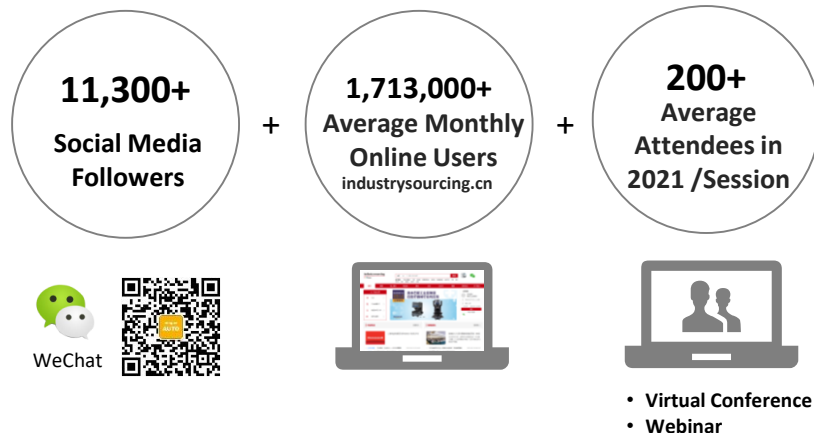


Automotive Manufacturing & Design for China

2022 Multi Media Platforms that cover the Automotive market in China

— 2022 Media Planner —

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



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

Automotive Manufacturing & Design for China enables strong engagement with customers on a continuous basis by utilizing its deep qualified data bases and leading content that engagement and grow your revenues

China's automobile industry maintains rapid growth continuously

Market Introduction

China remains the world's leading vehicle market by both annual sales and manufacturing output, with domestic production expected to reach 35 million vehicles by 2025. In the wake of the COVID-19 pandemic, the Chinese government has taken steps to bolster automobile consumption. These steps include postponing the implementation of the China Six Emission Standard, providing fiscal and taxation support, speeding up the elimination of obsolete diesel trucks, and optimizing secondhand vehicle trading channels.

According to China Association of Automobile Manufacturers, as of July 2021, China's automobile production and sales were 14.44 million and 14.756 million, a double-digit increase compared with the same period in 2020. Meanwhile, China's new energy vehicle (NEV) production and sales reached new highs, achieving 1.504 million and 1.478 million, an increase of 200% over the same period in 2020, bolstering demand for lithium-ion batteries and metal feedstocks particularly cobalt, lithium, nickel and graphite, as well as increased demand for power battery processing equipment, innovative materials and processes. By 2035, public vehicles will be fully electric or hybrid.

As the trend is electrification, demand for power battery capacity increases, including charging piles and other infrastructure that is needed to support the future needs. In addition, with the development of self-driving, the global automotive electronics market expands, with an annual compound growth rate of about 8%. China's automotive electronics market is expected to reach RMB 978.3 billion in 2022, with an annual compound growth rate of 10.6% in the next five years. The increasing demand for automotive electronics has prompted chip companies to consider increasing production capacity. Demand for chip packaging, testing and

other related requirements are also growing. Although the "lack of chips" situation since the end of 2020 has had an impact on the overall output of the automobile industry, it has also prompted domestic enterprises to think about how to make high-value chips.

It is worth mentioning that with the commercial landing of 5G and its ultra-low delay characteristics promote the development of cellular networking (C-V2X). This brings new opportunities to self-driving technology and even to the automotive industry, attracting technology companies to enter the automotive industry one after another. At the same time, self-driving technology promotes the development of vehicle sensors, such as camera, LiDAR, as well as vehicle computing platform, AI, high-precision map, GNSS and so on. Although the automobile market have faced many challenges in 2021, we believe that the industry will be full of vitality after going through the wind and rain.



↑ 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 Automotive

APP



Total Readership: 74,500

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

Ringier's Automotive Manufacturing & Design for China, in an editorial partnership with Germany's Automotive Electronics & Systems by Hanser, and a team of authoritative editorial advisors in China, has been providing China's automotive industry with comprehensive news about technological breakthroughs, innovative materials, new applications and rapidly evolving trends for almost a decade. Autonomy 5G connecting. In every issue we focus on important matters for motor vehicles manufacturers and designers, such as engineering developments, new technologies, processes, components, materials and design. A major focus is Electric Vehicles & Hydrogen Powered Vehicles, Electric Motors.

From lightweighting processes, such as laserwelding and friction-stir welding, innovative cutting technologies for dealing with ultrahighstrength steel to aluminium body panels and its innovative substitutes. We are the leading industrial media in China, not because of our highly popular print magazine or multiple digital channels, but because we understand the relations between manufacturers, designers and engineers and importance of providing comprehensive solutions that would engage them all. We offer the most effective communication package for the machinery, materials, software and electronic suppliers to the OEMs, T1&2 suppliers in the automotive industry E-Newsletters including plastics in Automotive.

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. And New engine vehicle cycle virtual events.



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.

Ringier Events
Connecting industry through information exchange

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

2022 Editorial Calendar

ISSUE	February	April	May
Ad Closing Dates	January 5	March 1	April 26
MANUFACTURING SOLUTIONS	Body-in-white Manufacturing Digital Automobile Manufacturing Painting Process	Welding Process Mold Manufacturing Electronic Manufacturing Technology	Plastic Processing Auto Parts Processing Quality Control and Test
SYSTEM & ELECTRONICS	Transmission: Gearbox Automobile Air Conditioning System	Steering System: Steering Motor Automobile Suspension System	Wire Harness / Connector Lighting System
MATERIAL INNOVATION	3D Printing Material	Plastic Additives	Adhesives
DESIGN & DEVELOPMENT	Test and Measurement	Simulation	Electrical Architecture
NEW ENERGY VEHICLES	High Voltage Technology Battery Manufacturing and Assembly Advanced Driving Assistance System(ADAS)	Hydrogen Fuel Cell Motor Manufacturing/Test Artificial Intelligence(AI)	BMS Vehicle to Everything(V2X) & Safety/5G Connectivity Sensors/Cameras
SPECIAL REPORTS	Automobile Intelligent Factory Observation on European NEV Market	Automotive Innovative Interior and Exterior Decoration Materials Observation on Hydrogen Energy Automobile Industry	Electronica China 2022 Review TCT Asia 2022 Review Chinaplas 2022 Review TIMTOS 2022 Review
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.25-27, Int'l Additive Manufacturing Expo, Xi'an Mar.30-Apr.1, Shenzhen Composites Expo 2022, Shenzhen Mar.30-Apr.2, The 23th Shenzhen International Machinery Manufacturing Industry Exhibition 2022, Shenzhen Apr.11-15, China CNC Machine Tool Fair (CCMT 2022), Shanghai April. 25-28, Chinaplas 2022, Shanghai May 6-8, Electronica China 2022, Shanghai May 11-14, The 23rd Exhibition of Lijia International machine tool Chongqing, Chongqing May 12-14, TCT Asia 2022, Shanghai June 7-10, BEIJING ESSEN WELDING & CUTTING FAIR, Shenzhen June 7-9, South China International Industry Fair 2022, LASERFAIR SHENZHEN 2022, Shenzhen June 13-17, CIMES 2022, Beijing June 15-18, Die & Mould China 2022(DMC 2022), Shanghai Ringier events and future announcements 		

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

Month	January	February	March	April	May	June
Theme of Newsletter	Digitization of automobile factory	Battery Manufacturing and Assembly	Electronic Manufacturing Technology	Motor Manufacturing/Test	Lighting System	Metalworking
	-	-	-	-	BMS	Sensors/Cameras

2022 Editorial Calendar

ISSUE	July	September	November
Ad Closing Dates	May 27	July 26	September 27
MANUFACTURING SOLUTIONS	Intelligent Manufacturing: Robot Metal Fabrication Additional Material Manufacturing	Automation & Flexible Manufacturing Car Body Connection Automobile Equipment Manufacturing	Intelligent Assembly :Battery Precision Parts Coating Metal Cutting
SYSTEM & ELECTRONICS	Entertainment & Driver Assistance Powertrain System : Engine	Automobile chassis debugging Braking System: ABS Turbo Charged Engine	Electronic Control :CAN Energy Management System
MATERIAL INNOVATION	Composites : Carbon Fiber Material	Metals: Aluminum	Automobile Interior and Exterior Decoration
DESIGN & DEVELOPMENT	Lightweight Design	Battery / Motor / Electronic Control Design	Aerodynamics & Design
NEW ENERGY VEHICLES	Hairpin Welding Process Car Charging Interface Sensors/Cameras	Battery Life Cycle Management Safety of Autonomous Driving	Intelligent Cockpit Lidar NEV Powertrain: Hybrid Vehicle
SPECIAL REPORTS	CIMES 2022 Review Beijing International Automobile Exhibition 2022 Preview AMTS 2022 Preview	Observation of Automotive Chip Industry AMTS 2022 Review	Outlook of 2023 China Auto Market CIIF 2022 Review Observation on Power Battery Market
Trade Shows & Ringier Events	<ul style="list-style-type: none"> July 6-9, Shanghai Automotive Manufacturing Technology & Materials Show 2021 (AMTS), The 14th Shanghai International Assembly & handling Technology Exhibition (AHTE), Shanghai Aug.9-11, 2022 World Battery Industry Expo, Guangzhou Sept.7-9., CIOE 2022, Shenzhen Sept.27-29, China Composites Expo 2022, Shanghai Sept., Industrial Automation Show 2022, Metalworking and CNC Machine Tool Show 2022,Robotics Show 2022,Energy Show 2022, Shanghai Sept.27-Oct.1, TaipeiPlas 2022, Taipei Oct.12-14, NEPCON Asia, Shenzhen Nov.1-4, PTC ASIA 2022,CeMAT ASIA 2022, Shanghai Nov.22-25., 25nd DMP Greater Bay Area Industrial Expo (DMP 2022), Shenzhen Dec.6-8., CHINACOAT 2022, SFCHINA 2022, Guangzhou Ringier events and future announcements 		

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

Month	July	August	September	October	November	December
Theme of Newsletter	Vehicle to Everything(V2X) & Safety	Automation & Flexible Manufacturing	Automobile Innovative Materials	Car Body Connection	Intelligent Cockpit	Power Battery
	Additional Material Manufacturing	-	-	-	Metal Fabrication	-

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Regular Features

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

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

Digital Direct Marketing (E-newsletter)

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: 15,067

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

Plastics in automotive

Language: Chinese, Frequency : 6x Subscriber: 7,500

Issue	January	March	May
Theme	Application of Flame Retardant Materials in Electric Vehicle Battery Pack	Key Technology for Automotive Interior VOC Control	Application Progress of Compounding Plastics in Automobile
Issue	July	September	November
Theme	Research on Molding Technology of Fiber Reinforced Thermoplastic Composites	Automotive Lightweight Construction - Material, Process, Design And Structure Optimization	Material Innovation Driven by NEV

*Editorial Calendars are subject to change without prior notice



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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