

# International Metalworking News for Asia

Multi Media Platforms that cover the metalworking market in S.E. Asia

— 2023 Media Planner —

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



One Brand that can provide you with multiple channels to reach the metalworking community in S.E. Asia

International Metalworking News for Asia provides strong engagement with the metalworking 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.



## Advanced metalworking technologies leverage full potential of manufacturing firms' productivity levels and competitiveness

### Market Introduction

The manufacturing industry in South East Asia (SEA) is estimated to generate up to US\$600 billion a year, according to global consulting firm Boston Consulting Group (BCG). The demand for industrial automation and Industry 4.0 solutions is on the rise in the region and is foreseen to be worth US\$4.97 billion by 2025, driven by high technical awareness around the usage of robotics and the manufacturing sector's robust production capabilities.

The expanding manufacturing industry is envisaged to propel the expansion of advanced Machine Tools, Lasers & Welding, Tooling, Software, Metrology, Bending, Forming and Additive Manufacturing, in order to thrive and bring practical solutions to SEA.

Vietnam, Thailand, and Indonesia are anticipated to have strong machine tool market growth in the next five years, owing to the upturn of the manufacturing sector and rising requirements. These regions are also investing more in Industry 4.0 and new technologies to compete against mature markets.

Key investments projected in the following countries:

- Vietnam is transitioning from labor-intensive industries to high-value, with an anticipated GDP growth of 6.7% in 2023. Technology giants ABB, Honda, Samsung, Daikin, and GS-Yuasa are deploying smart factory projects in the region. Moreover, Samsung invests US\$3.3 billion to manufacture new semiconductor parts.
- Indonesia's economy is likely to grow by 5.2% in 2023, as domestic demand continues to recover. To accelerate the growth of the manufacturing sector, the government establishes Digital Industry Center 4.0 (PIDI 4.0) in a smart building. The building will be home for Indonesia 4.0 showcase, engineering, AI R&D, and supporting ecosystem for Industry 4.0.

- Thailand economy is predicted to speed up at the rate of 4.2% in 2023. The region is aiming for US\$61.97 billion investment in the country's industrial east over the next five years. The 2023-2027 plan will include electric vehicles and medical technology.
- Philippine economy is expected to accelerate further to 6.3% in 2023. The Department of Trade and Industry will initially invest PHP400 million (US\$71,160) to start the operation of the Industry 4.0 pilot factory that features advanced technologies in Calabarzon area and to build the government AI sandbox in 2023.
- Singapore's economy is estimated to raise 3% in 2023. The government has invested S\$3.2 billion (US\$2.29 billion) in R&D for advanced manufacturing and engineering, to build up the innovation capacity of companies embarking on Industry 4.0.
- Malaysia's economy is projected to boost at 5.4% in 2023. To accelerate digital transformation towards the future of manufacturing, initiatives such as National Fourth Industrial Revolution (4IR) Policy, Industry4WRD, National Digital Network, Lighthouse Programme are implemented.



↑ People were signing up for the magazine at Ringier's booth in Southeast Asia.

**Multiple Delivery Channels for Content :**  
**Print + E-zines + Apps + Website+ E-newsletters + Social Media + Video + Mobile**



**Total Readership: 46,950**

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

*International Metalworking News for Asia* (IMNA) print magazines, digital e-magazines, and fully interactive magazine Apps with video links on iTunes and Google Play facilitate technology transfer by providing readers with industry news and trends. For over 15 years, IMNA has been providing readers in Asia practical solutions for improving productivity, reducing cost, and turning innovations into real competitive advantages to advance their operations.

These readers depend on IMNA for detailed technical information for real-world applications Metal Cutting, Lasers, Tooling & Workholding, Software & Control, Metrology, Welding and Metal Forming & Fabrication that can help them develop their business planning and strategies, product quality, process stability, equipment reliability, operator safety and business profitability, as they take advantage of the emerging opportunities from the Asia region.

Our editorial partners include Ringier’s family of Metalworking magazines covering the Greater China and a team of authoritative editorial advisors throughout South East Asia.

For suppliers, International Metalworking News for Asia is an effective multimedia platform which provides the latest information on their products and services. Through a dedicated metalworking vertical, 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 stay informed. Bi-weekly E-

newsletters Auto Manufacturing- Metalworking, Metal Cutting, and Smart Factory featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to the industry with your latest company information. Content Marketing-"soft" advertising that tells your company's story- positions you as industry thought leaders, demonstrates your products technical capabilities through text, video in print, online and social media- Let our experts help create an effective program for you

**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 you "face to face" and directly in touch with prospects. Then you continue with marketing solutions on social media & digital direct marketing.



**Virtual Events**

An Annual series of metalworking conferences bringing together the key industry players in different cities across SE Asia as part of our multiple virtual events.



Published 6x a year in English, International Metalworking News for Asia reaches a qualified controlled readership of 46,950 (including print and digital) manufacturing decision makers who plan the purchase of metalworking, cutting & forming machinery, 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.

In addition an active engaged audience follow the various Metalworking social media channels on Twitter, facebook, YouTube, LinkedIn , Blogs with the average monthly page views of 75,000+.

## 5 main delivery channels for the magazine content



Print: 17,650



Digital: 29,300

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



E-newsletter: 30,800



Apps industrysourcing downloads **109,000+**



Social Media: Facebook, Twitter, Blogger, Youtube. LinkedIn with the average monthly page views of **75,000+**

**Total  
Readership  
46,950**

Geographic Distribution		
Thailand	4,270	24%
Vietnam	4,015	23%
Malaysia	3,150	18%
Indonesia	3,105	18%
Singapore	1,450	8%
Taiwan, China	765	4%
Philippines	595	3%
Cambodia/Myanmar/Laos	190	1%
HongKong, China	110	1%
<b>Total</b>	<b>17,650</b>	<b>100%</b>

Annual Business Turnover (US\$)	
0-1 million	2%
1.1-2.5 million	12%
2.6-5 million	34%
5.1-10 million	31%
over 10 million	21%

Job Function	
Production / Engineering Management	37%
GM / Owner / President	32%
Design, R&D Management	11%
Purchasing Manager	9%
Testing / Inspection / Quality Control Management	6%
Metallurgy	5%

Metalworking Processing	
Metal Cutting / Drilling / Boring / Tapping / Sawing	80%
Machining Centers / Milling / Turning	75%
CNC Machine Tools	67%
Industrial Lasers	46%
Surface Finishing / Honing	34%
Robotics	30%
Metal Forming / Fabricating	28%
EDM	15%
Castings	12%
Stamping	12%
Welding	6%
Other Processes	5%

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

Business Function	
Auto Parts and Components	21%
Electronics Products	16%
Communication & Computer Equipment	12%
Fabricated / Formed Metal Products	12%
Machinery & Machine Tools	9%
Molds & Dies	7%
Electrical Components	7%
Aerospace	5%
Medical Devices & Components	4%
Importers / Traders / Distributors of Machine Tools / Equipment	3%
Oil and Gas	2%
Instruments, Controls & Related Equipment	2%

## 2023 Editorial Calendar

ISSUE	February	April	June
<b>Ad Closing Dates</b>	January 13	March 3	May 12
<b>Machine Tools</b>	Milling Machines/Multitasking Machines/RAM EDM Machines	Rotary Tables/Turning Centers	Vertical Machining Centers/Wire EDM Machines
<b>Lasers &amp; Welding</b>	Laser Tube Cutting/ Laser Hardening/ Submerged Arc Welding/ Laser Welding	Laser/Plasma Combo Machines/Laser Cladding/ TIG Welders	Laser Welding/CO2 laser/Laser Cutting/ Welding Guns Torches/Laser & Waterjet Systems and Equipment
<b>Tooling &amp; Work holding</b>	Adhesives/Angle Heads/Chucks/Clamps/Collets/Cutting Tools	Drilling Tools/End-of-Arm Tooling/Fixturing Systems	Abrasive, Belts, Brushes, Grinding Wheels/Molds/Positioners
<b>Software &amp; Control</b>	Die Design & Simulation/Fabricating, Nesting	CAD/CAM/Shop Management Software	CNC & Machine Controls/Product Lifecycle Management
<b>Metrology</b>	Automation/Robotics/Easy to Use Measurement and Inspection Tools	Ballbar Systems/Bore Gauges	Calibration/Calipers/Coordinate Measuring Machines
<b>Bending/ Forming</b>	Coil Forming Machines/Cut-to-Length Lines/Deburring Machines	Extrusions/Forging/Heat Treating/Hole Punchers	Hydroforming/Role Forming/Stamping Presses
<b>Focus</b>	Philippines Die/Mould Manufacturing	Indonesia Heavy Equipment Manufacturing	Thailand EV Automotive Manufacturing
<b>Smart Factory</b>	Preparing For Automation/Large-part Additive Manufacturing	Choosing an AM Machine/ Understanding Industry 4.0	Simple Shop Automation Strategies/Examining Modern CNCs/Robotics
<b>Show Preview</b>	TIMTOS 2023	MetalTech Malaysia (MTM) 2023, AUTOMEX 2023	MTA Vietnam 2023 (HCM)
<b>Trade Shows</b>	Mar Metalex (HCM) 2023, Vietnam Mar 6-11, TIMTOS 2023, Taiwan May 10-13, MTA Asia 2023, INTERMACH & Subcon 2023, Thailand May 31-Jun 3, MetalTech Malaysia (MTM) 2023, AUTOMEX 2023 Jul 4-7, MTA Vietnam 2023 (HCM), Vietnam		

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

	January	February	March	April	May	June
<b>Theme of Newsletter</b>	2023 Outlook Report	Multitasking for Complete Part Creation	Enabling Lights-out EDM Manufacturing	Increasing Milling Material Removal Rates	Improving Grinding Productivity	Turning Difficult Materials
	-	Turning Large Parts	-	Improving Hole Quality	-	Creating Better Finishes

### Regular Features

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

### Online Editorial Features—Daily updates and online exclusives

- **Business in S.E. Asia** – the latest information about business and trade trends in S.E. Asia
- **Industry News** - news on important events, people, companies and industry developments around the world
- **Trade Show Update** - latest news, onsite interviews and videos, and e-show daily of major trade events

## 2023 Editorial Calendar

ISSUE	August	October	December
<b>Ad Closing Dates</b>	July 11	August 25	October 17
<b>Machine Tools</b>	Drilling Machines/Gear Cutting Machines/Grinding Machines	Honing Machines/Horizontal Machining Centers/Hybrid Machines	Lathes/Machine Controls with 5-Axis Machining/Microfinishing Systems
<b>Lasers &amp; Welding</b>	Punch Laser Processing/Solid-State Laser/Friction Welding Systems	Diode Lasers/Fiber Lasers/Laser Joining/ Electron Beam Welders/MIG Welders	Laser Blanking/Laser Optics/Laser Marking//Plasma Cutters/Power Sources/Resistance Welders
<b>Tooling &amp; Work holding</b>	Punches and Dies/Rotary Tables/Saw Blades	Spindle Systems/Steady Rests/Threading Tools	Toolholders & Adapters/Vises and Vise Jaws
<b>Software &amp; Control</b>	Assembly Process Planning Software/Machine Data Acquisition	Sheet Metal Design / Floor Management Software	Machining Simulation Software/ Manufacturing Engineering Software
<b>Metrology</b>	Enconders/Laser Scanners/In-line Process Monitoring	Metals Analyzers/Non-Destructive Testing/Optical Measurement Equipment	Other Gauges and Gauging Equipment/Surface Roughness/Finish
<b>Bending/ Forming</b>	Tube & Pipe Fabrication/ Bending/Folding	Bending Software/ Panel Bending/Press Brakes	Panel Benders/Sawing Systems/Turret Presses
<b>Focus</b>	Singapore Aerospace Manufacturing	Malaysia Oil & Gas Manufacturing	Vietnam Medical Devices Manufacturing
<b>Smart Factory</b>	Designing for Additive Manufacturing/Installing a CAD/CAM System	Reducing Errors with On-machine Measurement/Understanding Digital Manufacturing	Outlook 2024 (Implementing an IIoT Strategy/Improving Measurement Work Flow)
<b>Show Preview</b>	MTA Hanoi Vietnam 2023	METALEX 2023	Manufacturing Indonesia 2023
<b>Trade Shows</b>	Aug, PDMEX 2023 (Philippine Die & Mold Machine Tools), Philippines Aug, TAIROS- Taiwan Automation Intelligence and Robot Show 2023, Taiwan Aug, VME 2023 (Vietnam Manufacturing Expo), Vietnam Oct, Industrial Transformation ASIA-PACIFIC 2023, Singapore Nov, METALEX 2023, Thailand Nov-Dec, Manufacturing Indonesia, Jakarta 2023		

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

ISSUE	July	August	September	October	November	December
<b>Theme of Newsletter</b>	Creating Better Finishes	State-of-the-art Milling	Digitalization/ Industry 4.0/ Lean Management	Prepping for Smart Factory Automation	Coordinate Measurement Machines	Collaborative Robots/ IoT/AI
	-	Prepping for Smart Factory Automation	-	Choosing the Right Laser-Waterjet Cutting Machines	-	Outlook 2024: Metalworking Trends in Asia

For editorial submission s and inquiries, please contact: Kathryn  
Email: kathryn@ringiertrade.com

Follow me on:  
 Blog: <https://metalnewsasia.blogspot.tw/>  
 Facebook: <https://www.facebook.com/MetalNewsAsia>  
 Twitter: <https://twitter.com/MetalNewsAsia>

Communicate with industry followers on a daily basis!  
 Website: <http://www.industrysourcing.com/metalworking>

## Digital Direct Marketing – Lead Generation (E-newsletter)

Scheduled **Industry, magazine and** 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.

### International Metalworking For Asia Language: English, Frequency : 18x, Subscriber: 30,800

ISSUE	January	February	March	April	May	June
Theme of Newsletter	2023 Outlook Report	Multitasking for Complete Part Creation	Enabling Lights-out EDM Manufacturing	Increasing Milling Material Removal Rates	Improving Grinding Productivity	Turning Difficult Materials
	-	Turning Large Parts	-	Improving Hole Quality	-	Creating Better Finishes
ISSUE	July	August	September	October	November	December
Theme of Newsletter	Creating Better Finishes	State-of-the-art Milling	Digitalization/ Industry 4.0/ Lean Management	Prepping for Smart Factory Automation	Coordinate Measurement Machines	Collaborative Robots/ IoT/AI
	-	Prepping for Smart Factory Automation	-	Choosing the Right Laser-Waterjet Cutting Machines	-	Outlook 2024: Metalworking Trends in Asia

### Auto Manufacturing-metalworking Language: English, Frequency : 6x, Subscriber: 6,300

ISSUE	January	March	May	July	September	November
Theme of Newsletter	Casting/Forging/Joining	Robotics/Automation	Measurement/Systems	Lasers/Powertrain	Additive/3D Printing	Machining/Cutting Tools

### Metal Cutting Language: English, Frequency : 6x, Subscriber: 7,100

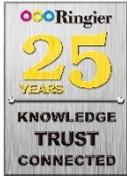
ISSUE	February	April	June	August	October	December
Theme of Newsletter	Laser Cutting/Boring	Broaching/Chip Handling	Cutting Tools/Five-Axis Machining	Drilling/Deburring	Gear Cutting/Grinding	Milling/Turning

### Smart Factory Language: English, Frequency: 6x Subscribers: 10,100

ISSUE	January	March	May	July	September	November
Theme of Newsletter	Predictive Maintenance	Automation Safety/IoT/AI	Paperless Shopfloor/Digital Twin	Planning Capital Equipment Investment	Additive Manufacturing/3D printing	Smart Factory Automation/Robotics

\*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

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