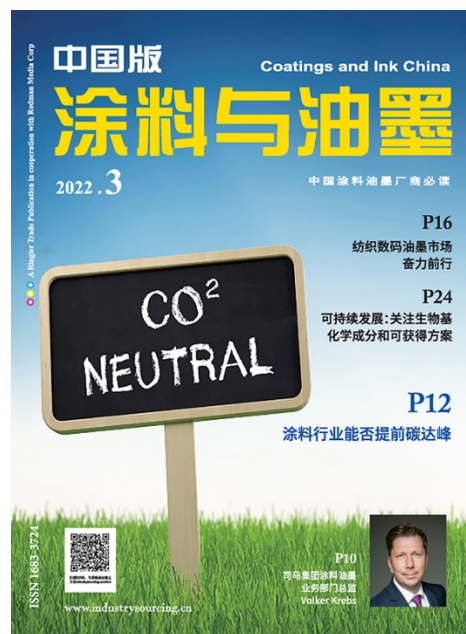


# Coatings and Ink China

Multi Media Platforms that cover the Coating & Ink market in China

— 2023 Media Planner —

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



中国版  
Coatings and Ink China  
涂料与油墨  
中国涂料油墨厂商必读

One Brand that can provide you with multiple channels to reach the Coating & Ink community in China

Coatings & Ink China provides strong engagement with the coating & ink 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.



## COATINGS & INK MARKETS ON GROWTH PATH

### Market Introduction

#### Coatings industry

Demand for paints and coatings is expected to continue their growth in the next few years owing to the rising requirements of various industries for high-performance products. Thus, it is projected that from around US\$137.1 billion in 2021, the global paints and coatings market is expected to register a CAGR of more than 4% up to year 2027. While the COVID-19 pandemic had a certain negative impact on the paints and coatings market, the industry has since recovered and has now reached pre-pandemic levels. In addition to the persistent strength of the architectural paint subsector, other secondary trends such as robust demand for EV coatings, packaging coatings and antimicrobial coatings, provide optimism for the overall coatings market.

Architectural coatings still dominate the market; and this segment is expected to grow during the forecast period, owing to increasing construction activities across the world. China is promoting and undergoing a process of continuous urbanization with a target rate of 70% for 2030. The increased living spaces required in the urban areas resulting from urbanization and the desire of middle-class urban residents to improve their living conditions have a profound effect on the housing market, and thereby increase the residential construction in the country, which in turn will have a positive impact on the paints and coatings market.

Packaging coatings (primarily coatings for beverage/food cans) are poised for solid growth through at least 2025. Growth opportunities for players operating in the global packaging coatings market depend largely on the usage of environmentally-safe and organic materials, which could be reused and recycled in the production of packaging products.

Driven by concerns about the environment and passenger safety, the transformation of the automotive market towards an EV-dominated future is already well underway, further spurred globally by government regulations and initiatives. The coatings demanded for E-vehicles will grow based on the increased number of EV components that require coatings. Furthermore, there is potential for growth as the overall design of an EV has three basic areas where coatings are useful: battery packs, power conversion components, and electric drive systems.

Anti-viral and anti-microbial coatings is another segment that will see tremendous growth. The market has achieved a revenue of US\$3.7 billion in 2021 and is expected to exhibit annual growth of at least 10.8%. Asia Pacific is expected to dominate the growth in anti-viral/anti-microbial coatings, with the surge attributed to the presence and spread of chronic diseases and significant investments to build the healthcare system among various countries.

There are five leading areas that are the focus of the paints and coatings industry today: rising use of bio-based/bio-fermented materials and materials derived from post-consumer content; increased use of nano-materials due to dispersion issues being solved; new technologies for haptics, scratch resistance, and self-healing; new technologies for antimicrobial performance (antibacterial, antiviral, and anti-mold); and quantum leaps in corrosion performance.

#### Ink industry

For the ink industry, there is much optimism given the boost set by the packaging industry globally. The global ink market is projected to grow by 3.34% annually from 2022-2027 to reach US\$23.29 billion by 2027, according to estimates by IMARC Group.

In the traditional market area, printing ink undoubtedly still occupies the main share of the market, and packaging ink continues to post significant rise in demand. There are some bright spots among these two areas. There is a view that 3D technology will be key driver of the printing ink market due to the rise in worldwide interest in 3D printing technology, thus pushing demand for 3D printing inks. Emerging trend points towards online retail and environmental regulations on non-biodegradable and non-recyclable packaging solutions progressively creating a massive demand for eco-friendly packaging solutions. Thus, as paper packaging products become the fastest-growing sustainable packaging materials, ink solutions for sustainable packaging are also in great demand.

Conductive ink plays a very active role in emerging markets. Prominent conductive ink applications include photovoltaic, membrane switches, displays, automotive, smart packaging, biosensors, printed circuit boards, and other applications. Among these areas, photovoltaic applications have the largest market share about 21%. The silver conductive inks segment is projected to account for the largest market share, in terms of value. Apart from being a good conductor, silver offers a conductive native oxide layer, which usually forms on the surface, unlike other metals. With advancing technological advancements, conductive silver inks are compatible with almost every printing technique, such as inkjet, screen, gravure, and flexography.

The Asia Pacific region (including China, South East Asia, and India) accounts for the largest market share and will continue to play prominent role. Macroeconomic factors in the Asia Pacific such as the expanding middle class, rising disposable incomes, education, changing demographics, and rapid urbanization are driving the industries in this region into sustained growth in the next few years.



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



**Total Readership: 37,300**

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

Coatings and Ink China (ICN), in a strategic editorial partnership with Coatings World and Ink World of the US and a team of authoritative editorial advisors in China, has been the leading media for China coatings and ink industry for the past 19 years. Providing an interactive platform for our readers, Coatings and Ink 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 Coatings and Ink website and WeChat subscription account in Chinese with daily updates and online exclusives, and bi-weekly e-newsletters. With such current, informative and attractive content in both digital and printed forms, Coatings and Ink China offers the most effective communication package for application, machinery, and raw material suppliers to the makers of coatings and ink 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 "coating & ink" series of conferences bringing together the key industry players in different cities across China.

## 2023 Editorial calendar

ISSUE	Feb	March	May
Ad Closing Dates	January 17	March 1	April 5
Application & Trend	Interior Coatings Automotive Coatings Electronic Ink	Industrial Coatings Waterproof Coatings Flexo Ink	Architectural Coatings 3C Coatings Ceramic Ink
Chemicals & Raw Materials	Wetting Agents/Dispersants	Pigments/ Fillers	Defoamers/ Matting Agents
Special Reports	Chinacoat 2022 Review Outlook 2023	Inorganic Coatings Smart Ink	2023 Ringier Technology Innovation Awards – Coatings Industry
Trade Shows & Ringier Events	<ul style="list-style-type: none"> <li>Mar. 2-4 · The 28th China International Exhibition on Packaging Machinery &amp; Materials · Guangzhou</li> <li>May, China Coatings Summit &amp; Expo 2023, Shanghai (Ringier Conference)</li> <li>May, Green Ink and Printing Technology Conference 2023, Shanghai (Ringier Conference)</li> <li>May, Ringier Technology Innovation Awards 2023 - Coatings Industry, Shanghai</li> </ul>		

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

ISSUE	January	February	March	April	May	June
eNewsletter Theme	Aerospace Coatings	Flexo Ink	Wetting Agents/Dispersants	EB Ink	Smart Ink	Heavy Anticorrosive Coatings
	-	-	-	Rheological Agents/ Thickening Agents	-	Inkjet Ink

### 2024 Industry Outlook (Supplement)

Allows buyers to prepare next year's procurement plan, based on your timely information communicated to 35,700 readers in China

### 2023 Buyer's Guide (Supplement)

Comprehensive supplier directory addressing the requirements of a targeted decision makers and influential readers

### 2023 Exhibition Calendar

Important exhibitions promoted through e-newsletters prior to, during and post event to maximize your brand exposure

## Regular Sections

### • Industry Updates

Essential industry and market updates

### • Boardroom Connection

Industry movers and shakers talk about the road to success and offer interesting, inspiring and practical insights in this Ringier cover feature

### • Product News

Advances, innovations and product launches

**Online Content:** With the Coating & Inks vertical industry web site -the industry community can find daily news updates, online exclusive features, videos, reports on major industry events, including live updates from trade shows- news , as it happens helps the industry stay informed.

**E-newsletters:** E-newsletters-featuring-headline industry news, trade show coverage - links to analysis and market reports.- keeping you linked to the industry with your latest company information.



## 2023 Editorial calendar

ISSUE	July	Buyer Guide SPECIAL ISSUE	November
Ad Closing Dates	May 30	August 11	October 23
Application & Trend	Marine Coatings Fire Retardant Coatings Packaging Ink	Powder Coatings Heavy Anticorrosive Coatings Inkjet Ink	Wood Coatings Aerospace Coatings EB Ink
Chemicals & Raw Materials	Biocides & Fungicides	Resins/Emulsions	Rheological Agents/ Thickening Agents
Special Reports	China Coatings Summit 2023 Review Biobased Coatings	2023 Top 20 International Ink Makers 2023 Buyers' Guide	2023 Top 80 International Coatings Makers Chinacoat 2023 Preview
Trade Shows & Ringier Events	<ul style="list-style-type: none"> <li>July 5-6, Shanghai Automotive Manufacturing Technology &amp; Materials Show 2023 (AMTS) / The 15th Shanghai International Assembly &amp; handling Technology Exhibition (AHTE), Shanghai</li> <li>Aug. , China Coatings Show 2023, Shanghai</li> <li>Oct. 18-20, Asia Pacific Coating Show 2023, Thailand</li> <li>Nov, CHINACOAT 2023, SFCHINA 2023, Shanghai</li> </ul>		

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

ISSUE	July	August	September	October	November	December
eNewsletter Theme	Electronic Ink	Auto Refinish Coatings	Wood Coatings	Architectural Coatings	Packaging Ink	Marine Coatings
	-	-	Defoamers/ Matting Agents	-	Biocides & Fungicides	-

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**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](#)

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