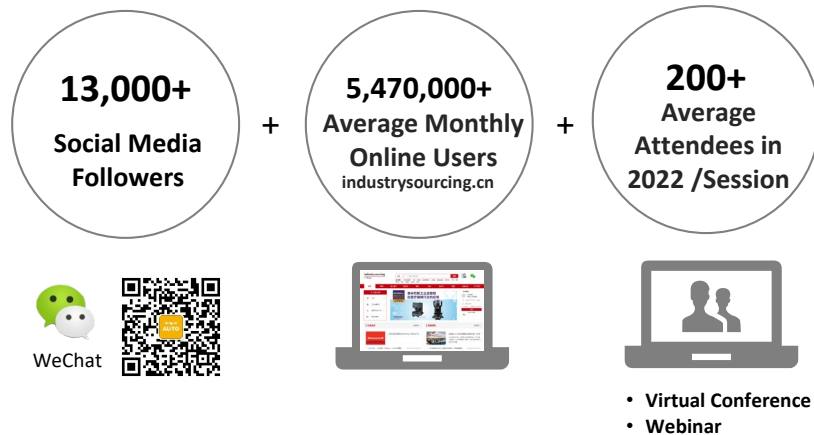


Automotive Manufacturing & Design for China

Multi Media Platforms that cover the Automotive 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 Automotive community in China

Automotive Manufacturing & Design for China enables strong engagement with customers on a continuous basis by utilizing its deep qualified data bases and leading content that engagement and grow your revenues



China's automobile industry continuously maintains rapid growth

Market Introduction

China is still the world's largest automobile market, despite challenges, with domestic production expected to reach US\$35 million by 2025. According to China Association of Automobile Manufacturers (CAAM), as of July 2022, China's automobile production and sales were US\$14.57 million and US\$14.47 million, respectively.

Meanwhile, CAAM released its latest forecast for the sales of NEVs, which is expected to share US\$5.5 million in 2023. Last year, NEVs and lithium industry ushered in explosive growth with production and sales of NEVs and lithium industry reached US\$3.279 million and US\$3.194 million, separately, an increase of 120% over the same period in 2021. The growth is due to "emission peak" and "carbon neutrality" becoming a global consensus, and with strong support from national policies.

It is worth mentioning that as of July 2022, the cumulative installed capacity of power batteries in China soared to 134.3GWh, a rise of 110.6% over the same period in 2021. The rapid expansion of power battery has led to the development of industrial chain-power battery raw materials, processing equipment, and innovative technology, etc. In addition, investments in the power battery industry are also increasing.

Intelligence is a major trend in the development of the automotive industry. OEMs are increasingly using ADAS (Advanced Driving Assistance System), as well as the rising demand for enhanced user experience and convenience features, which promotes the development of automotive artificial intelligence market, such as deep learning, computer vision, context-aware computing and other technologies. In a report by MarketsandMarkets, the global automotive artificial intelligence market size is projected to grow from US\$2.3 billion in 2022 to US\$7 billion by 2027; and is anticipated to grow at a CAGR of 24.1% from 2022 to 2027.

Based from the Yole report, C.A.S.E (Connected, Autonomous, Shared & Services, Electric) will be worth US\$318 billion in 2035, of which the market size of automotive semiconductors will achieve US\$78.5 billion in 2026 and a CAGR of 14.75% between 2022 and 2026. At the same time, the industries related to chip manufacturing, such as electronic design, chip packaging and testing, also went up.

The intelligence of the automobile industry is also very important in the processing technology. For example, robots that are common in intelligent automobile factories are booming. Data released by the IFR showed worldwide robot shipments set a new record of 486,800 units in 2021, an increase of 27 percent over the same period in 2020. Many technologies related to the intelligent processing industry are also booming.

Lastly, it is apparent that no technology will always lead, but there will always be a leading technology. The automobile market in 2022 still goes through the test of time; and with continuous technology innovation comes the future success of the automobile market. Let's all move forward hand in hand!



↑ 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



Virtual anchor
Broadcast the content
summary of each issue
Scan QR CODE to watch now



WeChat



Ringier Automotive

APP



Total Readership: 77,400

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

Ringier's Automotive Manufacturing & Design for China, in an editorial partnership with Germany's Automotive Electronics & Systems by Hanser, and a team of authoritative editorial advisors in China, has been providing China's automotive industry with comprehensive news about technological breakthroughs, innovative materials, new applications and rapidly evolving trends for almost a decade. Autonomy 5G connecting. In every issue we focus on important matters for motor vehicles manufacturers and designers, such as engineering developments, new technologies, processes, components, materials and design. A major focus is Electric Vehicles, Autonomous Driving, Interconnectivity & Hydrogen Powered Vehicles.

From lightweighting processes, such as laserwelding and friction-stir welding, innovative cutting technologies for dealing with ultrahighstrength steel to aluminium body panels and its innovative substitutes. We are the leading industrial media in China, not because of our highly popular print magazine or multiple digital channels, but because we understand the relations between manufacturers, designers and engineers and importance of providing comprehensive solutions that would engage them all. We offer the most effective communication package for the machinery, materials, software and electronic suppliers to the OEMs, T1&2 suppliers in the automotive industry E-Newsletters including plastics in Automotive.

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

Published 6x a year in Simplified Chinese, Automotive Manufacturing & Design for China reaches a diverse qualified controlled readership of 77,400 decision makers who purchase, test and evaluate the functionality and performance of components, including electrical and sensors used in the assembly of auto parts. Plus plant, engineering and design management who evaluate and purchase machinery and materials used in the manufacturing and assembly of auto parts as well as the final assembly of vehicles. Readers are located across the whole manufacturing and assembly chain from Tier 3 to Tier 1 makers/suppliers to final OEM assemblers. The auto industry is a truly integrated one with all levels of suppliers and final auto makers working with each other and influencing the purchasing decisions of machinery, materials and components. Automotive Manufacturing & Design for China gives you that integrated readership of decision makers both in print and digitally. 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 WeChat automotive and corporate channel attracts 13,000+ engaged followers.

5 main delivery channels for the magazine content



Print: 32,200



Digital: 45,200

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



E-newsletter: 46,000



WeChat Followers 13,000+



IndustrySourcing App is now installed on 109,000 users devices

**Total
Readership
77,400**



Geographic Distribution		
Shanghai	6,160	19%
Zhejiang	5,935	18%
Jiangsu	4,240	13%
Guangdong	3,970	11%
Shandong	1,705	5%
Hebei	1,583	5%
Beijing	1,573	5%
North East of China	1,530	5%
Hubei	1,140	4%
Tianjin	1,024	3%
Chongqing	890	3%
Henan	610	2%
Fujian	540	2%
Shannxi	280	1%
Hunan	220	1%
Rest of China	150	1%
Mainland China	31,550	98%
Taiwan, China	620	1%
Hong Kong, China	30	1%
Total	32,200	100%

Job Function	
Design, R&D Management /Engineering Management	31%
Production/Plant Manager	28%
Managing Director/President/GM	24%
Purchasing Manager	11%
Logistics Management	3%
Government/Consultant	2%
Sales/Marketing Manager	1%

Annual Business Turnover (US\$)	
0-1million	1%
1.1-2.5 million	5%
2.6-5 million	18%
5.1 -10 million	37%
over 10 million	39%

Organization Type	
Private	50%
State Owned/Collective/ township enterprise	11%
Foreign Invested/ Joint Venture	39%

Major Products Manufactured	
Manufacturing of Engines/power trains /Gear Boxes/Complete Units/Parts	40%
Manufacturing of Electronic & Electrical Components	34%
Light Vehicle Assembly (Cars/Vans/Motorcycles)	11%
Manufacturing of batteries and battery components / motor and motor components / EV assembly	15%
V2X/ ADAS/ software/sensors and systems	9%
Heavy Vehicle Assembly (Buses/Trucks/Others)	3%
Design/R&D/QC/Consultant	3%
Manufacturing/Distributor/Importer/ Agent of Machinery & Plant Equipment/Metal	3%
Institute/University/Association/Government	2%

Process & Activities Conducted by the Company	
CAD/CAM/CAE	75%
Metal Cutting	62%
Components/Final Assembly	60%
Laser Machining	52%
Inspection/Testing/Measuring	42%
Automation System/Factory Control	45%
Plastic Processing	40%
Robotics	40%
Metal Forming/3D Printing	30%
Mold Application	25%
Coating & Finishing	16%
Design/R&D	15%
Welding	15%
ERP Supply Chain Management/ERP	12%
Forging or Heading	10%
Rubber Processing	8%
Advanced Driving Assistance System(ADAS)*	6%
5G(V2X)*technology	1%
Millimeter-wave radar/Lidar	2%
AI chip	2%

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

*ADAS refers to the "Advanced Driving Assistance System" which is the core part of self-driving, involving very cutting-edge technologies such as chips, AI, sensors, lidar and so on.

* V2X means "vehicles to everything", such as vehicles to vehicles, vehicles to people, vehicles to roads and so on. The development of 5G technology promotes the V2X to be carried in cars.V2X is also a very important part of autonomous driving.

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

2023 Editorial Calendar

ISSUE	February	April	May
Ad Closing Dates	January 11	February 21	April 22
MANUFACTURING SOLUTIONS	Integrated Die Casting/ Robot Application/ New Painting Process/ Test and Measurement	Mould Application/ Automotive Electronic Manufacturing Technology/ 3D Printing Technology	Plastic Welding/ Quality Control and Testing/ On-line Monitoring of Metalworking
SYSTEM & ELECTRONICS	Transmission: Gearbox Automobile Air Conditioning System	By-Wire/ Automobile Suspension System/ Simulation	Wire Harness/ Connector Lighting System/ Electrical Architecture/
MATERIAL INNOVATION	3D Printing Material	Plastic Additives	Adhesives/ Innovative materials for NEV
BATTERY&MOTOR& ELECTRIC CONTROL	High Voltage Technology / Battery Manufacturing and Assembly/ Welding Application of Power System	Hydrogen Fuel Cell/ Power System Test/ CTC Technology	Box /Shell processing of NEVs/ BMS
ADAS&V2X	Advanced Driving Assistance System (ADAS)	Artificial Intelligence (AI) Chips	Vehicle to Everything (V2X) & Safety/5G Connectivity Sensors/Cameras
SPECIAL REPORTS	Review of AMTS & AHTE South China 2022	Innovative Processing Technology of NEVs	Electronica China 2023 Review/ Chinaplas 2023 Review/ AUTO SHANGHAI 2023 Review
Trade Shows & Ringier Events	<ul style="list-style-type: none"> Mar., Shenzhen Composites Expo 2023, Shenzhen Mar., CME China machine tool exhibition, Shanghai Mar., Int'l Additive Manufacturing Expo, Xi'an Mar.1-3, SPS-Industrial Automation Fair Guangzhou (SIAF) 2023, Asiamold 2023, Guangzhou Mar. 6-11, TIMTOS 2023, Taipei Mar.14-17, China Industry Expo (CIE 2023), Tianjin Mar.16-19, Suzhou machine tool exhibition, Suzhou Mar.22-24, Laser World of Photonics China 2023, productronica China 2023, Shanghai Mar.29-Apr.1, The 23th Shenzhen International Machinery Manufacturing Industry Exhibition 2023, Shenzhen Apr., The 20th Shanghai International Automobile Industry Exhibition, Shanghai Apr., Die & Mould China 2023(DMC 2023), Shanghai Apr. 10-15, CIMT 2023, Beijing Apr. 13-15, electronica China 2023, Shanghai Apr. 17-20, Chinaplas 2023, Shenzhen Apr. 21-23, Changsha Interlligent Manufacturing Equipment Expo 2023, Changsha May 26-29, The 24th Exhibition of Lijia International machine tool Chongqing, Chongqing Ringier events and future announcements 		

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

Month	January	February	March	April	May	June
Theme of Newsletter	Digitization of automobile factory	Battery Manufacturing and Assembly	Automobile chips	Motor Manufacturing/Test	Simulation	NEV Box /Shell Metalworking
	-	-	-	-	3D Printing Technology	Sensors/Cameras

Regular Features

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

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	July	September	November
Ad Closing Dates	May 23	July 28	September 27
MANUFACTURING SOLUTIONS	Car Body Integration Technology/ Additional Material Manufacturing/ Laser processing/ Lightweight Design	Automation & Flexible Manufacturing Car Body Connection/ Automobile Equipment Manufacturing/ Automobile screw processing	Intelligent Assembly: Battery Precision Parts Coating/ Metal Cutting
SYSTEM & ELECTRONICS	Powertrain System: Engine Application of MCU	Automobile Chassis Debugging/ Braking System: ABS/ Application of Design Software	BMS/ Vehicle Display Screen/ Automobile Appearance Design
MATERIAL INNOVATION	Non-metallic Materials	Metallic Materials	Lightweight Materials
BATTERY&MOTOR&ELECTRIC CONTROL	Hairpin Welding Process/ Car Charging Interface/ Battery Recycling	Power Battery Metalworking/ Electronic Control System/ Turbocharging Technology	NEV Powertrain: Hybrid Vehicle/ Observation on Power Battery Market
ADAS&V2X	Observation of Automotive Chip Industry	Safety of Autonomous Driving	Intelligent Cockpit/ Lidar/
SPECIAL REPORTS	Walk into the Automobile Intelligent Factory/ AMTS 2023 Preview	AMTS 2023 Review	Outlook of 2024 China Auto Market/ CIIF 2023 Review/
Trade Shows & Ringier Events	<ul style="list-style-type: none">• June 27-29, South China International Industry Fair 2023, LASERFAIR SHENZHEN 2023, Shenzhen• July 5-8, Automotive Manufacturing Technology & Materials Show 2023 (AMTS) ,The 15th International Assembly & handling Technology Exhibition (AHTE), Shanghai• Aug., TAIROS- Taiwan Automation Intelligence and Robot Show 2023 , Taipei• Sept. China Composites Expo 2023, Shanghai• Sept. 13-17, Industrial Automation Show 2023, Metalworking and CNC Machine Tool Show 2023,Robotics Show 2023,Energy Show 2023, Shanghai• Oct. Engine China 2023, Changsha• Oct. The 19th Optics Valley of China International Optoelectronic Exposition And Forum (OVC Expo 2023), Wuhan• Oct.11-13, NEPCON Asia, Shenzhen• Oct.11-13, AMTS & AHTE South China 2023, Shenzhen• Oct.24-27, PTC ASIA 2023,CeMAT ASIA 2023 , Shanghai• Nov. South China Advance Laser Technology and Application Exhibition 2023, Shenzhen• Nov. DMP Greater Bay Area Industrial Expo (DMP 2023), Shenzhen• Nov. CHINACOAT 2023, SFCHINA 2023, Shanghai• TBD TCT Asia 2023, Shanghai• TBD BEIJING ESSEN WELDING & CUTTING FAIR, Beijing		
Editorial content, trade show and conference schedule subject may change without notice.			

Month	July	August	September	October	November	December
Theme of Newsletter	Vehicle to Everything(V2X) & Safety	Automation & Flexible Manufacturing	Automobile Innovative Materials	Car Body Connection	Intelligent Cockpit	Power Battery
	Additional Material Manufacturing	-	-	-	Metal Fabrication	-

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Digital Direct Marketing (E-newsletter)

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.

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

Plastics in automotive Language: Chinese, Frequency : 6x Subscriber: 7,530

Issue	January	March	May
Theme	Improved Properties of Flame Retardant Materials	Prospects of Fiber Reinforced Plastics	Additive Manufacturing as Applied in Automotive Industry
Issue	July	September	November
Theme	Automotive Lightweight Construction - Material, Process & Design	Technology Innovation in Interior and Exterior Design and Decoration	Material Advances in Automotive Thermal Management

*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

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

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