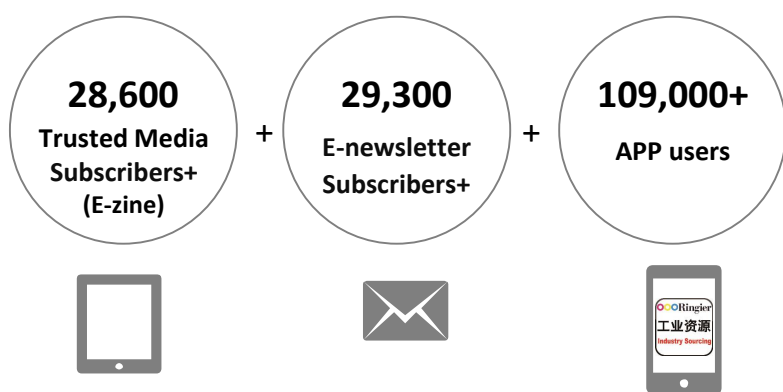


International Pharmaceutical News for China

Multi Media Platforms that cover the Pharmaceutical market in China

— 2023 Media Planner —

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

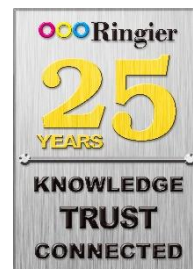


- Virtual Conference
- Webinar



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

International Pharmaceutical News for China provides strong engagement with the pharmaceutical 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.



Market Introduction

The pharmaceutical industry as a whole has shown been showing signs of accelerated recovery. Although the re-emergence of the COVID-19 outbreak since March 2022 impacted business operations, the global pharmaceutical market has maintained stable growth overall.

According to Frost & Sullivan, the global pharmaceutical market will reach USD1,711 billion in revenue by 2025, growing at a CAGR of 5.3% from 2021 to 2025. The global innovative drugs market which is expected to reach USD961 billion in revenue in 2021, will grow at a five-year CAGR of 3.8%. The innovative drugs market has become the current high-growth trajectory, with global R&D spending set to exceed USD204.8 billion in 2020 for the first time, growing at a CAGR of 6.9% from 2016 to 2020.

The policy system for innovative medicines in China has gradually improved. Regulations introduced in 2022 will help drive the clinical development of bispecific antibody-based anti-tumour drugs, as well as single arm clinical trials with urgent clinical needs and significant efficacy expected to accelerate the launch of drugs.

On the market side, there has been an increase in acquisitions in the innovative medicines sector, with large companies accelerating their industry presence and rapidly diversifying their product pipelines. Pfizer acquired Biohaven Pharmaceuticals to commercialise Nurtec, giving it manufacturing rights to the leading migraine drug in the US. While Bristol Myers Squibb (BMS) acquired Turning Point Therapeutics (TPT) to gain its core asset Repotrectinib, a ROS1/NTRK inhibitor with BIC potential. Hengrui Pharma and its holding subsidiary co-founded the company and jointly invested RMB2.01 billion in a biopharmaceutical private equity investment fund for a deeper industrial layout.

Traditional Chinese Medicine (TCM) will also continue to grow, driven by the intensive implementation of incentive policies. China's 14th Five-Year Plan for the Development of TCM sets out the objectives, tasks and measures for the development of TCM. The Plan hopes that by 2025, the capacity of TCM health services will significantly enhance, policies and systems for the high-quality development of TCM will further improve, positive results will achieve in the revitalisation and development of TCM, and its unique advantages in the construction of a healthy China will fully play.

Driven by many positive factors like the expansion of the pharma market and preferential government policies, China's contract development and manufacturing organisations (CDMO) and contract manufacturing organisations (CMO) markets have grown faster than the global, thanks to the Marketing Authorisation Holder (MAH) system which has facilitated CDMO/CMO companies to take on more drug development and manufacturing orders and has mobilised innovative drug development organisations. At the same time, the approval of Chimeric antigen receptor (CAR-T) therapies and products on the market, CDMO companies with large cell or vector libraries can help pharma companies select the appropriate cells or vectors and optimise them, reducing the cost of trial and error and increasing the success rate of R&D. The CGT/CDMO market is thus in a period of rapid growth.



People were signing up for the magazine at Ringier's booth

Multiple delivery channels for content : E-zines + Apps + Website+ E-newsletters + Social Media + Video + Mobile



Total Readership: 28,600

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

International Pharmaceutical News for China provides the latest international pharmaceutical information covering the technology and use of pharmaceutical preparations, processing and packaging, as well as pharmaceutical logistics systems. It offers professional insight about innovative technologies and applications covering innovative drugs, generic drugs, clinical outsourcing, biological vaccines, pharmaceutical commerce, traditional Chinese medicine, gene sequencing, and in vitro diagnostics.

Read interviews with practitioners from the pharmaceutical industry, sharing their experiences in using new technologies and their needs for suppliers. In particular, regarding the production of drug delivery systems, pharmaceutical preparations, covering materials, components, the latest reports on the production process in a hygienic environment and manufacturing of disposable pharmaceutical products.

Providing an interactive platform for our readers, **International Pharmaceutical News for China** not only provides in-depth coverage ranging from latest R&D to emerging market channels, 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 **International Pharmaceutical News for China** website and WeChat subscription account in Chinese with daily updates and online exclusives, and e-newsletters.

With such current, informative and attractive content in digital forms, **International Pharmaceutical News for China** offers the most effective communication package for application, machinery, and raw material suppliers to the makers of pharmaceutical 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 LinkedIn, 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.

2023 Editorial Calendar

ISSUE	February	April	June	August	October
Ad Closing Dates	February 1	March 15	May 16	July 18	September 18
Drug Discovery/Outsourcing	Prescription Design	Dosage Form Innovation	Precision Medicine	CDMO Developments	Experimental Animal Models
PHARMA INGREDIENTS	Prescription Design	Risk Management	APIs + Formulation Integration	Biologics APIs	Targeted Drug Delivery
DRUG DELIVERY & FORMULATION	New Drug Delivery Carrier	Extracellular Vesicles	Oral Sustained-Release	Engineered Bacteria	Drug Solubility
PROCESS TECHNOLOGY	Pumps, Valves & Fluid Control	Continuous Processing	Artificial Intelligence	Flexible APIs	Compressed Air
PACKAGING	Cold Chain Logistics	Packaging and Labelling	Customization	Flexible Filling	Sustainability
PHARMA AUTOMATION	Robotic/Laboratory Equipment	GMP Self-Inspection/Internal Audit	Traceability	Regulatory Innovation in the Greater Bay Area	Pharmacovigilance
Special Report	-	CPhI Review (Dec-Jan, CPhI & PMEC China 2022)	API Preview (May, API China 2023 Pharmaceutical Machinery & Equipment Exhibition)	API Review (API China 2023 Pharmaceutical Machinery & Equipment Exhibition)	CPhI & API Preview

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

Issue	January	February	March	April	May	June
Theme of E-newsletter	mRNA Technology	1. Chronic Disease Treatment 2. Innovative Technologies	Artificial Intelligence	1. Continuous Processing 2. Packaging Materials	R&D Registration Compliance	1. GMP Compliance 2. APIs + Formulation Integration
Theme of E-newsletter	July	August	September	October	November	December
	Precision Medicine	1. Delivery Technologies 2. Biosimilars	HPAPIs	1. CRO Development 2. Health Equity	Pharmaceutical Company News	1. Raw materials, Intermediates, & Excipients? 2. Review & Outlook

Regular Features

- Industry Updates
- Boardroom Connection
- New Pharma

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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

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Communicate with industry followers on a daily basis!

Website: www.industrysourcing.cn/Pharmaceuticals

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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Ask your Ringier representative on how you can avail of the special rate

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