

Nonwovens Industry China

Multi Media Platforms that cover the Nonwovens market in China

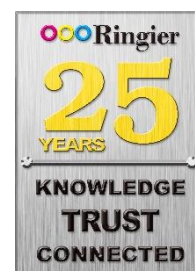
— 2023 Media Planner —

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



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

Nonwovens Industry China provides strong engagement with the Nonwovens 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.



China's Nonwovens industry posts rapid growth

Market Introduction

The nonwovens industry in China has shown resilience over the years, and its importance has been widely noted. The start of the "14th Five-Year Plan" saw China's nonwovens industry entering an adjustment period. Despite the challenges posed by COVID-19 on various industries, the nonwovens industry still posted faster growth, with overall development projected to remain stable. China remains the largest producer of nonwovens in Asia. The country dominates the meltblown nonwovens sector, accounting for at least 48% of the global market, according to Graphical Research report.

A combination of sustainability, performance and cost are considered as key drivers for the development of China's nonwovens industry. The industry has carried out a lot of measures in green supply chain, energy conservation and emission reduction, product degradation and recycling in order to achieve sustainable development. As the core raw materials in the fields of hygiene, medical, environmental protection, geotechnical construction, transportation and other fields, nonwovens make important contributions to the innovation and sustainable development of these fields.

Investments of China's nonwovens companies in capacity expansion is projected to surge as the trends of producing eco-friendly products and adopting smart manufacturing become widely accepted. At the same time, owing to the vigorous efforts of the Chinese

government to strengthen infrastructure and ecological construction, high-end geosynthetics and high-performance filter materials are also the focus of large investments.

The global retail hygiene market was valued at \$112 billion in 2021, with the contribution of more than 40% from Asia Pacific region. Evolving hygiene standards, growing consumer awareness, increasing purchasing power, innovation, and improved product availability support positive sales performance in the region. While the changing demographic landscape might present a growing challenge to organic growth of hygiene, increased consumer awareness of hygiene products, improved affordability, habit persistence and product innovation will help drive the performance across hygiene categories, especially in view of still significant unmet potential in the region.



↑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



WeChat



RingierNonwovens

APP



Total Readership: 21,660

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

For the past 20 years, **Nonwovens Industry China**, in a strategic editorial partnership with the world's leading information provider - **Nonwovens Industry**, has established itself as a leading source of exclusive content and technical articles for the nonwovens industry in China. Prepared and written by a team of industry and editorial experts, the print and digital magazines, Nonwovens vertical site and WeChat "RingierNonwovens" reach decision-makers in Chinese roll goods producers as well as nonwovens products manufacturers – from hygiene, wipe, medical to filtration, automotive, construction and so on.

For suppliers, **Nonwovens Industry China** is an effective multimedia platform which provides the latest information on their products and services. Through a dedicated Nonwovens vertical site (www.industrysourcing.cn/nonwovens), the industry community can find daily news updates and exclusive online features, videos and reports on major industry events – including live updates from

major industry trade shows as they happen – to keep the industry stay informed.

Monthly E-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep you updated on the industry. This multiple delivery channels enable you to get the most benefits from interactive magazines Apps with video links on iTunes and Google Play, Wandoujia APP store, 360 APP store plus technical articles and reports.

To meet the dramatic increase in the use of mobile devices to access information, all digital products and content have been designed to adjust to the screen size of the mobile or device being used, so that users can access, search and view both paid and editorial content clearly and for maximum impact. The magazine digital editions enable easy viewing on smart phones as well as tablets.

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.



Connecting industry through information exchange

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

2023 Editorial Calendar

ISSUE	April	June	September	November (E-magazine)
Ad Closing Dates	March 13	May 15	July 28	October 17
Features	Category Innovation in Feminine Hygiene Filtration Market: Growth Outlook, Opportunity & Challenge Automotive Nonwovens: Lightweight, Eco-friendly, Electric Vehicles	Baby Diapers Market Trends in Flushability of Wipes Nonwovens in Roofing & Construction	Medical Nonwovens Adult Incontinence Market Sustainability in Nonwovens	Geotextiles Emerging Applications of Nonwovens Nonwovens in Home
Materials	Hygiene Components	Nanotechnology	Fibers for Nonwovens	High Performance Polymers
Processing & Converting	Spunlace Ultrasonics for Nonwovens	Needlepunch Spunbond / Meltblown	Smart Manufacturing in Nonwovens Winding / Slitting	Testing / Quality Control
Special Report	CIDPEX 2023 Report	COVER STORY: Hygiene Supplement SINCE 2023 Report	COVER STORY Wipes Supplement CINTe 2023 Preview	COVER STORY International Top 40 Roll Goods Manufacturers
Theme of Newsletter	March	April	May	June
	Geotextiles	CIDPEX 2023 Report	Spunlace Market	Baby Diapers
	Hygiene Components	Filtration Market	Automotive Nonwovens	Flushability of Wipes
	July	September	October	November
	SINCE 2023 Report	Medical Nonwovens	Updates on Nonwoven Fibers	International Top 40 Roll Goods Manufacturers
	Spunmelt Market	CINTe Show Report	Smart Manufacturing in Nonwovens	Testing / Quality Control
Trade Shows & Ringier Events	<ul style="list-style-type: none"> • Mar, Shenzhen Composites Expo 2023, Shenzhen • Apr. 19-21, 30th China International Disposable Paper Expo (CIDPEX 2023), Nanjing • July · Shanghai International Nonwovens Conference & Exhibition (SINCE) • Sept, China International Trade Fair for Technical Textiles and Nonwovens (CINTe 2023), Shanghai • Sept · China Composites Expo 2023 · Shanghai • Medtec China 2023, Shanghai • Ringier events and future announcements 			

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

Regular Features

Industry Updates
 Boardroom Connection
 Leaders View

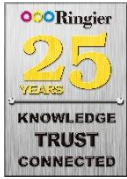
For editorial submissions and inquiries,
 please contact: Shirley Zhang
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Online Editorial Features—Daily updates and online exclusives

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
Trade Show Updates - latest news, onsite interviews and videos, and e-show daily of major trade events

Follow us on Ringier Nonwovens Wechat - Communicate with industry followers on a daily basis!
 website: www.industrysourcing.com/nonwovens

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

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