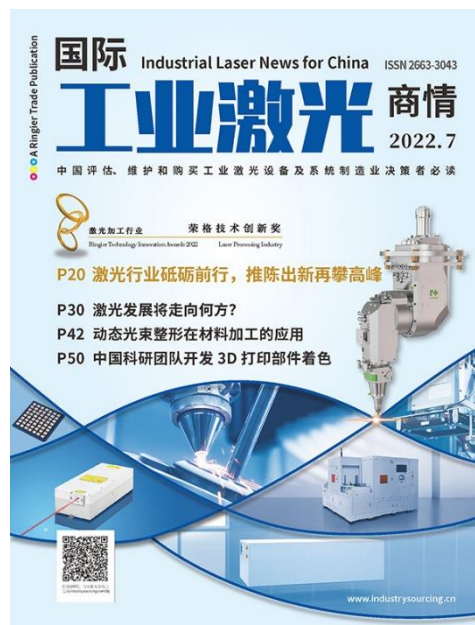
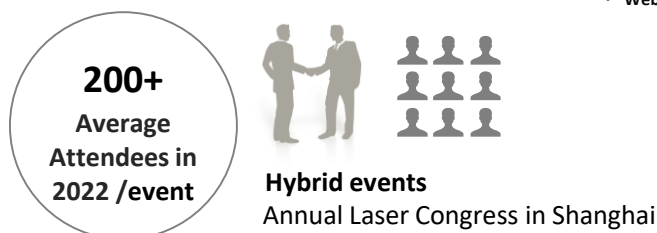
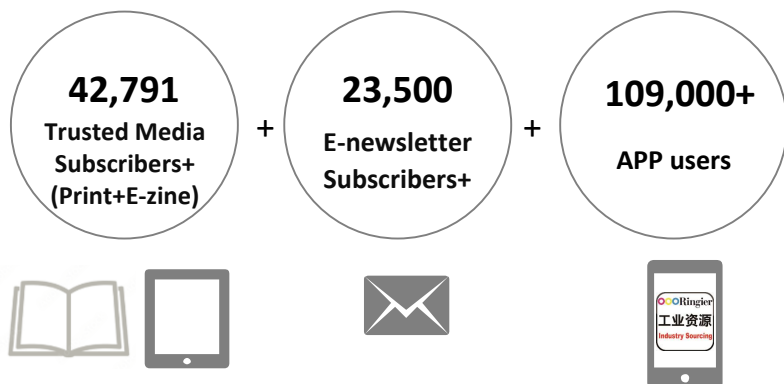


# Industrial Laser News for China

Multi Media Platforms that cover the Laser market in China

— 2023 Media Planner —

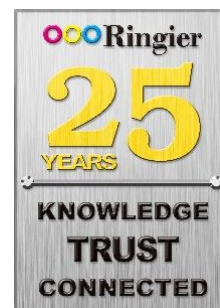
Events – Direct marketing – Print – Social media – Mobile – Content marketing



国际 Industrial Laser News for China  
**工业激光** 商情

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

Industrial Laser News for China provides strong engagement with the Laser 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.



## Steady growth in China manufacturing drives laser applications

### Market Introduction

The global market for laser processing is projected to reach US\$21.3 billion by 2026, registering a CAGR of 7.3%, according to a report by Global Industry Analysts, Inc. Meanwhile, China represents the largest regional market for laser processing, and is anticipated to achieve US\$5.3 billion by 2026, growing at a CAGR of 9.6%. The COVID-19 pandemic has expanded the demand for microelectronics and electronic equipment; with the automotive industry as an example for creating more application scenarios for laser processing.

Given the important role of lasers in recent years, China has become the world's largest industrial laser market thanks to the upgrading of the manufacturing industry and the state's continuous and vigorous promotion of intelligent manufacturing development. It is estimated that the sales revenue of China's laser equipment market reached RMB87.6 billion (US\$1.26 billion) in 2022, with a year-on-year increase of 6.7%. Therefore, China's laser processing market shows a steady growth trend, which is in line with the earlier predictions made by major research institutions.

The success of LASER World of PHOTONICS in 2022 enhanced the confidence and expectation of customers in the global laser industry. Many enterprises have demonstrated their latest technologies and products. It is worth mentioning that a number of Chinese enterprises displayed their equipment and technology during the exhibition, allowing overseas visitors to witness the rapid development of China's

laser industry.

Regionally, China plays an important role in the global industrial laser processing market and contributes a high market share. The laser technology adopted in China is almost the same as that in Europe and North America. At the same time, local brands are constantly expanding their market share, and the quality of lasers made in China is on par with similar products in Europe and America. Therefore, positive news coupled with the support of national policies will surely bring unprecedented opportunities to China's laser processing market.

As discussed in AKL'22 International Laser Technology Congress, future development trends in the laser processing industry includes sustainability, stability, digitization and artificial intelligence. Besides laser scalability, process knowledge will be the decisive factor for new applications. Also, improving beam quality is still the focus of the industry, while laser source needs more power.

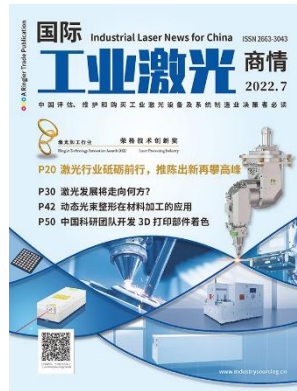
In addition to laser cutting, laser welding and laser marking, the rising market demand for laser cleaning and laser cladding is observed. Furthermore, the rapid development of additive manufacturing technology pushes the future development of laser processing market. In the next 3-5 years, with the iterative upgrading of China's traditional manufacturing industry, the laser processing market is anticipated to usher strong development.

## 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 Laser



APP



## Total Readership: 42,791

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

"Industrial Laser News for China" magazine has a team of authoritative Chinese and global editorial consultants, including well-known experts and corporate executives in the Chinese laser industry, as well as an editorial partnership with Novus Light, a global optical information service provider.

"Industrial Laser News for China" provides readers with the latest information about advanced laser technology and cutting-edge applications through printed magazines, mobile applications and digital electronic magazines, showing how industrial lasers promote product manufacturing and technology transfer around the world. In addition, the magazine also provides practical solutions to increase productivity, reduce costs, and transform innovation into a real competitive advantage.

"Industrial Laser News for China" magazine and electronic newsletter provide system integrators and laser manufacturers with timely industry information. Magazines, electronic newsletters and websites serve the entire laser processing industry chain-from optical components to system assembly to industrial applications. Each issue of the e-newsletter will include **Laser System Integration and Assembly Updates, Additive Manufacturing, Metal Fabrication, and Industrial Robotics.**

LIA Membership  
Certificate



## 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.



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 Industrial laser Application and technology conference brings together the key industry leaders in different cities across China

## 2023 Editorial Calendar

ISSUE	February	March	May	June
Ad Closing Dates	January 6	February 15	March 28	May 2
LASERS	High Power Laser	Fiber Laser	Water Jet Guided Laser	Semiconductor Laser
TECHNOLOGY REPORT	Laser Cutting	Digital Twins	Brittle Material Cutting	Laser Welding
APPLICATION REPORT	Lasers Cutting in Sheetmetal	Laser Welding in Automotive Industry	Laser Precision Machining	Lasers in Plastic Industry
INDUSTRY FOCUS	Metal Processing Industry	Automotive Industry	3C Industry	Semiconductor Industry
SYSTEM INTEGRATION	Automation, Motion & Drive	Industrial Laser Equipment	Optical Hardware/ Equipment	Components & Accessories
SPECIAL REPORT	2023 LASER World of PHOTONICS CHINA Preview( I )	2023 LASER World of PHOTONICS CHINA Preview( II )	2023 LASER World of PHOTONICS CHINA Review	Review of the first half of 2023 Laser Industry

### Trade Shows & Ringier Conferences

Mar.22-23, Laser World of Photonics China 2023, Shanghai

Apr.13-15, Electronica China 2023, Shanghai

Apr.21-23, Changsha Interlligent Manufacturing Equipment Expo 2023, Changsha

May, The 24th Exhibition of Lijia International machine tool Chongqing, Chongqing

June, Die & Mould China 2023(DMC 2023), Shanghai

*\*Editorial Calendars are subject to change without prior notice.*

	January	February	March	April	May	June
Theme of Newsletter	Laser Cutting Laser Tech in Automotive Industry	Laser Welding Laser Tech in Metalworking Industry	Additive Manufacturing Metal 3D Printing	Laser Marking/ Engraving Laser Tech in Consumer Electronics and Semiconductor Industry	Laser Welding Laser Tech in Aerospace Industry	Laser Ultrafast Processing LED / OLED Manufacturing

### Regular Features

- Industry Updates
- Boardroom Connection
- Leaders View
- Raw Materials & Additives

### 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

## 2023 Editorial Calendar

ISSUE	July	September	October	November
Ad Closing Dates	June 14	August 1	September 1	October 10
LASERS	Pulsed laser	Fiber Laser	USP Laser	Excimer Laser
TECHNOLOGY REPORT	3D Printing	Artificial Intelligence	Power Battery Welding	Pulsed Laser Deposition
APPLICATION REPORT	Application of Additive Manufacturing in Medical Device Industry	Data Analysis in Laser Processing	Application of Ultrafast Laser in Photovoltaic Industry	Laser Application of High Performance Integrated Circuit
INDUSTRY FOCUS	Medical Device Industry	High-End Equipment Manufacturing Industry	EV and Photovoltaic Industry	Microelectronics Industry
SYSTEM INTEGRATION	Software and Control System	Optics & Materials	Components & Accessories	Intelligent Control
SPECIAL REPORT	2023 Ringier Technology Innovation Awards-Laser Industry	Buyer Guide	Laser Precision Micromachining	Outlook 2024

### Trade Shows & Ringier Conferences

Aug , China Laser Processing Technology Summit 2023, Concurrent Event: Ringier Technology Innovation Awards 2023 - Laser Industry, Shanghai China (Ringier Conference)

Sep., CIOE 2023, Shenzhen

Oct., South China Advance Laser Technology and Application Exhibition 2023, Shenzhen

Oct., The 20th Optics Valley of China International Optoelectronic Exposition And Forum (OVC Expo 2023), Wuhan

TBD, TCT Asia 2023, Shanghai

TBD, BEIJING ESSEN WELDING & CUTTING FAIR, TBD

*\*Editorial Calendars are subject to change without prior notice.*

	July	August	September	October	November	December
Theme of Newsletter	Laser Marking/ Engraving Laser Tech in Medical Equipment Industry	Laser Inspection Optical Equipment in Laser Inspection	Laser Cutting Laser Tech in Metalworking Industry	3D Printing Additive Manufacturing in Aerospace Industry	Laser Welding Laser Tech in High-end Manufacturing Industry	Review and Prospect

For editorial submissions and inquiries,  
please contact: Alec Zhu  
Email: [aleczhu@ringiertrade.com](mailto:aleczhu@ringiertrade.com)

Follow us on Ringier laser wechat - Communicate with industry followers on a daily basis!  
website: [www.industrysourcing.cn/laser](http://www.industrysourcing.cn/laser)



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

**Metal Fabrication** Language: Chinese, Frequency : 12x Subscriber : 23,860

ISSUE	January	February	March	April	May	June
Theme	Metal Cutting	Combined machining	Laser cutting	Forging	Finishing	Die casting
ISSUE	July	August	September	October	November	December
Theme	Laser welding	Robotic loading and unloading	Flexible production line	Pipe processing	Metal 3D printing	Waterjet Cutting

**Additive Manufacturing** Language: Chinese, Frequency : 12x Subscriber : 15,100

ISSUE	January	February	March	April	May	June
Theme	Metal 3D Printing Laser Powder Bed Fusion	Additive Manufacturing outlook 2023	IAME 2023 Preview	IAME 2023 Review	Biodegradable Materials unlock New Opportunities for 3D Printing	Carbon Fiber Composite 3D Printing Technology
ISSUE	July	August	September	October	November	December
Theme	Additive Manufacturing Promotes Circular Economy	3D Printing in Orthopedic Implants	Application of 3D Printing in Automobile Manufacturing	Innovative Application of Additional Manufacturing Technology	Material in Medical Additive Manufacturing	Hybrid Manufacturing

**Laser System Integration and Assembly Updates** Language: Chinese, Frequency : 6x Subscriber : 4,500

ISSUE	February	March	May	September	October	November
Theme	Semiconduct Industry Laser precision machining	Fiber Laser Laser Cutting	Power battery processing Laser Welding	High Anti-Metal Material Processing Blue Laser	Semiconduct Laser Laser marking	Digitization Industrial Laser Equipment

\*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

## Data Base-Direct Marketing

- 20+Vertical Industries
- 30+ Industry Newsletter
- China + S.E. Asia Markets
- Integrated Media Strategies
- White Papers
- Webcasts
- Podcasts

## B2B Media

- Magazines - China/S.E. Asia
- Digital Media
- Social Media
- International Media Partners
- Content Marketing

## 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

Location	Name	Tel	Email
China	Maggie Liu	+86-20 2885 5121	maggieliu@ringiertrade.com
Hong Kong, China	Octavia	+852 9648 2561	octavia@ringier.com.hk
Taiwan, China	Sydney Lai	+886 4 2329 7318	sydneylai@ringier.com.hk
International	Mike Hay	1-604-440-8478	mchhay@ringier.com.hk