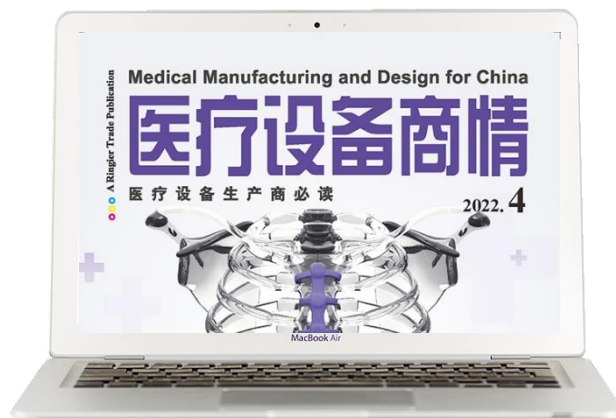
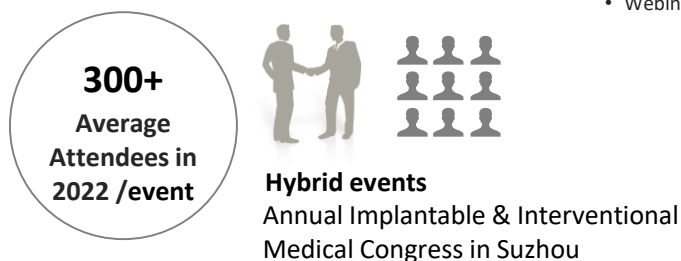
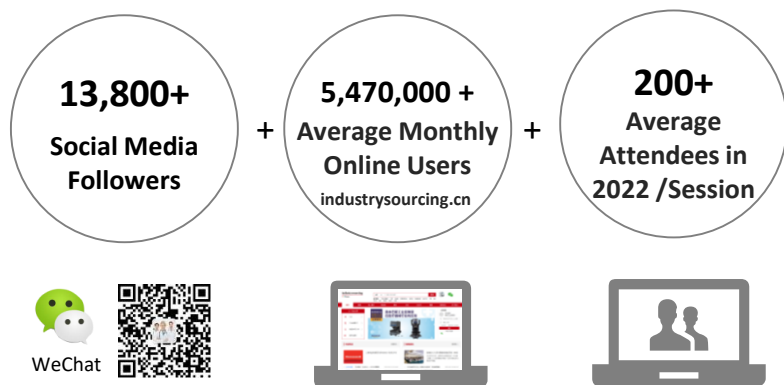


# Medical Manufacturing & Design for China

Multi Media Platforms that cover the Medical Manufacturing market in China

— 2023 Media Planner —

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



Medical Manufacturing and Design for China  
医疗设备商情  
医疗设备生产商必读

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

**Medical Manufacturing & Design for China** provides strong engagement with the Medical Manufacturing 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.



## China medical devices regarded as one of the most promising market

### Market Introduction

China's medical device market is forecast to grow at US\$59.5 billion in 2025 with a faster CAGR of 5.6%, according to Market Research.com. The key drivers of growth include the growing aging population, an increase of chronic conditions, increasing penetration of medical devices at all levels of healthcare, the growing coverage by Chinese health insurance funds, and increased purchasing power by an expanding Chinese middle class.

Still in the stage of rapid market penetration, China's medical device industry has a long way in the import substitution of Class II and III medical devices, showing large potential of market demand. Low per capita medical spending and clinical penetration rate also endow the industry with high development space.

The release of the "14th Five-Year" Medical Equipment Industry Development Plan, as well as the implementation of the new version of "Supervision and Administration of Medical Devices" and a number of related policies are conducive to release the innovation vitality of the medical device industry. In the past two years, the total of manufacturers and approved new products have continued to maintain rapid growth. It is worth mentioning that high-tech medical companies have emerged in China, such as Mindray, United Imaging, Neusoft, and WEGO and so on.

Nearly three years since the outbreak of COVID-19 epidemic, the demand for PPE and related medical equipment, for example breathing

machines and medical imaging machines, have resulted in the significant progress of medical devices industry. Not to forget the escalating instability of the epidemic situation in the world, the export of domestic diagnosis and treatment equipment, IVD reagents and other products have also contributed to the rising demand in the industry.

The upstream materials, processing and manufacturing technologies of the medical device industry chain are the cornerstones of the development of medical devices. The R&D investment in raw materials and related medical device technologies will directly affect the development and trend of the overall business. **Medical Manufacturing and Design for China** will continue to bring readers the frontier information, which could help them adjust R&D strategies, strengthen product quality and promote production efficiency.



↑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  
 Medical Manufacturing



APP



**Total Readership: 47,650**

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

Medical Manufacturing and Design China is a trade publication exclusively dedicated to the design and manufacturing processes of medical devices, implants, disposables and equipment.

Every issue focuses on areas that relate to medical devices, implants, disposables products elements, plastic materials and their processing, composites, coatings, finishing and equipment from designing to manufacturing, component selection to material use,

production and finishing operations.

Featured articles and regular departments delve into all aspects of design, machining, components, tooling software, toolholding, workholding, quality/metrology, best practices and plastics aspect.

We cover the latest trends as well as emerging technologies – 3D printing/additive manufacturing, automation, the Industrial Internet of Things, government regulations, cybersecurity and many much.

### 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.



An Annual "Implantable & Interventional Medical " series of conferences bringing together the key industry players in different cities across China.

## 2023 Editorial Calendar

ISSUE	February (E-magazine)	April	June	August	October	December (E-magazine)
Ad Closing Dates	January 13	March 3	May 8	July 18	September 11	November 15
Technical Features	Medical Sensor	Medical Electronics Precision Injection	Laser Processing Automation	Medical Packaging & Sterilization Precision Machining	Motion Control Cutting Tools/Toolholding	Surface Finish Software & System
Material Focus	Medical Adhesives	Medical Plastics	Medical Coatings	Material in Medical Additive Manufacturing	Biomedical Metal Materials	Medical Textiles
Application Report	Household Medical Equipment	Orthopedics Implants	In-Vitro Diagnostics (IVD)	Dental Implant	Medical Imaging	Vascular Interventional
Special Report	UDI	Wearable	Artificial Intelligence	Medical Robot	3D Printing	Policies and Regulations
Show Report	-	CHINAPLAS Report	CMEF & ICMD Report	-	Medtec China Report	-
Trade Shows & Ringier Events	<ul style="list-style-type: none"> <li>• Apr. 10-15, The 18th China Int'l Machine Tool Show (CIMT 2023), Beijing</li> <li>• Apr. 13-15, electronica China 2023, Shanghai</li> <li>• Apr. 17-20, Chinaplas 2023, Shenzhen</li> <li>• May, China International Medical Equipment Fair (CMEF 2023), International Component Manufacturing &amp; Design Show (ICMD 2023), Shanghai</li> <li>• Sep, Medtec China 2023, Shanghai</li> <li>• Sep, CIOE 2023, Shenzhen</li> <li>• Oct, NEPCON Asia, Shenzhen</li> <li>• Nov, DMP Greater Bay Area Industrial Expo (DMP 2023), Shenzhen</li> <li>• TBD, TCT Asia 2023, Shanghai</li> <li>• Ringier events and future announcements</li> </ul>					

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

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Laws and Regulations	Medical Adhesives UDI	Medical Sensor Household Medical Equipment	CHINAPLAS Report/ Orthopedics Implants	Medical Plastics Wearable	CMEF & ICMD Report/ Laser Processing
ISSUE	July	August	September	October	November	December
Theme of Newsletter	Artificial Intelligence Automation	Packaging & Sterilization Medical Robot	Precision Machining Dental Implant	Medtec China Report/ Biomedical Metal Materials	Cutting Tools/ Toolholding 3D Printing	Wearable

### Regular Features

- Industry Updates
- Boardroom Connection
- Product Highlight

### 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 Medical Manufacturing and Design WeChat - Communicate with industry followers on a daily basis!
- Website: [www.industrysourcing.cn/medical](http://www.industrysourcing.cn/medical)

For editorial submissions and inquiries, please contact: Shirley Zhang | Email: [shirley@ringiertrade.com](mailto:shirley@ringiertrade.com)



## 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.

**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

**Packaging** Language: Chinese | Frequency : 12x | Subscriber: 22,050

ISSUE	January	February	March	April	May	June
Theme	Rigid /Flexible Packaing	Packaging Materials	Label/Coding	New Technologies For Packaging Testing	Interpack 2023 Report	Automation
ISSUE	July	August	September	October	November	December
Theme	Sustainable Packaging	Secondary Packaging	Packaging Design	Reducing Food Waste Packaging	Active & Smart Packaging	Packaging Industry Outlook

\*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

## Data Base-Direct Marketing

- 20+Vertical Industries
- 30+ Industry Newsletter
- China + S.E. Asia Markets
- Integrated Media Strategies
- White Papers
- Webcasts
- Podcasts

## B2B Media

- Magazines - China/S.E. Asia
- Digital Media
- Social Media
- International Media Partners
- Content Marketing

## 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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