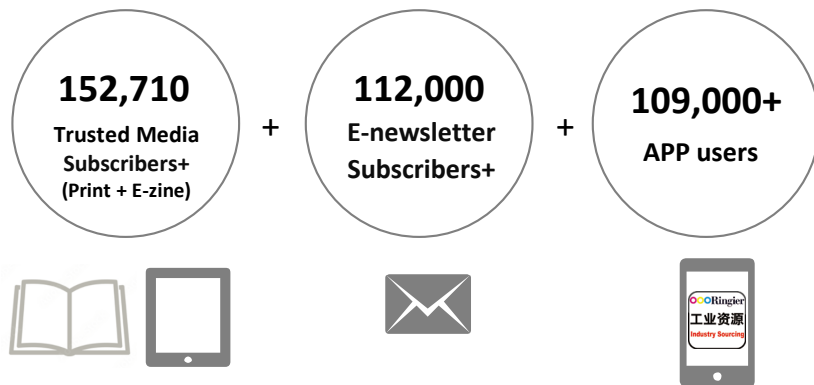


Intelligent Manufacturing News

Multi Media Platforms that cover the Intelligent Technologies;
Intelligent Machines; Intelligent Manufacturing in China

— 2023 Media Planner —

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

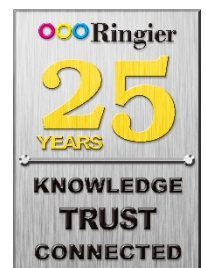


- Virtual Conference
- Webinar



One Brand that can provide you with multiple channels to reach
the Intelligent Manufacturing, Machines community in China

Intelligent Manufacturing News provides strong engagement with the intelligent Manufacturing 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.



China's intelligent manufacturing industry, a pathway of opportunities

Market Introduction

The global intelligent manufacturing market is expected to reach US\$228.2 billion by 2027, and to grow at a CAGR of 18.5% between 2023 and 2027, according to a report published by Markets. Intelligent manufacturing is currently leading the transformation of manufacturing services, driving changes in manufacturing production methods, while promoting global supply chain management innovation. In this context, intelligent manufacturing equipment, such as industrial robots, artificial intelligence and other emerging technologies, industrial software, such as ERP, PLM, and intelligent sensing technologies, for example intelligent sensors, are widely used in various industries.

Based from 2022 statistics, the global industrial robot market reached US\$19.5 billion, artificial intelligence market posted US\$432.8 billion, industrial software market achieved US\$480 billion, and smart sensor market shared US\$45.8 billion. In addition, the size of the industrial Internet of Things market, which connects multiple devices, software, and technologies, is predicted to reach US\$2.3 trillion, signifying a huge potential for the overall smart manufacturing industry.

As a global manufacturing power house, China has always made intelligent manufacturing a top priority in industrial development. Not only in the newly released, "14th Five-Year Plan," emphasizing the need to continue the in-depth implementation of intelligent manufacturing projects, but also from all aspects of the intelligent manufacturing industry, policy support for technology development, and the all-round support for the overall construction of intelligent manufacturing in China.

It is planned that by 2025, more than 500 smart manufacturing demonstration factories will be built, leading to the development of the industry. Furthermore, about 150 smart manufacturing system solution providers will be cultivated, with more than 200 national and industry standards completed and revised, and more than 120 industrial Internet platforms with industry and regional influence will be built.

In order to reach this goal, China will start from coordination, finance, public services, open cooperation and other aspects to make more progress in intelligent manufacturing technology research, intelligent factory construction, transformation and upgrading, intelligent manufacturing equipment innovation, industrial software breakthrough and upgrading. Therefore, enterprises in China's intelligent manufacturing industry chain must work together and contribute to the advancement of the industry.



↑ 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







Ringier Intelligent WeChat



APP






Total Readership: 152,710

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

After years of development and accumulation, the industrial manufacturing market is now in a stage of automation, digitization connecting and smart technologies. **Intelligent Manufacturing News**, focuses on the reconstruction and upgrading of industrial manufacturing and enabling the coordinated development of upstream and downstream Industrial chains.

It is committed to creating a required publication for decision makers who want to move to an intelligent connected process. With printed magazines and electronic editions (APP - IndustrySourcing), **Intelligent Manufacturing News** will comprehensively report the most advanced intelligent manufacturing technology and application cases worldwide, providing many cases for reference and focus on sensor technology, machine vision technology, connector, technology, industrial robots, industrial IoT technology, system integration and other information which are related to intelligent manufacturing around China's manufacturing industry and building a favorable platform for purchasing managers and suppliers in China.

We are taking Industry 4.0 to the new era of automation, digitization and human-computer interaction!

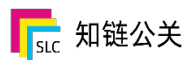
E-Newsletters including **Industrial Robotics, Motion Control, Sensors Design & Applications, Automation in Food & Beverage.**

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 & digital direct marketing.



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 "Intelligent Manufacturing " series of conferences bringing together the key industry players in different cities across China.

READERSHIP / BUYER DEMOGRAPHICS

Published 8x (7x print + 1x digital) a year in Simplified Chinese, **Intelligent Manufacturing News** incorporates Sensors China and it reaches a qualified controlled readership of 152,710 manufacturing decision makers who evaluate & plan the purchase of electronic controls software, robotics software & logistic & automation systems for their factory, builders, system integrators. Readers consist of electronic, mechanical and design engineers, R&D specialists who evaluate and purchase components like sensors used in the assembly of machinery and machine tools & who are upgrading processes to meet the demands of an industry 4.0, 5G, AI environment. Each subscription is requested in writing. Readers represent the entire decision making chain in processing manufacturing, construction and public utility companies. They are actively sourcing everything from components to essential manufacturing equipment to turnkey plant solutions. Each reader is qualified by name, job title and industry and re-qualified annually by our call center. In addition, an active WeChat **Intelligent Manufacturing News** and corporate channel attracts 25,000+ engaged followers.

5 main delivery channels for the magazine content



Print: 43,210



Digital: : 109,500

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



E-newsletter: 112,000



WeChat Followers 25,000+



IndustrySourcing App is now installed on 109,000 users devices

Total
Readership
152,710



Geographic Distribution

Guangdong	7,075	16%
Shanghai	6,910	16%
Jiangsu	6,350	15%
Beijing	4,470	10%
Zhejiang	3,220	7%
Shandong	3,130	7%
Hubei	1,750	4%
Liaoning	1,588	4%
Fujian	1,470	3%
Tianjin	1,212	3%
Sichuan	1,080	2%
Hebei	1,080	2%
Chongqing	870	2%
Shaanxi	835	2%
Henan	750	2%
Rest of China	220	1%
Mainland China	42,010	97%
Taiwan, China	980	2%
Hong Kong, China	220	1%
Total	43,210	100%

Annual Business Turnover (US\$)

2.6-5 million	20%
5.1 -10 million	37%
over 10 million	43%

Organization Type

Private	38%
State Owned/Collective/ township enterprise	10%
Foreign Invested/ Joint Venture	52%

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

Breakdown by Industry

Transportation, vehicles and components	22%
Food & beverage manufactures/processors/bottlers/packagegers	19%
Machinery manufactures (machine tools, processing machinery)	13%
Electronic/electrical appliance/medical equipment manufactures	12%
Chemical , paints, plastics , rubber petrochemical processors	10%
Telecommunication , computer equipment makers	5%
Pharmaceutical manufactures/packagegers	5%
System integrators, consultants	4%
Warehousing & Logistics	3%
Household goods, toys& games	2%
Public utilities , oil gas, power generation	2%
Sensor manufactures, infrared LED	2%
Agents, distributors, importers,	1%

Job Function

Engineering, Electronic & Production management	30%
General & Corporate management	29%
R&D, Design	18%
Purchasing Manager	12%
Logistics Management	7%
Consultants, R&D labs, Universities, government	4%

2023 Editorial Calendar

ISSUE	February	March	May	July	September
Ad Closing Dates	January 13	February 20	April 14	May 23	August 1
Products Selected	Safety Switches	Sensors Industrial	CNC Machine Tools	Fixture	Collaborative Robotics
Technical Articles	Additive manufacturing / Subtractive manufacturing	Meta-Universe/Digital Twins	Machine Tools / CNC Machine Tools	Data Acquisition / Edge Computing	Motion Control/Mechanical Drives
Intelligent Manufacturing Factory	Case study Mechanical Manufacturing	Case study Industrial Big Data	Case study Energy	Case study Chip	Case study Biopharmaceuticals
Equipment & Accessories	PLC control/motor	Collaborative Robotics/AMR	Sensing Systems / Automatic Acquisition	Photolithography / Etching Machine	Intelligent Monitoring/Inspection
Industrial Software/Semiconductor Supplement	ERP/CRM/CNC	Semiconductor Ecology/Chip Design	CAD/CAE/PLM	MES/APS	Smart Sensor
Special Report	South China Intelligent manufacturing Trends Insight SIAF 2023 Preview	Electronica China 2023 Preview ITES 2023 Preview – Automation sector	Cloud Services	East China Intelligent Manufacturing Trends Insight AHTE 2023 Preview	IAS & RS 2023 Preview
Trade Shows & Ringier Events	<ul style="list-style-type: none"> • Mar.1-3 SPS-Industrial Automation Fair Guangzhou (SIAF) 2023, Asiamold 2023 • Mar.16-19 Suzhou machine tool exhibition • Mar. 29-Apr. 1 The 23th Shenzhen International Machinery Manufacturing Industry Exhibition 2023 • Apr.18-27 The 20th Shanghai International Automobile Industry Exhibition • Apr. 10-15 CIMT 2023 • Apr. 13-15 Productronica China 2023 • Apr. 17-20 Chinaplas 2023 • April 21-23 Changsha Interlligent Manufacturing Equipment Expo 2022 • May 11-14 Tianjin Industry Expo 2023 • May 26-29 The 24th Exhibition of LiJia International machine tool Chongqing • June 19-21 ProPak China 2023 • June 27-29 South China International Industry Fair 2023, LASERFAIR SHENZHEN 2023 • June 27-30 BEIJING ESSEN WELDING & CUTTING FAIR • July 5-8 CME China machine tool exhibition • July 5-8 Automotive Manufacturing Technology & Materials Show (AMTS 2023) , The 16th International Assembly & handling Technology Exhibition (AHTE 2023) • July 11-13 Laser World of Photonics China 2023, electronica China 2023 • July 19-21 NEPCON China 2023 				

Editorial Calendars are subject to change without prior notice.

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 Elita Zhang Email: elitazhang@ringiertrade.com

Regular Features

Industry Champion - success stories of enterprises with smart manufacturing or digital factory operations
Industry News - latest technology/ market trends of manufacturing, hot news of core manufacturing sectors, companies and suppliers
Tradeshows Update - latest information of tradeshows & comprehensive reports of core tradeshows

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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

2023 Editorial Calendar

ISSUE	October	November	December(only E-magazine)
Ad Closing Dates	September 4	October 10	November 15
Products Selected	Logistics Robotics	AR/VR	Intelligent Inspection Equipment
Technical Articles	Warehousing/Storage	Artificial Intelligence(AI) / Preventive Maintenance	Machine Vision / Inspection
Intelligent Manufacturing Factory	*Case study Lighthouse Factory	Case study Industry (Cement, Glass)	Case study Automotive
Equipment & Accessories	AGV / Handling Robot	Remote Control / Wearable Devices	Automated Assembly Line / Robotic Arm
Industrial Software/Semiconductor Supplement	WMS/CAPP/EDA	Chip Application: Computer, Network Communication, Automotive Electronics	Chip manufacturing equipment / chip manufacturing line
Special Report	PTC & CeMAT 2023 Preview	IoT	Outlook 2024
Trade Shows & Ringier Events	<ul style="list-style-type: none"> Aug.8-10 2023 World Battery Industry Expo Aug.23-26 TAIROS- Taiwan Automation Intelligence and Robot Show 2023 Sept.6-8 CIOE 2023 Sept.19-23 Industrial Automation Show 2023, Metalworking and CNC Machine Tool Show 2023,Robotics Show 2023,Energy Show 2023 Oct. The 20th Optics Valley of China International Optoelectronic Exposition And Forum (OVC Expo 2023) Oct.11-13 AMTS & AHTE South China 2023 Oct.11-13 NEPCON Asia Oct.24-27 PTC ASIA 2023,CeMAT ASIA 2023 Oct.30-Nov.1 South China Advance Laser Technology and Application Exhibition 2023 Nov.27-30 DMP Greater Bay Area Industrial Expo (DMP 2023) 		

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*The term "Lighthouse Factory" was jointly proposed by the World Economic Forum (WEF) in 2018 and McKinsey, a global management consulting company, in order to find the real use of science and technology under the wave of Industry 4.0 intelligent manufacturing transformation. The effectiveness of the company includes an index factory that improves profitability and operational efficiency. As of Mar., 2021, there are 69 lighthouse factories worldwide, 21 of which are in China.

Issue	January	February	March	April	May	June
eNewsletter Theme	AI & Additive Manufacturing	Predictive Maintenance	Intelligent Sensing	Cooperative Robot	AMR	Picking, Labeling and Identification Equipment and System
Issue	July	August	September	October	November	December
eNewsletter Theme	Chip & Semiconductor	5G/IIoT	Machine Vision & Inspection	AGV & AMR	Digital twin	Factory Automation Sensors & Cybersecurity

Digital Direct Marketing (E-newsletter)

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

Industrial Robotics Language: Chinese, Frequency : 6x Subscriber: 36,300

ISSUE	February	April	June	August	October	December
Theme	Annual Robot Industry Report End-Effector	AMR Industrial Robot in Electronics Manufacturing	Robotic Company Financial Report + Motion Control	Collaborative Robot in Medical Industry	Industrial Robot in Automobile Manufacturing	Robotics Summary+ Smart Warehousing

Motion Control Language: Chinese, Frequency : 6x Subscriber: 26,520

ISSUE	January/February	March/April	May/June
Theme	Industrial Process Control System (PLC/DCS/FCS) Motion Control Market Forecast	Motion Control in Machine Vision Servo Drive + Electronics & Semiconductor	Motion Control Electronics Components + Robot Motion Control + Automobile Manufacturing
ISSUE	July/August	September/October	November/December
Theme	Precision Motion Control & Positioning Motion Control + Food & Beverage Processing CNC / Robotics	Motion Control + Mechanical Transmission System Servo Drive + Automated Driving Technology	Motion Control Integration 2024 Motion Control Market Outlook

Automation in F&B Language: Chinese, Frequency : 6x Subscriber: 18,020

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

Sensors Design & Applications Language: Chinese, Frequency :6x Subscriber: 32,830

ISSUE	March	May	July	September	October	November
Theme	Sensors for Industrial Automation	Autopilot + Sensor	Sensor in Quality Inspection	Sensor in Vehicle	Laser Sensor in Intelligent Logistics	Sensor in Consumer Electronics

Electronic Chip Design & Manufacturing Language: Chinese, Frequency :4x Subscriber: 6,890

ISSUE	February	May	August	November
Theme	Automation Design /Simulation Equipment	Chip Manufacturing Front end	Innovative Semiconductor Materials IDM Model Development	Semiconductor Processing Equipment

Electronic Chip Packaging & Testing Language: Chinese, Frequency :4x Subscriber: 5,530

ISSUE	January	April	July	October
Theme	Wafer Level Packaging Advanced Technology	Precision Scribing & Dispensing Processes for Semiconductor Packaging	Equipment & Materials Localization Demands for Advanced Packaging & Testing Technology	Power Semiconductor Device Packaging Technology

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

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