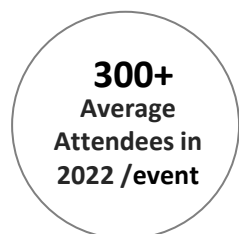
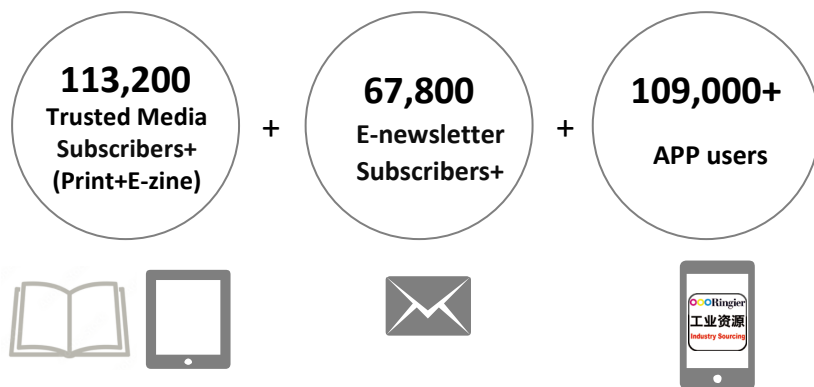


International Metalworking News for China

Multi Media Platforms that cover the Metalworking market in China

— 2023 Media Planner —

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



Hybrid events

HPM Series Meeting

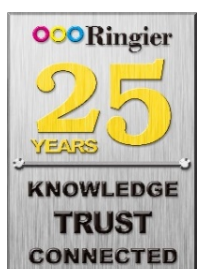
- Virtual Conference
- Webinar



国际金属加工商情
International Metalworking News for China
中国金属加工业决策者必读

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

International Metalworking News for China enables strong engagement with customers on a continuous basis by utilizing its deep qualified data bases and leading content that links buyers and sellers, results in active customer engagement and helps grow your revenues



Innovative Technology to Boost Machine Tools Market

The global machine tool market size is expected to reach US\$130.88 billion by 2030, expanding at a CAGR of 5.5% from 2022 to 2030, according to ResearchAndMarkets. The promising growth prospects of the machine tools industry can be attributed to the rise in the demand for superior quality products, which are achieved through high precision machine tools, and the growth of industries that produce a range of end products using machine tools. Moreover, the increasing metalworking industry worldwide is also one of the major factors driving the market growth with the rising demand for multi-axis systems anticipated to emerge as a key trend.

China is the world's largest producer and consumer of machine tools; however, it is still facing the difficulties of industry upgrading. Nonetheless, the benefits of machine tools provide opportunities for China to achieve maximum flexibility, precision and quality. The five-axis machining tool is excellent in processing large, complex and precise parts, and it is also the ideal model for unmanned production.

In addition, China can take advantage of turning-milling machine tools to further improve efficiency, and reduce processing and manufacturing time; expanding the use scope of machine tools to realize multi-purpose and multi-ability in one machine.

The growing customer demand for high-quality products has resulted in companies across industries adopting automation in their manufacturing operations. Computer-aided design (CAD), computer-aided manufacturing (CAM) software together with cloud-based CNC systems will help reduce China companies' operational costs and increase their competitive edge.

Application sectors, including automotive, aerospace, automotive, mold and die making, electronics and semiconductor are the major driving forces to the growth of the industry.

Some highlights include:

Automotive Manufacturing

To maintain competitiveness and adapt to customers' needs, China's automobile manufacturers are accelerating the speed of vehicle replacement. The development cycle of the new model has been shortened from about 4 years to 1-3 years, and the modified model has been shortened from 6-24 months to 4-15 months. There will be demanding need for CNC machines, laser processing equipment, tooling and measuring instrumentations.

Aerospace Manufacturing

In mid-2022, China's domestically developed C919 passenger jet has undergone all the test flights for obtaining an airworthiness certificate, which leads to an upcoming commercial debut. In the next 20 years, China airlines will consume 9084 new aircrafts, worth US\$1400 billion. The aerospace manufacturing requires specialty machinery and equipment and demand 5-axis machining centers and auxiliaries to fulfill highly complicated and ultra-precision processing. It will also drive the development of the additive manufacturing in the industry.

Electronics and Semiconductor Manufacturing

China's semiconductor market has grown rapidly in 2021 amid the global demand for semiconductor products. Statistics from China Semiconductor Industry Association shows sales volume of integrated circuit industry in 2021 was Rmb555.9 billion (US\$79.75 billion), up by 26.2% year-on-year. Semiconductor manufacturing also puts forward higher requirements for equipment and processing technology, and special equipment such as multi-functional machine tools, high-speed engraving and milling machine tools, 5-axis machine tools and so on, to help alleviate the "lack of chip".



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
Metalworking



APP



Total Readership: 113,200

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

In a strategic editorial partnership with Germany's Werkstatt und Betrieb & FORM+Werkzeug Magazine and a team of authoritative editorial advisors in China, **International Metalworking News for China** has been the leading trade media for China metalworking industry for over 20 years - and remains committed to informing our readers of transformative solutions and technologies. **International Metalworking News for China** provides an interactive multimedia platform for our readers - the decision makers who include project engineers, R&D managers, purchasing managers, and top management from the Aerospace & Aviation, Rail Transportation, Medical, Automobile, Energy, Mould & Die, Military, Electronics and Shipbuilding industries. The magazine provides in-depth coverage ranging from latest R&D, emerging market trends, updates on metal cutting and metal forming processes, the latest in machinery and use of materials, all in an interactive multimedia format for readers on the go.

The magazine's multimedia format includes an interactive digital e-magazine containing many links to additional content, bilingual Metalworking verticals (www.industrysourcing.com/metalworking in Chinese and English) with daily updates and online exclusives and formed newsletters, bi-weekly industry e-newsletters as well as vehicle sectors **Industrial Robotics, Metal Fabrication, Aerospace Manufacturing, Mold & Die, Additive Manufacturing.**

Readers can also access this content through the "Industry Sourcing" Apps for both iPad/iPhone and Android mobile Chinese Apps. With such current, informative and attractive content in both digital and printed forms, International Metalworking News for China offers the most effective communication package to suppliers for improving productivity, reducing cost, and turning

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 , 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.

Ringier Events
Connecting industry through information exchange!

An annual "metalworking" series of conferences bringing together the key industry players in different cities across China.

2023 Editorial Calendar

ISSUE	February	April	May	June
Ad Closing Dates	January 17	March 3	March 31	May 2
METAL CUTTING	Gantry Machining Center/ Horizontal Machining Center Large parts machining	Gear Machining HSC/HPC	5 Axis Machining High Precision Machining	HSM and HEM Multi-spindle machining
METAL FORMING	Laser Cutting	Welding Robot System	Die Casting	EDM Wire Cutting
TOOLING & FIXTURING	Turning Tool Deburring	Thread Cutting Tool Tool Holder	Precision tools: Clamping, Presetting, Monitoring	Milling Tool Drill
AUTOMATION & SOFTWARE & CONTROL SYSTEM & INDUSTRY MEASURING	CAD/CAM/CAE Software Process Monitoring	Process Simulation CNC System	Industrial Robotics 3D Scanning	Sensor Optical Measurement Pallet Handling System
FEATURE	Outlook Issue 2023(II)	Trends in Machine Tool	CIMT 2023 Review	Special Report - The 18 th Ringier Technology Innovation Awards for Metalworking Industry
SPECIAL APPLICATIONS	General Mechanical Engineering	Automotive (E-mobility)	Medical Equipment	Mould & Die
TRADE SHOWS & RINGIER EVENTS	<ul style="list-style-type: none"> • March, Suzhou Machine Tool Exhibition, Suzhou • March, CME China Machine Tool Exhibition, Shanghai • March, Int'l Additive Manufacturing Expo, Xi'an • March, China Industry Expo (CIE 2023), Tianjin • March, The 23th Shenzhen International Machinery Manufacturing Industry Exhibition 2023, Shenzhen • Mar. 1-3, SPS-Industrial Automation Fair Guangzhou (SIAF) 2023, Asiamold 2023, Guangzhou • Mar. 6-11, TIMTOS 2023, Taipei • Mar. 22-24, Laser World of Photonics China 2023, Shanghai • April, The 20th Shanghai International Automobile Industry Exhibition, Shanghai • Apr. 10-15, CIMT 2023, Beijing • Apr. 13-15, Productronica China 2022, Shanghai • Apr. 21-23, Changsha Interlligent Manufacturing Equipment Expo 2023, Changsha • May, China International Medical Equipment Fair (CMEF 2023), International Component Manufacturing & Design Show (ICMD 2023), Shanghai • May, The 24th Exhibition of Lijia International machine tool Chongqing, Chongqing • June, Die & Mould China 2023(DMC 2023), Shanghai • July 5-8, Manufacturing Technology & Materials Show 2023 (AMTS), The 15th International Assembly & handling Technology Exhibition (AHTE), Shanghai • Ringier events and future announcements 			

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

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Milling CAD/CAM/CAE Software	Turning Process Measurement	Laser Machining	Grinding	Workpieces Clamping	EDM Process
			Gear Cutting	Cutting Tool Coating	Additive Manufacturing	Die & Mould

Regular Features

Industry Updates
Boardroom Connection
Tooling & Fixturing
Metal Cutting
Additive Manufacturing

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	August Buyer Guide	September	October	November
Ad Closing Dates	July 4	July 28	August 30	October 09
METAL CUTTING	Buyer's Guide 2023 Machine Tools Cutting Tools Fixtures & System Parts & Accessories & Automation Test & Measurement & Software & Control System Surface Finishing Cooling Fluid & Lubrication 3D Printing Machine & Materials Tradeshow Organizer & Association Others	5 Axis Machining Difficult-to-Machine Materials Processing	Turn-milling Cooling Lubricants	Micro Cutting Precision Machining Grinding
METAL FORMING		Sheet Metal Forming	Servo Press	Laser Cutting
TOOLING & FIXTURING		Finishing Ceramic Cutting Tool	Precision Tools: substrates, geometries, coatings	PCD/CBN Cutting Tool Fixture System
AUTOMATION & SOFTWARE& CONTROL SYSTEM & INDUSTRY MEASURING		Machine Tool Linking Flexible Manufacturing Systems(FMS)	Digital Twins Smart Factory	IIoT Predictive Maintenance
FEATURE		Additive/Hybrid manufacturing	25 th Anniversary Issue MWCS 2023 Review	Outlook Issue 2024(I) EMO 2023 Review
SPECIAL APPLICATIONS		Aerospace & Aviation	New Energy Technologies and Equipment	Electronics and Semiconductor
TRADE SHOWS & RINGIER EVENTS	<ul style="list-style-type: none"> August, TAIROS- Taiwan Automation Intelligence and Robot Show 2023, Taipei September, Medtec China 2023, Shanghai September, Industrial Automation Show 2023, Metalworking and CNC Machine Tool Show 2023, Robotics Show 2023, Energy Show 2023, Shanghai September, CIOE 2023, Shenzhen October, South China Advance Laser Technology and Application Exhibition 2023, Shenzhen October, NEPCON Asia, Shenzhen October, Engine China 2023, Changsha October, The 20th Optics Valley of China International Optoelectronic Exposition And Forum (OVC Expo 2023), Wuhan November, China International Medical Equipment Fair (CMEF 2023), International Component Manufacturing & Design Show (ICMD 2023), Shenzhen November, PTC ASIA 2023, CeMAT ASIA 2023, Shanghai November, DMP Greater Bay Area Industrial Expo (DMP 2023), Shenzhen Ringier events and future announcements 			

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

ISSUE	July	August	September	October	November	December
Theme of Newsletter	Fluid and Lubrication Tool Materials	Finishing/ Fixturing	Industrial Robot	Production Measurement Technology	Industry Automation	CNC System
			Sheet Metal	Pipe/Tube Processing	Turn-milling	Tool Management

For editorial submissions and inquiries, Please contact:
June Ma Email: junema@ringiertrade.com

Digital Direct Marketing (E-newsletter)

Industry e-newsletters Scheduled Industry, 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. International Metalworking News for China Language: Simplified Chinese, Frequency: 24X, Subscriber: 65,200

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

Aerospace Manufacturing Language: Chinese, Frequency : 6X Subscriber: 5,200

ISSUE	February	April	June
Theme	Aircraft Lightweighting & Parts finishing	Aerospace engine & ceramic matrix composite materials	Sustainable aviation fuel
ISSUE	August	October	November
Theme	Application of composite materials in aviation field	Green Aviation Technology	Digital technology

Int'l Mold & Die Making News for China Language: Chinese, Frequency : 10X Subscriber : 8,200

ISSUE	January	February	March	April	May
Theme	Forming Technology and Equipment	Electrical Discharge Machining	Mold Surface Treatment	Customized/lightweight Molds	Additive Manufacturing
ISSUE	June	July	August	September	October
Theme	DMC Review	Materials for Molds	Automation and Intelligent Manufacturing	CNC Machining Technology	CAD/CAM

*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