

# China Food Manufacturing Journal

Multi Media Platforms that cover the Food and Beverage market in China

## — 2023 Media Planner —

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



One Brand that can provide you with multiple channels to reach the food and beverage community in China

China Food Manufacturing Journal provides strong engagement with the food and beverage 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.



## China F&B Industry: From low value-added to refined, functional and intelligent

### Market Introduction

The China F&B industry withstood the severe test of the pandemic and maintained its momentum of constant growth this year. According to the data released by the National Bureau of Statistics and the China Commercial & Industrial Research Institute, from January to July in 2022, China F&B Industry reached RMB1,246.16 billion (nearly US\$180 billion), up 8.24% year on year. The total profit of the industry reached RMB96.85 billion (nearly US\$14 billion), up 9.62% year on year.

Three key trends are changing the local F&B market: First, consumers' are paying closer attention to their own health; second, the Gen Z and Millennials groups are becoming a main force of F&B consumption, and third, China's aging population is fast growing. All these give rise to personalized, diversified and functional segmentation, which in turn promote the transformation of China's F&B industry from traditional and low value-added to refined, functional and intelligent, thanks to wider adoption of innovative methods and technologies.

The value of China's functional food market is expected to reach RMB211.3 billion (about US\$30 billion) in 2022, according to the forecast by the China Commercial & Industrial Research Institute. The pandemic has made consumers particularly interested in functional foods for supporting immunity, promoting energy, and relief from mental stress. However, compared to their older counterparts who prefer to take tablets and capsules for health supplements, the younger generation tend to absorb nutrition through daily diet and snacks. Therefore, F&B and traditional functional products manufacturers can make improvements in the form and functionality of their products, and move toward "snack-oriented" functional products or "functional-oriented" snacks.

Meanwhile, healthy lifestyle trends as well as the aging population growth in China is further promoting the sports nutrition category. According to Euromonitor International, the value of China's sports nutrition food market will reach RMB7.3 billion (about US\$1 billion) by 2024. In this category, portable protein/energy bars, sports drinks and nutritional meal replacements featuring quick/continuous energy boosting, sports recovery and bone & joint health will become fast-growing segments.

Besides health, consumers consider low carbon and environmental protection along with sustainability when choosing products and brands. This will continue to drive the development of novel foods, such as plant-based foods and other sustainably sourced foods. According to Global Data, the size of plant-based food market in China is predicted to RMB8 billion (about US\$1.2 billion) in 2025, with an average GAGR of 171% from 2020 to 2025. On the other hand, it will stimulate technical innovation further in food waste reduction packaging, lightweight packaging, recyclable or biodegradable packaging.

The pandemic has also led to the rise of energy and raw materials prices and labor costs, and instability of the supply chain. Undoubtedly, the adoption of advanced energy efficiency management and logistics, and state-of-the-art automation and intelligent manufacturing technologies will help F&B manufacturers become highly efficient, flexible, cost-effective and sustainable.



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**



**Virtual anchor**  
Broadcast the content  
summary of each issue

Scan QR CODE to watch now



**WeChat**



Ringier FoodBeverage

**APP**



## Total Readership: 106,980

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

China Food Manufacturing Journal (CFMJ) has been the leading media for the China's food and beverage processing industry for 20 years. The magazine has served decision makers involved in processing, packaging and development of food and beverage products. The print and interactive digital magazines, magazine Apps with video links on iTunes, Wandoujia APP store and 360 APP are source of comprehensive content covering the whole F&B production chain, from ingredients & additives formulation, product manufacturing & processing, to packaging, inspection, testing and logistics.

Dairy specialized enewsletter, **Functional ingredients**, **Automation in F&B Industry** and **Packaging**, will provide up-to-date information about functional F&B products formulation, market trends on nutraceuticals; advanced technologies on dairy products manufacturing; and sophisticated techniques and solutions regarding F&B automation.

For suppliers, China Food Manufacturing Journal is an effective multimedia platform which provides the latest information on their products and services for industry players to increase productivity, reduce cost, and turn innovations into real competitive advantages. Through a dedicated Food & Beverage WeChat channels, 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 informed. Bi-weekly E-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to the industry with the latest company information. With the most current and informative content in both digital and printed forms, CFMJ offers the most effective communication package for ingredients, processing machinery, and packaging suppliers to the makers of F&B 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 Douyin (TikTok), 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 digital direct marketing.



**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.



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



Published 7x a year in Simplified Chinese, China Food Manufacturing Journal reaches a qualified controlled readership of 106,980 (including print and digital) decision makers range from food design, R&D, testing, purchasing and ingredients to managers who plan the purchase of processing, packaging, machinery and 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. The readership provides advertisers with the most comprehensive coverage of the whole decision making chain in the food and beverage processing, packaging and logistic sector in China. In addition an active Wechat Food & Beverage and corporate channel attracts 17,000+ engaged followers.

## 5 main delivery channels for the magazine content



Print: 47,780



Digital: 59,200

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



E-newsletter: 61,300



Wechat Followers: 17,000+



IndustrySourcing App is now installed on  
109,000 users devices

**Total  
Readership  
106,980**



Geographic Distribution		
Shanghai	9,180	19%
Guangdong	8,810	18%
Shandong	5,275	11%
Jiangsu	4,605	10%
Zhejiang	4,100	9%
Beijing	3,595	8%
Fujian	1,929	4%
Henan	1,375	3%
Liaoning	1,205	3%
Hebei	1,165	2%
Sichuan	1,030	2%
Tianjin	980	2%
Hubei	866	2%
Rest of China	825	2%
Hunan	405	1%
Chongqing	375	1%
Shannxi	350	1%
<b>Mainland China</b>	<b>46,070</b>	<b>96%</b>
Hong Kong, China	680	2%
Taiwan, China	1,030	2%
<b>Total</b>	<b>47,780</b>	<b>100%</b>

Products Manufactured	
Convenience Food	28%
Confectionary/Snack Food	21%
Dairy Products	18%
Nutraceutical/Health Food	17%
Meat/Poultry/Meat Products	16%
Bakery Products	16%
Beverage Non-carbonated	16%
Beverage Carbonated	15%
Frozen Food	13%
Fruit & Vegetable Products	10%
Mineral & Distilled Water	9%
Ingredients/Additives/Flavorings	9%
Seafoods	8%
Canned Foods	6%
Grain & Cereals	5%
Oils & Fats	4%
Beer/Wine/Spirits	3%
Tea & Coffee	2%

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

Business Type	
Food Processor	48%
Beverage Processor	26%
Contract Food & Beverage Packagers/Bottlers	13%
Ingredient /Additives Manufacturer Equipment	7%
Government Agency, Research, Association	4%
Equipment Importer etc	2%

### Packaging materials used by both contract packagers and food & beverage processors with integrated packaging lines

Plastic Bottles, Containers	40%
Plastics-film, Wraps, Pouches etc.	30%
Paper/Paperboard-bags, Cartons	25%
Metal Cans/Containers	18%
Foil	6%
Glass	3%

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

Organization Type	
Private	58%
Foreign Invested / Joint Venture	37%
State Owned/Collective/ Township Enterprise	5%

Job function	
Production and Engineering Management	34%
Food Designer/QC/R&D Chemists	25%
GM/Owner/President	22%
Purchasing Management	14%
Logistics Management	4%
Marketing & Sales	1%

Annual Business Turnover (US\$)	
0-1million	2%
1.1-2.5million	15%
2.6-5million	26%
5.1-10million	32%
over10million	25%

## 2023 Editorial Calendar

ISSUE	Mar	May	June
AD CLOSING DATES	January 16	March 21	May 8
FOOD SAFETY	Microbiological Concerns / Solutions	Hygienic Plant Design for Allergen Management	Top Technologies for Foreign Object Control
BEVERAGE	Sports / Energy Drinks	Coffee / RTD Coffee	Plant-based Protein Drinks
INGREDIENTS INSIGHTS	Natural Sweeteners	Enzyme in Bakery	Gums / Hydrocolloids
FORMULATION TRENDS	Bone & Joint Health	Cardiovascular Health	Beauty from Within
PROCESSING	Spray Drying / Freeze Drying	Energy Efficiency Management	Pasteurization / Ultra-high Pressure Processing
PACKAGING	Robotics	Reducing Food Waste Packaging	Renewable Packaging
SPECIAL REPORT & SUPPLEMENT	Functional Ingredients ( I ) : Immunity Boosting Chocolate Special ( I ) Dairy Supplement ( I ) FIC 2023 Preview	Brewing in China ( I ) Bakery Supplement ( I ) Interpack 2023 Report	Functional Ingredients(II) : Sports & Energy Automation in F&B Industry FIA & Propak China 2023 Preview
TRADE SHOWS & RINGIER EVENTS	Mar. 2-4 , The 28th China International Exhibition on Packaging Machinery & Materials , Guangzhou Mar. 15 -17 , Food Ingredients China 2023 (FIC 2023) , Shanghai Apr. 12-13, LUXE PACK SHANGHAI 2023, Shanghai May 4-10, Interpack 2023, Düsseldorf May 24-26, The 26th China Bakery Exhibition (CBE 2023 ) , Guangzhou May 30-June 1, CRAFT BEER CHINA 2023, Shanghai June , Propak China 2023 , Shanghai June, Food Ingredients Asia China 2023(FIA) June 14-17, FoodTech & Pharmatech Taipei 2023, Taiwan, China		

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

ISSUE	January	February	March	April	May	June
eNewsletter Theme	1. Plant-based 2. Snacks Trends	1. Low-sugar / Low Salt 2. FIC 2023 Preview	Clean Labels	Robotics	Bakery Special	1. Alternative Protein 2. Propak & Fi Asia-china 2023 Preview
			New Nutritional & Functional Ingredients Update	Sports Nutrition	Interpack 2023 Report	

### Regular Features

- Boardroom Connection
- Industry News
- Product Highlights

### Special Reports:

- **2024 Outlook Issue** - Demonstrate your company's strengths during the period when buyers are making next year's purchasing plans.
- **2023 Trade Show Issues** - Maximize your brand exposure before, during and after the top industry events!

## 2023 Editorial Calendar

ISSUE	July	August	October	November
AD CLOSING DATES	June 7	July 11	August 29	October 10
FOOD SAFETY	New Technologies in Traceability	Food & Beverage Supply Chain Challenges	Control of Pathogens in Food Processing Environments	Advanced Technologies for Food Safety
BEVERAGE	Sugar-free / Low-sugar Beverage	Better-for-you Drinks	RTD Tea / Fermented Tea	Global Beverage Report
INGREDIENTS INSIGHTS	Natural Preservative / Antioxidant Solution	Probiotics / Prebiotics	New Dairy Ingredients	Plant Extract / Clean Label
FORMULATION TRENDS	Gut Health / Immunity Boosting	Blood Sugar Management	Brain Health / Mood Improving	Aging Health
PROCESSING	Automation / Intelligence Production in F&B	Chocolate Processing Technology Update	Mixing & Homogenization	Advanced Process Control Technology
PACKAGING	Rigid / Flexible Packaging	Label / Coding	Active / Smart Packaging	Global Innovation in F&B Packaging
SPECIAL REPORT & SUPPLEMENT	Dairy Supplement (II) Brewing in China (II)	2023 F&B Industry-- Ringier Technology Innovation Awards  Functional Ingredients(III): Weight Management	Bakery Supplement ( II )  Chocolate Special ( II )	Outlook 2024  Functional Ingredients(IV): Men/Women Health  Meat & Poultry Supplement
TRADE SHOWS & RINGIER EVENTS	Ringier events, Please go <a href="http://ringierevents.cn">ringierevents.cn</a> to get more info.			

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

ISSUE	July	August	September	October	November	December
eNewsletter Theme	1. Beauty from Within	Natural Sweeteners	Infant Nutrition	Plant Extract	Digestive Health	Outlook
	2. Renewable Packaging	Food & Beverage Supply Chain Challenges	Intelligence Packaging	Healthy Beverage	Processing Technology of Chocolate	Meat Processing

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wechat - Communicate with industry followers on a daily basis!  
Website:  
[http://www.industrysourcing.cn/client/index/hy\\_index.html?tid=17](http://www.industrysourcing.cn/client/index/hy_index.html?tid=17)

## Digital Direct Marketing – (E-newsletter)

Scheduled **Industry, magazine** e-newsletters targeting specific industries, job functions and decision making responsibilities in China, S.E.Asia 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.**

### Functional ingredients

Language: Chinese, Frequency : 6X Subscriber: 9,280

ISSUE	February	April	June	August	October	December
eNewsletter Theme	Low-sugar / Low Salt	Clean Label	Dietary Fiber	Plant Extract	Heart Health	Plant-based Protein
	Digestive Health	Immunity Boosting	ProPak & Fi Asia-China 2023 Preview	Ingestible Beauty	Bone / Joint Health	Infant Nutrition

### Automation in F&B

Language: Chinese, Frequency : 6X, Subscriber: 18,020

ISSUE	January	March	May	July	September	November
eNewsletter Theme	Robotics	Automation in Beverage	Automation in Packaging	Energy Efficiency Management	Dairy Processing	Intelligent Manufacturing

### Packaging

Language: Chinese, Frequency : 12X, Subscriber: 22,050

ISSUE	January	February	March	April	May	June
eNewsletter Theme	Rigid /Flexible Packaing	Packaging Materials	Label/Coding	New Technologies For Packaging Testing	Interpack 2023 Report	Automation
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Sustainable Packaging	Secondary Packaging	Packaging Design	Reducing Food Waste Packaging	Active & Smart Packaging	Packaging Industry Outlook

### Dairy

Language: Chinese, Frequency : 8X, Subscriber: 2,900

ISSUE	January	February	March	April	May	June
eNewsletter Theme		Innovative Dairy Ingredients	Plant-based Protein Drink Market & Processing	Automation in Dairy Industry		Ice Cream Market and New Product Development
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Innovation of Dairy Packaging	Functional Liquid Milk		Cheese Market		Yogurt Market & Processing

\* Editorial Calendars are subject to change without prior notice

Ringier Trade Media Ltd.



From print media to integrated multimedia solutions Ringier Trade Media Ltd has consistently been a front runner in the application of new communication technologies. As a leading B2B industrial information provider the company has successfully promoted industrial development for the past 25 years. With a focus on quality content, industry knowledge, excellent service to the communities we serve our various media channels connect and engage with industry experts, suppliers and users.

Ringier Trade Media has been shaped by its commitment to innovation, and meeting the needs of customers & readers.

## 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

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