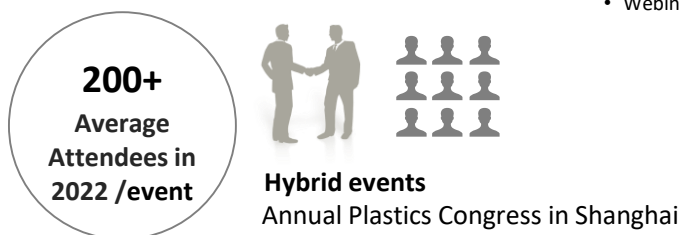
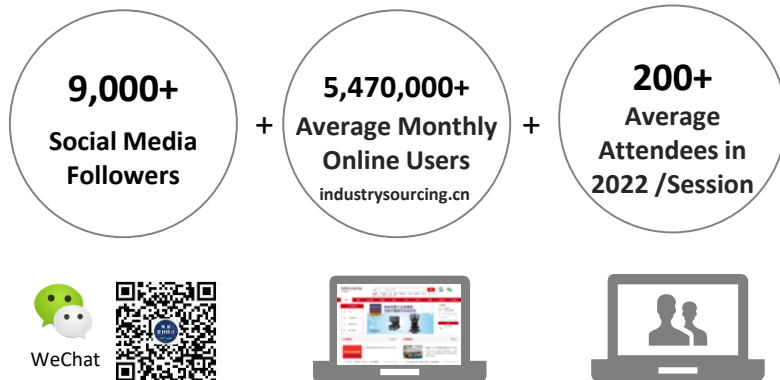


# International Composites News for China

Multi Media Platforms that cover the Composites market in China

— 2023 Media Planner —

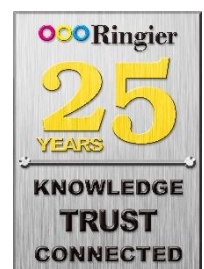
Events – Direct marketing – Print – Social media – Mobile – Content marketing



国际  
**复材技术商情**  
International Composites News for China  
复合材料行业新闻、前沿技术与市场应用

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

International Composites News for China provides strong engagement with the Composites 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.



## Composite material innovations in full swing

### Market Introduction

There is no stopping the growth trend for composite materials market, as it is expected to reach US\$144.5 billion by 2028, with a compound annual growth rate of 6.6% from 2021-2028, according to Grand View Research. The growing demand for lightweight materials in the aerospace, defense and automotive industries, as well as the need for corrosion- and chemical-resistant materials in the construction, plumbing, and energy storage industries, will strongly drive the development of composite materials.

From the perspective of application fields, the aviation industry will recover with drones and advanced air mobility (AAM) driving new development trends up to 2026, with this field expected to post annual growth of 8%. Another application, the energy market, is expected to grow by 6%. The electrical and electronics industry remains dynamic, with an annual growth rate of around 5%. The development of electric and hydrogen-powered vehicles is expected to impact demand for composite materials. In addition, hydrogen storage technology will also bring more opportunities to the composite materials industry.

A number of segments within the composites materials sector are expected to experience substantial growth in the next few years, and one of them is biomedical composites. From US\$24.4 billion in 2021, the biocomposites market is projected to post a CAGR of 15.7% in the next ten years, according to Emergen Reserch.

In terms of materials and technologies, glass fiber composites and carbon fiber composites will still lead the market. The global prepreg market is expected to reach US\$6.9 billion by 2026, with a CAGR of 5.6% from 2020-2026; of which the

CAGR of carbon fiber prepreg is 6.5%, while that of glass fiber prepreg is 4.1%. Meanwhile, plant-based natural fibers and fillers are regaining favor, growing by 11.8%.

Thermoplastic composite materials have a better development prospect due to their outstanding environmental protection advantages. The global thermoplastic composites market is forecast to grow by 5.2% annually, from US\$28 billion in 2019 to US\$36 billion in 2024, according to MarketsandMarkets .

In recent years, the composites industry has also been undergoing changes brought about by 3D printing technology. When the global manufacturing supply chain is affected, 3D printing technology has well proved its commercial value and cost-efficient advantages to the world. Composite 3D printing is expected to be worth US\$19.8 billion in 2028, a growth rate of 27%, based on Research and Markets projection.

Overall, a number of trends are expected to favorably affect the expanded application of composite materials which will push for its growth in the next few years. Intelligent manufacturing, carbon neutrality, and the quest for high-performance materials by emerging industries will contribute to the promising prospect for composite materials.



←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 Composites

### APP



**Total Readership: 25,000**

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

Supported by a team of authoritative editorial advisors in China, **International Composites News for China** has been deeply involved in the the composites industry for over 12 years with various media properties and conferences. Providing an interactive platform for our readers, the decision makers in commercial R&D, composite parts makers and end users, **International Composites News for China** is not only able to provide in-depth coverage ranging from latest R&D to emerging market trends, updates on materials, machinery as well as process technologies, but also presents its comprehensive content through multimedia.

These include e-magazines, a web site on plastics composites with daily updates and online exclusives, e-newsletters, as well as magazine apps with video links on iTunes , Google Play, Wandoujia APP store, 360 APP store. With such current, informative and attractive content in both digital and printed forms, **International Composites News for China** offers the most effective communication package for materials and machinery suppliers to the makers of products using composites 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 Douyin (TikTok) , 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 "Plastics & Specialized " series of conferences such as medical auto bringing together the key industry players in different cities across China.

Published 3x a year in Simplified Chinese, International Composites News for China reaches a qualified controlled readership of **25,000** (including print and digital) manufacturing decision makers who evaluate & plan the purchase of machinery, materials and execute manufacturing strategies and plant managers 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. Readers cover the entire decision making process from designers, chemical specialist, R&D, QC, engineering, plant management to purchasing and top management.

In addition an active composites Plastics and corporate channel attracts **9,000+** engaged followers.

## 5 main delivery channels for the magazine content



Print: 13,200



Digital: 11,800  
E-magazine, e-newsletters,  
iPad/iPhone and Android App versions.



E-newsletter: 9,245



WeChat Followers 9,000+



Apps industrysourcing downloads 109,000+

**Total  
Readership  
25,000**



Geographic Distribution		
Shanghai	2,530	19%
Jiangsu	2,356	18%
Guangdong	1,930	15%
Zhejiang	1,573	11%
Shandong	1,201	9%
Beijing	1,078	8%
Tianjin	508	4%
Hebei	351	3%
North East of China	310	2%
Hubei	294	2%
Chongqing	230	2%
Fujian	225	2%
Sichuan	220	2%
Henan	179	1%
Shaanxi	125	1%
Mainland China	13,110	98%
Taiwan, China	80	1%
Hong Kong, China	10	1%
Total	13,200	100%

Annual Business Turnover (US\$)	
0-2.5 million	11%
2.6-5 million	35%
5.1-10 million	34%
over 10 million	20%

Organization Type	
Private	44%
Foreign Invested/ Joint Venture	41%
State owned	15%

Product Manufactured	
Automotive (Cars/Trucks)/parts	26%
Aircraft/Aerospace/parts	15%
Electrical/Electronic	14%
Construction/Civil Engineering	9%
Railway Transportation/parts	8%
Industrial/General Engineering	7%
Wind Energy	6%
Consumer Products	6%
Sports & Leisure	5%
Marine/Boatbuilding	4%
Military/Defense	4%
Design/Technical/Consultant	3%
Materials, Machinery Supplier/Distributor/Agent	2%
Government/Associations/Universities	2%

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

Job Function	
GM/Owner/President	28%
Product Design, R&D, Quality Assurance	24%
Manufacturing & Engineering Management	23%
Materials and Process Engineering	14%
Technical Sales/Marketing	5%
Consulting	3%
Estimating, Purchasing	3%



## 2023 Editorial Calendar

ISSAUE	March	June	September
Ad Closing Dates	February 13	May 15	July 28
FEATURES	Wind Power / Offshore Wind  Rail Transit	Buildings and Bridges  Cars / Hydrogen Storage Tanks	Aeronautics and astronautics  Electronics/Consumer products
Materials & Processes	Long Fiber Thermoplastic Composites Carbon fiber/Glass fiber  Fabrication techniques Automatic wire laying/Injection process	Biomedical Composites Cork and core material  Fabrication techniques Filament Winding / Pultrusion	Natural plant fiber Ceramic matrix composite  Fabrication techniques Non-autoclave / Compression Molding
SPECIAL REPORTS	Thermoplastic composites  CHINAPLAS Preview	Composite material recycling  CHINAPLAS Review	3D printed composite materials  CCExpo 2023 Show Preview
Trade Shows & Riniger events	<ul style="list-style-type: none"><li>• Mar. Shenzhen Composites Expo 2023, Shenzhen</li><li>• April. 17-20, Chinaplas 2023, Shenzhen</li><li>• July, 5-8, Shanghai Automotive Manufacturing Technology &amp; Materials Show 2023 ( AMTS) , Shanghai</li><li>• International Assembly &amp; handling Technology Exhibition (AHTE), Shanghai</li><li>• Sept. China Composites Expo 2023(CCExpo 2023 ), Shanghai</li><li>• Ringier events and future announcements</li></ul>		
*Editorial Calendars are subject to change without prior notice.			

Theme of Newsletter	January	February	March	April	May	June
	-	Rail transit	Biomedical Composites	Aeronautics & astronautics	Electric cars/ Electric bicycles	Wind power / Composite material recovery
	July	August	September	October	November	December
	Sports Leisure/Design and furniture	-	Boat Marine	Infrastructure and bridges	Additive manufacturing	-

### Regular Features

- Industry News
- Technology Features

For editorial submissions and inquiries,  
please contact: Pingping  
Email: pingping@ringiertrade.com

### 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 Rignier Plastics wechat - Communicate with industry followers on a daily basis!

Website: [www.industrysourcing.cn/plastics](http://www.industrysourcing.cn/plastics)

## 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.

### Aerospace Manufacturing

Language: Chinese, Frequency : 6x

Subscriber: 5,200

ISSUE	February	April	June
Theme	Aircraft Lightweighting & Parts finishing	Aerospace engine & ceramic matrix composite materials	Sustainable aviation fuel
ISSUE	August	October	November
Theme	Application of composite materials in aviation field	Green Aviation Technology	Digital technology

### 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

*\*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

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

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