

# International Plastics News for Asia

Multi Media Platforms that cover the Plastics market in Asia

— 2023 Media Planner —

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



- Virtual Conference
- Webinar



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

International Plastics News for Asia provides strong engagement with the plastics sector on a continuous basis by utilizing a comprehensive qualified databases and leading content that links buyers and sellers, and results in active customer engagement to help grow your revenues.



## DIGITALIZATION, CIRCULAR ECONOMY TARGETS TO FUEL GROWTH IN ASIA'S PLASTICS INDUSTRY

### Market Introduction

Asia is emerging from the adverse impact of the COVID-19 pandemic and this has been clearly reflected in the performance of the region under the new normal. Optimism dominates as Asia's developing economies are projected to post higher growth at 5.3% in 2023 on the back of anticipated recovery in domestic demand and exports, according to the Asian Development Bank (ADB). By subregion, East Asia, South Asia and Southeast Asia are all expected to return to pre-pandemic rates of economic growth.

This positive scenario is also expected to manifest in the Asia-Pacific plastics market which is seen to grow by 3.6% from 2023-2026. During this period, several industries such as packaging, automotive, construction & building, consumer products, medical & healthcare, electronics & electrical products, are expected to post high demand for innovative technologies and high performance materials.

While China accounts for 55% of the Asia-Pacific plastics market, Southeast Asian countries are experiencing rapid recovery, becoming targets for investment infusion from foreign companies. Southeast Asia plastics market is expected to grow at over 6% yearly up to 2026, according to Mordor Intelligence. Indonesia dominates the region's plastics market as its plastics industry is projected to grow by over 6% up to 2026, with its huge packaging industry, building and construction sector, and household products expanding their requirements for injection molding systems, extrusion machinery and high performance materials. Thailand's plastics market is expected to grow by over 5% annually up to 2026 with tremendous opportunities owing to the recovery of its automotive, packaging, building & construction industries; and its being geared to become the region's medical supplies hub.

Vietnam is a country to watch – with its plastics market expanding by more than 10% annually. Blow molding, extrusion and injection molding technologies are in high demand in Vietnam, whose packaging, electrical & electronics, automotive and construction industries are experiencing upward trends. Malaysia is also on recovery path with its plastics market expected to post at least 3% while the Philippines' growth rate could reach more than 5% yearly. Both countries are experiencing increased activities in their packaging, consumer products, medical and construction industries – thus favoring more advanced injection molding, blow molding and extrusion systems as well as plastic materials with exceptional mechanical properties while being environment-friendly.

### Digitalization and Circular Economy Solutions Required

Digitalization is transforming the industrial landscape in Asia. More Asian plastics manufacturers are now moving towards digitalization – as they realize that to stay competitive, they need to embark on more efficient and cost-saving production operations. Smart manufacturing has become a buzzword – and the demand for smart manufacturing and digital solutions in the region is expected to grow by at least 7% annually. With more European and North American companies relocating to Southeast Asia, more advanced technologies are gaining acceptance in the region.

Another major trend is the quest for a circular economy. The global circular economy market is projected to grow by 7.8% yearly to reach US\$657.1 billion by 2027, based on MarketStudyReport. Asia has the potential to showcase the circular economy at scale, according to the Ellen MacArthur Foundation. To conform to strict government regulations in importing countries, Asian plastics manufacturers are now tapping recycled materials and production systems capable of processing recycled plastics to withstand competition. Thus, the Asia Pacific recycled plastics market size is projected to reach US\$25.7 billion by 2025, up annually by 6.4%, with increased requirements for recycling technologies in compliance with the environment-conscious direction the plastics industry has taken.



**Multiple Delivery Channels for Content :**

**Print + E-zines + Apps + Website+ E-newsletters + Social Media + Video + Mobile**



**Total Readership: 37,710**

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

For more than 15 years, International Plastics News for Asia has established itself as a leading source of exclusive content and technical articles for the plastics and rubber industry in the Asia Pacific region. Prepared and written by a team of industry and editorial experts from Ringier Trade Media, the bi-monthly print and digital magazines and industry vertical reach decision-makers in Asia Pacific’s plastics processing companies, contract molders and manufacturers with in-plant machinery lines.

For suppliers, International Plastics News for Asia is an effective multimedia platform which provides the latest information on their products and services. Through a dedicated Plastics and Rubber vertical ([www.industrysourcing.com/plastics](http://www.industrysourcing.com/plastics)), 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.

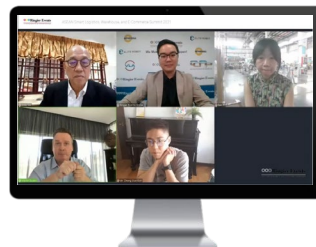
E-newsletters including **Circular Economy, Auto manufacturing- Plastics and composites** featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to the industry. This multiple delivery channels enable you to get the most benefits from interactive magazines Apps with video links on iTunes and Google Play, plus technical articles and reports from Ringier’s family of Plastics magazines covering the Greater China.

**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. Content Marketing- "soft" advertising that tells your company’s story and positions you as industry thought leaders, demonstrates your products and technical capabilities through text, video in print, online and social media. Let our experts help create an effective program for you.



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



Virtual Events

Published 6x a year in English, International Plastics News for Asia reaches a qualified controlled readership of 37,710 (including print and digital) manufacturing decision makers who plan the purchase of machinery, materials and execute manufacturing & automation strategies; and plant managers & engineers 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.

The whole value chain is covered from machine builders, automation & component suppliers, additives, resins, to masterbatches & compounders through to plastics molders and processors.

In addition an active engaged audience follow the various Plastics social media channels on Twitter, Facebook, YouTube, LinkedIn, Blogs or a combined average monthly page views of 100,000.

## 5 main delivery channels for the magazine content



Print: 16,510



Digital: 21,200

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



E-newsletter: 25,300



Apps industrysourcing downloads: 109,000+



Social Media: Facebook, Twitter, Blogger, Youtube. LinkedIn with the average monthly page views of **100,000+**

**Total  
Readership  
37,710**

Geographic Distribution		
Vietnam	3,880	24%
Thailand	3,590	22%
Indonesia	3,235	20%
Malaysia	3,150	19%
Singapore	1,053	6%
Philippine	762	5%
Taiwan, China	460	3%
Cambodia/ Myanmar/Laos	170	1%
Australia/ New Zealand	110	1%
Hong Kong, China	100	1%
<b>Total</b>	<b>16,510</b>	<b>100%</b>

Annual Business Turnover (US\$)	
0-1million	2%
1.01-2.5 million	15%
2.6-5 million	27%
5.01-10 million	33%
over 10 million	23%

Plastics Processing	
Injection molding	64%
Extrusion	33%
Blow Molding	25%
Rubber Processing	10%
Others	8%

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

Company Activity	
Auto Parts & Accessories	23%
Bottling / Containers	21%
Housewares	18%
Packaging Materials / Films	17%
Computer / Telecom / Office Equip	14%
Building / Construction Materials	12%
Medical / Dental / Optical / Healthcare	12%
Small Appliances / Hand Tools	11%
Toys / Sporting Goods / Recreation	6%
Industrial	6%
Furniture & Furnishings	4%
Footware	4%
Mold Making	3%
Major Appliances	3%
Others	2%

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

Business Type	
Trade Processor / custom / contract molder	41%
Captive / Proprietary plastics product processor	38%
Rubber product processor	10%
Compounders, master batchers, resin suppliers	7%
Government agencies / associations / Design / technical / consultant	2%
Manufacturer / importer / distributor / agent of machinery or equipment	2%

Job Function	
GM/Owner/President	30%
Production Manager	27%
Design Engineering	21%
Purchasing Manager	14%
Chemical engineering/Research & Development	8%

## 2023 Editorial Calendar

ISSUE	February	April	June
<b>Ad Closing Dates</b>	January 6 <sup>th</sup>	March 7 <sup>th</sup>	May 5 <sup>th</sup>
<b>INJECTION MOLDING</b>	Multi-material injection molding Injection mold	Injection molding - general Hot runners/mold changing system	AI driven injection molding machine Compression molds
<b>EXTRUSION</b>	Downstream extrusion	Cast film extrusion	Extrusion – laminating and coating
<b>BLOW MOLDING</b>	PET blow molding	Stretch blow molding	Blow molds & components
<b>RECYCLING</b>	Digital solutions for recycling Film recycling	Mechanical recycling Materials tracing system	Depolymerization/Chemical recycling
<b>RAW MATERIALS &amp; COMPOUNDS</b>	Recycled PET UV stabilizers	Reinforced plastics PEEK	Polyamides Polycarbonates
<b>INDUSTRY APPLICATION</b>	Medical supplies Medical devices	Flexible packaging Rigid packaging	Electronics Electrical products
<b>TECHNOLOGY FOCUS</b>	Coating/laminating systems IML-IMD systems	Digitalization Smart manufacturing	Plant management solutions for climate-neutral Process cooling/energy-saving systems
<b>RUBBER UPDATE</b>	Rubber sheet extrusion	Tire production	Silicone/latex
<b>TRADE SHOW SUPPLEMENT</b>		CHINAPLAS Supplement	InterPlas Thailand Supplement
<b>TRADE SHOW PREVIEW/REVIEWS</b>	CHINAPLAS Preview	interpack Preview Propak Philippines Review	CHINAPLAS Review Interpack Review Plastics & Rubber Vietnam Review
<b>Trade Shows &amp; Ringier events</b>	<ul style="list-style-type: none"> <li>• Propak Philippines (Feb 1-3) , Philippines</li> <li>• CHINAPLAS (Apr 17-20) , Shenzhen</li> <li>• Interpack (May 4-10), Germany</li> <li>• InterPlas Thailand (June 21-24), Thailand</li> <li>• Ringier events and future announcements</li> </ul> <p><i>Editorial content, trade show and conference schedule subject may change without notice.</i></p>		

ISSUE	January	February	March	April	May	June
<b>Theme of Newsletter</b>	Melt filters Gearbox	Downstream extrusion	Medical devices production	Cutting tools	Reinforced plastics	UV/light stabilizers
	Polycarbonate	3D printing	Injection mold & components	Bag making machines	Injection molding systems	Packaging

### Regular Features

- Industry Updates
- Boardroom Connection
- Technology Update
- Raw Materials & Additives

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

- **Business in Asia** - the latest information about business processes, regulations and standards in Asia
- **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	October	December
<b>Ad Closing Dates</b>	July 7 <sup>th</sup>	September 7 <sup>th</sup>	October 10 <sup>th</sup>
<b>INJECTION MOLDING</b>	Additive manufacturing Auxiliary equipment/gearbox	Multi-components injection molding cells Injection cyclinder	Outlook 2024: Future trends in injection molding
<b>EXTRUSION</b>	Twin-screw extruders	Single-screw extruders	Outlook 2024: ASEAN Extrusion market
<b>BLOW MOLDING</b>	Extrusion blow molding	Two-stage blow molding	Outlook 2024: Blow molding machine market trends
<b>RECYCLING</b>	Recycling of post-consumer packaging waste	Additives for post-consumer recycled resins	Outlook 2024: Recycling technologies
<b>RAW MATERIALS &amp; COMPOUNDS</b>	Thermoplastic polyester elastomer Colorants	Bio-polymers/ bioplastics	Outlook 2024: Circular economy and bio-based materials
<b>INDUSTRY APPLICATION</b>	Automotive Auto parts & components	Lifestyle/Consumer products	Outlook 2024: Emerging applications for plastics
<b>TECHNOLOGY FOCUS</b>	Robotic/automation systems	Smart packaging production systems	Measuring/inspection equipment ERP software for plastic manufacturing
<b>RUBBER UPDATE</b>	Rubber compression molding	Vulcanizers	Rubber mixers
<b>TRADE SHOW PREVIEW/REVIEWS</b>	InterPlas Thailand Review T-Plas Thailand Preview	Indoplas Indonesia Review T-Plas Thailand Preview	-
<b>Trade Shows &amp; Ringier events</b>	<ul style="list-style-type: none"> <li>• Plastics &amp; Rubber Vietnam (July), Vietnam</li> <li>• Indoplas, Indopack &amp; Indoprint, Indonesia (August), Indonesia</li> <li>• T-Plas, Thailand (Sep 20-23) , Thailand</li> <li>• M'SIA-PACK &amp; FOODPRO, M'SIA-PLAS, Malaysia (TBD)</li> <li>• Ringier events and future announcements</li> </ul> <p><i>Editorial content, trade show and conference schedule subject may change without notice.</i></p>		

ISSUE	July	August	September	October	November	December
<b>Theme of Newsletter</b>	Color inspection system	3D printing	Rubber injection molding	Masterbatches	Blow molding	Outlook 2024: Plastics & rubber industry
	Shrink sleeve packaging	Pelletizers/ granulators	PET containers production system	Auto parts production	Colorants	Outlook 2023: ASEAN market outlook

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## 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.

**International Plastics News for Asia** Language: English, Frequency : 24X Subscriber: 25,300

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Melt filters Gearbox	Downstream extrusion	Medical devices production	Cutting tools	Reinforced plastics	UV/light stabilizers
	Polycarbonate	3D printing	Injection mold & components	Bag making machines	Injection molding systems	Packaging
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	Shrink sleeve packaging	Pelletizers/ granulators	PET containers production system	Auto parts production	Colorants	Outlook 2023: ASEAN market outlook

**Auto Manufacturing - Plastics & Composites** Language: English, Frequency : 6X, Subscriber: 5,280

ISSUE	February	April	June	August	October	December
Theme of Newsletter	Additives for e-mobility	Sustainable materials for automotive	PP compounds for car interior	Non-halogen flame-retardants	Materials for EV battery	Carbon-fiber composites

**Circular Economy** Language: English, Frequency: 8X, Subscriber: 7,500

ISSUE	February	April	May	June
Theme of Newsletter	Flexible packaging recycling Digital watermarks for traceability	Rigid plastic recycling Carbon reduction technology	Post-consumer recycled materials Recycling robots	stainable TPEs for consumer products Eco-friendly labels
	ISSUE	August	September	October
Theme of Newsletter	Circular food-contact packaging Chemical recycling	Digitalization trends in recycling industry	PET packaging market Emerging applications of bio-based plastics	Injection molding recycled plastics Eco-friendly building / construction supplies

\* 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**

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