

International Plastics News for Asia

2022 Multi Media Platforms that cover the Plastics market in Asia

— 2022 Media Planner —

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



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

International Plastics News for Asia provides strong engagement with the plastics 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.

ASIA'S PLASTIC INDUSTRY ON GROWTH PATH IN 2022

Market Introduction

The plastics industry continues to play a major role in the global market, supplying the needs of various sectors, among them, automotive, packaging, medical, electronics/electrical, and consumer goods. The global plastics market is seen to post 3.4% annual growth up to 2028, and Asia Pacific will continue to account for the biggest market share.

As Southeast Asia's economy rebounds, with projected 5% growth in 2022 based on Asian Development Bank projection, industrial production in Thailand, Malaysia, Vietnam, Singapore and Indonesia are on their way to recovery after the adverse impact of the coronavirus pandemic. This brings opportunities to suppliers of advanced machinery and high-performance materials who stand to gain from resurgence in market demand for plastic products.

The growing focus on creating a circular economy is a major direction as Southeast Asian economies build capacities to manage their mounting plastic waste problem. This brings tremendous opportunities to companies providing recycling solutions, recycling machinery and components as well as promote the use of recycled plastics as materials for applications such as packaging, building & construction, automotive, household products, etc. Biodegradable plastics market in the Asia Pacific is set to grow by 6.5% annually to reach US\$920 million by 2026.

As the world adapts to the post-pandemic conditions, the plastics industry will continue to support plastic-dependent sectors. Demand for engineering plastics is projected to grow by 7.2% yearly to reach US\$115.1 billion by 2023, with Asia Pacific being the largest and fastest-growing market due to high demand in China, Japan and India, as well as Southeast Asian countries.

In terms of application, the packaging industry retains its bright prospects in 2022. Globally, Asia remains the largest market for packaging, accounting for nearly 50% of the world packaging consumption. The region's dynamic flexible packaging sector is seen to grow by 6% annually to reach US\$56.9 billion by 2025. Factors behind this sector's remarkable performance include rising disposable income, improved standard of living, and consumer preference for convenience packaging. Asia Pacific also dominates the global rigid packaging

market and this trend will continue in the next few years.

Another important sector is automotive, which, despite some setbacks due to the pandemic, is poised to recover in 2022. Plastics are continuously being tapped to achieve maximum mass reduction, reduce emission, and improve vehicle design and aesthetics. The Asia Pacific region accounts for the largest share of the automotive plastics market for passenger cars and it will remain an attractive destination for foreign investments and companies relocating their operations due to the region's low labor and raw materials costs, and attractive business incentives.

The advantages of plastics in the production of medical supplies, equipment and devices will continue to extend beyond 2022 as the world copes with the coronavirus concerns. The Asia Pacific medical plastic market is projected to grow substantially at 8.4% yearly up to 2027 with market value estimated to reach US\$ 9.02 billion by 2027 due to rising demand for medical devices and aging population. Medical plastics are widely used in the production of diagnostic instruments, implants, medical supplies/disposables, drug delivery products, surgical instruments, syringes, and catheters.



↑Magazines are still in demand in Southeast Asia.

Multiple Delivery Channels for Content :

Print + E-zines + Apps + Website+ E-newsletters + Social Media + Video + Mobile



Total Readership: 36,300

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

For more than 13 years, International Plastics News for Asia has established itself as a leading source of exclusive content and technical articles for the plastics and rubber industry in the Asia Pacific region. Prepared and written by a team of industry and editorial experts from Ringier Trade Media, the bi-monthly print and digital magazines and industry vertical reach decision-makers in Asia Pacific's plastics processing companies, contract molders and manufacturers with in-plant machinery lines.

For suppliers, International Plastics News for Asia is an effective multimedia platform which provides the latest information on their products and services. Through a dedicated Plastics and Rubber vertical (www.industrysourcing.com/plastics), the industry community can find daily news updates and exclusive online features, videos and reports on major industry events – including live updates from major industry trade shows as they happen – to keep the industry stay informed.

E-newsletters including **Circular Economy**, **Auto manufacturing- Plastics and composites** featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to the industry. This multiple delivery channels enable you to get the most benefits from interactive magazines Apps with video links on iTunes and Google Play, plus technical articles and reports from Ringier's family of Plastics magazines covering the Greater China, as well as Plastics Engineering in the US – each of which is the leading magazine in their respective markets.

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 "Plastics", "Recycling" 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 Plastics News for Asia reaches a qualified controlled readership of 36,300 (including print and digital) manufacturing decision makers who plan the purchase of machinery, materials and execute manufacturing & automation strategies; and plant managers & engineers 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.

The whole value chain is covered from machine builders, automation & component suppliers, additives, resins, to masterbatches & compounders through to plastics molders and processors.

In addition an active engaged audience follow the various Plastics social media channels on Twitter, Facebook, YouTube, LinkedIn, Blogs or a combined average monthly page views of 102,000.

Geographic Distribution		
Vietnam	3,805	22%
Malaysia	3,140	21%
Thailand	3,480	20%
Indonesia	3,145	19%
Singapore	1,090	6%
Philippine	700	5%
Taiwan	460	3%
Cambodia/ Myanmar/Laos	170	2%
Australia/ New Zealand	110	1%
Hong Kong	100	1%
Total	16,200	100%

Annual Business Turnover (US\$)	
0-1million	2%
1.01-2.5 million	15%
2.6-5 million	27%
5.01-10 million	33%
over 10 million	23%

Plastics Processing	
Injection molding	64%
Extrusion	33%
Blow Molding	25%
Recycling	12%
Rubber Processing	10%
Others	8%

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

4 main delivery channels for the magazine content



Print: 16,200



Digital: 20,100

E-magazine, 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 **102,000+**

Total Readership 36,300

Company Activity	
Auto Parts & Accessories	22%
Bottling / Containers	21%
Housewares	18%
Packaging Materials / Films	17%
Computer / Telecom / Office Equip	15%
Building / Construction Materials	12%
Small Appliances / Hand Tools	12%
Medical / Dental / Optical / Healthcare	11%
Toys / Sporting Goods / Recreation	6%
Industrial	6%
Furniture & Furnishings	4%
Footware	4%
Mold Making	3%
Major Appliances	3%
Others	2%

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

Business Type	
Trade Processor / custom / contract molder	41%
Captive / Proprietary plastics product processor	38%
Rubber product processor	10%
Compounders, master batchers, resin suppliers	7%
Government agencies / associations / Design / technical / consultant	2%
Manufacturer / importer / distributor / agent of machinery or equipment	2%

Job Function	
GM/Owner/President	30%
Production Manager	27%
Design Engineering	21%
Purchasing Manager	14%
Chemical engineering/Research & Development	8%

2022 Editorial Calendar

ISSUE	February	April	June
Ad Closing Dates	January 17	March 14	May 2
INJECTION MOLDING	Injection molding-multi component/multi station	Hydraulic injection molding Injection molding components	Additive manufacturing for molds
EXTRUSION	Advanced sheet production	Filament extrusion process	Meltblown extrusion
BLOW MOLDING	Stretch blow molding	Large containers blow molding	Blow molding – injection
TECHNOLOGY FOCUS	3D printing	IML/IMD techniques	Digitalization/IoT
RAW MATERIALS & COMPOUNDS	Polyester molding compounds UV stabilizers	Long-fiber composites Additives	Biodegradable plastics SB copolymers
INDUSTRY APPLICATION	Infrastructure/ 5G telecommunication	Automotive / automotive components	Smart packaging Bottles/containers production
RECYCLING	Chemical recycling/pyrolysis	Bio-recycling technology	Extruder for recycling
Rubber Update	Rubber injection molding	Tire making machinery	Rubber extrusion
TRADE SHOW SUPPLEMENT	-	CHINAPLAS Supplement	-
TRADE SHOW PREVIEW/REVIEWS	-	T-Plas Review PLASTINDIA Review	CHINAPLAS Review
Trade Shows & Ringier events	<ul style="list-style-type: none"> • Jun. 22-25, InterPlas Thailand 2022, Thailand • Ringier events and future announcements <p style="text-align: right;"><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	Multi-component injection molding	Recycling system	Monomaterial sheet production	3D printing	Blow molding large bottlers/containers	Bio-additives
	Stabilizers	Smart packaging	Pelletizer	Automotive/auto components	Circular economy	Medical devices

Regular Features

- Industry Updates
- Boardroom Connection
- Technology Update
- Raw Materials & Additives

Online Editorial Features—Daily updates and online exclusives

- **Business in Asia** - the latest information about business processes, regulations and standards in Asia
- **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	October	December
Ad Closing Dates	July 1	August 19	October 24
INJECTION MOLDING	Injection molding press Automation	Micro-injection molding for complex products Process control/software	Outlook 2023: Digitalization and the injection molding process
EXTRUSION	Pipe/profile extrusion	Single / twin-screw extruders	Outlook 2023: Advanced extrusion
BLOW MOLDING	Extrusion blow molding	Single-stage injection blow molding	Outlook 2023: Upcoming blow molding trends
TECHNOLOGY UPDATE	Conveying & storage system	Process cooling Remove diagnostics	Hot runner solutions Melt filtration
RAW MATERIALS & COMPOUNDS	Thermoplastic elastomers Impact modifiers	Masterbatch Flame-retardants	Outlook 2023: Engineering plastics trends and directions
INDUSTRY APPLICATION	Home appliances / consumer electronics	Medical supplies/medical devices	Outlook 2023: Plastics-dependent industries
RECYCLING	Recycling pelletizing machine	Shredder/granulator machine	Outlook 2023: Recycling trends
Rubber Update	Rubber sheets/Rubber machinery	High-performance silicones	Rubber compounds
TRADE SHOW SUPPLEMENT	-	K 2022 Supplement	-
TRADE SHOW PREVIEW/REVIEWS	M'SIA-PACK & FOODPRO, M'SIA- PLAS 2022 Review VietnamPlas Preview TaipeiPLAS Preview	InterPlas Thailand Preview	K 2022 Review
Trade Shows & Ringier events	<ul style="list-style-type: none"> • Jul. 14-16, M'SIA-PACK & FOODPRO, M'SIA-PLAS 2022, Malaysia • Aug. 31- Sept. 3, Indoplas, Indopack & Indoprint 2022, Indonesia • Sept. 27- Oct. 1, TaipeiPLAS 2022, Taiwan • Oct. 19-26, K SHOW 2022, Germany • Nov. 16-19, International Plastics & Rubber Machinery, Processing & Materials Exhibition 2022, Indonesia • 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	Color management/ inspection	TPEs	Recycling plastics	Shrink sleeve packaging	Auxiliary equipment	Outlook 2023: Plastic manufacturing
	Automation	Extruder for recycling	Materials handling system	Bio-additives	Masterbatch	Outlook 2023– Circular economy

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website: www.industrysourcing.com/plastics

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.

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Language: English, Frequency : 24X Subscriber: 20,100

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Multi-component injection molding	Recycling system	Monomaterial sheet production	3D printing	Blow molding large bottlers/containers	Bio-additives
	Stabilizers	Smart packaging	Pelletizer	Automotive/auto components	Rubber injection molding	Medical devices
ISSUE	July	August	September	October	November	December
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	Automation	Extruder for recycling	Rubber machinery	Bio-additives	Masterbatch	Outlook 2023– Circular economy

Auto Manufacturing - Plastics & Composites

Language: English, Frequency : 6X, Subscriber: 6,060

ISSUE	February	April	June	August	October	December
Theme of Newsletter	Flame-retardant plastics for EVs	Biocomposites for automotive application	Glass fiber-reinforced polybutylene terephthalate (PBT) for auto parts	Carbon fiber for autonomous vehicle	Coatings & finishing	High- performance polyamides for automotive

Circular Economy

Language: English, Frequency: 6X, Subscriber: 6,000

ISSUE	February	April	June	August	October	December
Theme of Newsletter	Chemical recycling/pyrolysis	Post-consumer recycled materials	Digitalization towards a circular economy	Closing the loop on single-use packaging	Monomaterial film extrusion	Bio-recycling technology
	Smart & sustainable packaging	Bottle-to-bottle recycling	Extruder for recycling	Melt filtration system	Sustainable medical device production	Waste management system

* 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, generate sale leads 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

To learn how you can get more quality sales leads, please email to crm@ringiertrade.com or contact:

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