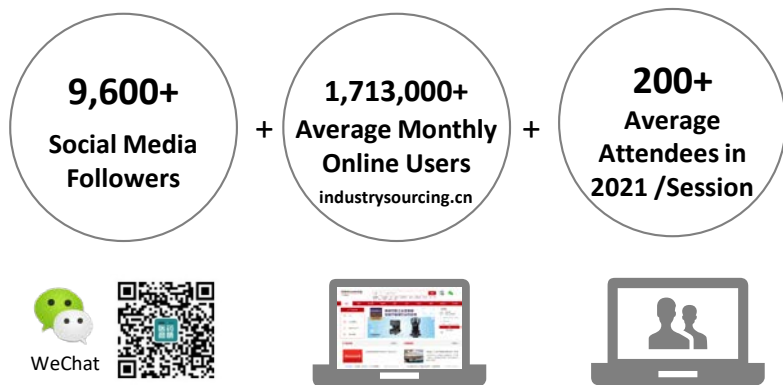


International Pharmaceutical News for China

2022 Multi Media Platforms that cover the Pharmaceutical market in China

— 2022 Media Planner —

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



- Virtual Conference
- Webinar



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

International Pharmaceutical News for China provides strong engagement with the pharmaceutical 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.

Market Introduction

The COVID-19 pandemic hit the manufacturing industry in many ways, but the crisis became an opportunity for the domestic pharmaceutical industry to evolve.

According to Frost & Sullivan's analysis, China's pharmaceutical market reached RMB 1.71 trillion in 2020, a year-on-year increase of 5.0%. In particular, the biopharmaceutical market witnessed the fastest rate, with a year-on-year growth of 18.5%, reaching RMB 369.7 billion. And it is far ahead of the chemical medicine and traditional Chinese medicine market with a five-year compound growth rate of 19.1%.

From the perspective of manufacturing, the Chinese National Bureau of Statistics says the total profit of domestic pharmaceutical manufacturing enterprises in 2020 totaled RMB 350.67 billion, a year-on-year increase of 12.8%. From January to June 2021, the total profit of domestic pharmaceutical manufacturing enterprises amounted to RMB 30.04 billion, a year-on-year increase of 88.8%.

Several major policy reforms in the pharmaceutical industry have been proposed and implemented in the past two years, and the framework has basically taken shape.

After the announcement of the new drug registration regulations, the approval speed of domestic drugs has increased significantly. In addition, medical insurance negotiations and volume-based procurement have been fully launched, and the categories have continued to be expanded. The process of drug production has been further standardized, and the drug G2B model has become a reality. Due to medical insurance negotiations and centralized government procurement, all types of medicines will inevitably face a price drop of more than 50%. The profits of conventional drugs will be very low.

"Innovation" and "domestic substitution of imports" have become the two main themes.

This is the scenario: In the future, the price of medicine will continue to decrease. The cost of labor and raw materials will continue to rise. The concentration of the manufacturing industry will continue to grow. The industry will increasingly adapt intelligent technology.

Currently, pharmaceutical companies are facing a more complex external environment and fiercer competition. Pharmaceutical manufacturers urgently need to transform and upgrade to gain an advantage in the new competition.

For drug R&D, product innovation and the speed of research are equally important, both have also led to many cutting-edge technologies. The vaccine industry is being reshaped with the application of mRNA; AI technology is being applied to the entire process of drug development; Novel drug delivery systems such as inhaled drug and transdermal drug are being rapidly explored.

In the field of pharmaceutical manufacturing, every trend is about cost: To improve management and production efficiency through intelligent, automated, digital, and modular software and hardware technologies. To strictly abide by GMP practice and to ensure the quality of every batch so as to avoid waste and loss. To shorten the production cycle and to make it more flexible through the continuous process technologies.

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



Total Readership: 28,200

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

International Pharmaceutical News for China provides the latest international pharmaceutical information covering the technology and use of pharmaceutical preparations, processing and packaging, as well as a pharmaceutical logistics systems. It offers professional insight about innovative technologies and applications covering innovative drugs, generic drugs, clinical outsourcing, biological vaccines, pharmaceutical commerce, traditional Chinese medicine, gene sequencing, and in vitro diagnostics.

Read interviews with practitioners from the pharmaceutical industry, sharing their experiences in using new technologies and their needs for suppliers. In particular, regarding the production of drug delivery systems, pharmaceutical preparations, covering materials, components, the latest reports on the production process in a hygienic environment and manufacturing of disposable pharmaceutical products.

Providing an interactive platform for our readers, **International Pharmaceutical News for 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 **International Pharmaceutical News for China** website and WeChat subscription account in Chinese with daily updates and online exclusives, and e-newsletters.

With such current, informative and attractive content in digital forms, International Pharmaceutical News for China offers the most effective communication package for application, machinery, and raw material suppliers to the makers of pharmaceutical 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.

2022 Editorial Calendar

ISSUE	April	June	August	October
Ad Closing Dates	March 15	May 17	July 26	September 15
Drug Discovery/ Outsourcing	Biopharmaceutical Tech/Vaccine	Cell /Gene Technology	Prescription Design	Drug Stability Testing
PHARMA INGREDIENTS	HPAPI	Botanical Extracts/ Traditional Chinese Medicine	Peptides	Coating Material
DRUG DELIVERY & FORMULATION	New Drug Delivery Carrier	Targeted drug Delivery/ Controlled-release	Topical & Transdermal	Inhaled Drugs
PROCESS TECHNOLOGY	Weighing & Detection Technology	Continuous Processing	Pumps, Valves & Fluid Control	Filtration & Separation
PACKAGING	Packing Materials/ Engineering Design	Aseptic Packaging	Syringe	Drug Traceability/ Cold Chain Logistics
PHARMA AUTOMATION	cGMP Compliance	Clean Zone	Robotic/Laboratory Equipment	EMP/Supply Chain Monitoring
Special Report	API Preview (March, 2022 API China & PHARMEX & PHARMPACK & SINOPHEX)	CPhI Preview (June 22-24)	API Review & CPhI Review	API Preview & Outlook (Oct., API China & PHARMEX & PHARMPACK & SINOPHEX)

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

Issue	January	February	March	April	May	June
Theme of E- newsletter	Vaccine	1.Biopharmaceutical 2.Consistency Evaluation	Policies and Regulations	1.Packaging 2.Drug Traceability	Novel Drug Delivery System	1.Ingredients 2.TCM
Theme of E- newsletter	July	August	September	October	November	December
	Clean Zone& Sterilization	1.cGMP Compliance 2.Detection Technology	Laboratory Equipment	1.Automation 2.EMP	Cell and Gene Technology	1.Top 20 Company 2.Review &Outlook

Regular Features

- Industry Updates
- Boardroom Connection
- New Pharma

For editorial submissions and inquiries,
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 Email: daisy Yao@ringiertrade.com

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

Follow us on Rignier **Pharmaceutical** wechat - Communicate with industry followers on a daily basis!
 website: www.industrysourcing.cn/Pharmaceuticals



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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