSTRY MEASURING		Coordinate Measuring Machine Industrial Robotics	Dynamic Production System Servo Drive Control System Smart Factory	NC System Online Measurement
FEATURE		MWCS 2022 Preview IMTS 2022 Preview Global Machine Tools Industry Report Flexible Manufacturing Cells	MWCS 2022 Review Additive manufacturing MQL	Outlook Issue 2023(I) JIMTOF 2022 Show Preview Focus on Taiwan Region Machine Tools Industry
Aerospace Manufacturing and Design Supplement		Parts finishing		Maintenance/Repair and Overhaul (MRO)
SPECIAL APPLICATIONS		Aerospace & Aviation	New Energy Technologies and Equipment	Construction machinery
TRADE SHOWS & RINGIER EVENTS	<ul style="list-style-type: none"> Jul. 6-9, Shanghai Automotive Manufacturing Technology & Materials Show 2022 (AMTS), The 15th Shanghai International Assembly & handling Technology Exhibition (AHTE), Shanghai Aug.31-Sept.2, Medtec China 2022, Shanghai Sept.12-17, IMTS 2022, Chicago Sept.26-29, wire China 2022, Tube China 2022, Shanghai Sept., Industrial Automation Show 2022, Metalworking and CNC Machine Tool Show 2022, Robotics Show 2022, Energy Show 2022, Shanghai Oct.12-14, NEPCON Asia, Shenzhen Oct.27-29, South China Advance Laser Technology and Application Exhibition 2022, Shenzhen Nov.1-4, PTC ASIA 2022, CeMAT ASIA 2022, Shanghai Nov. Int'l Additive Manufacturing Expo 2022, Xi'an Nov.22-25, China Shenzhen Greater Bay Area International Mould and Metalworking Exhibition Plastics, Packaging & Rubber Exhibition (DMP 2021), Shenzhen Dec.6-8, CHINACOAT 2022, SFCHINA 2022, Guangzhou TAIROS- Taiwan Automation Intelligence and Robot Show 2022, Taipei 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	Cutting fluid and lubrication	Fixturing	Industrial Robot	Industry Measuring	Industry Automation	NC System
	-	-	Sheet Metal	Gear Cutting	Mould & Die	Cutting tool

For editorial submissions and inquiries, Please contact:
June Ma Email: junema@ringiertrade.com

Digital Direct Marketing (E-newsletter)

Industry e-newsletters Scheduled Industry, 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. International Metalworking News for China Language: Simplified Chinese, Frequency: 24X, Subscriber: 65,200

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 : 15,067

ISSUE	January	February	March	April	May	June
Theme	Directed Energy Deposition	Additive Manufacturing of Aero Engine Parts	Selective Laser Sintering	New Material for Additive Manufacturing	Photosensitive Resin Empowers a Variety of Applications	Investigation of Additive Manufacturing Prospect
	High Reflective 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 Printinf	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

Aerospace Manufacturing Language: Chinese, Frequency : 8X Subscriber: 5,159

ISSUE	January	March	April	June
Theme	Sheet metal processing	Laser processing Special processing	Alloy and ceramic matrix composites	Casting and forging
ISSUE	August	September	October	November
Theme	Carbon fiber composite material	Processing of mixed materials	Robot welding EDM	Lightweight and resin-based composite materials

Int'l Mold & Die Making News for China Language: Chinese, Frequency : 10X Subscriber : 8,200

ISSUE	January	February	March	April	May
Theme	Electrical Discharge Machining	Automation and Intelligent Manufacturing	Mold Surface Treatment	Customized/lightweight Molds	Forming Technology and Equipment
ISSUE	June	July	August	September	October
Theme	DMC Review	Materials for Molds	CNC Machining Technology	Additive Manufacturing	CAD/CAM

*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](#)

Contact us

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

Location	Name	Tel	Email
China	Maggie Liu	+86-20 2885 5121	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