



EMO Hannover 2019

September 16-21, 2019

Hannover Exhibition Center, Germany

About EMO

In terms of its scope and its reach the EMO Hannover is globally unique as a leading trade fair. At the EMO Hannover you can take the pulse of the future. The metal-working industry is in transition. New technologies are becoming established, innovation cycles are getting faster and new challenges are arising. Industry 4.0, energy efficiency and 3D printing - the core topics facing the industry are all on the agenda of the EMO Hannover.

At the Most Important Trade Show of the Year Let Buyers Know You Are There!

Multi-media channels- A close relationship connecting you and the buyers

Print

Tradeshow E-newsletter

Video Service

Live Broadcast

Website

Ringier helps you stand out from among all exhibitors in EMO Hannover 2019!

Benefits you can get by advertising on EMO Hannover 2019 Show Preview Editions

- ✓ International Metalworking News for China and International Metalworking News for Asia will report EMO Hannover 2019, which will attract more buyers at home and abroad to visit EMO Hannover 2019 and make purchase plan.
- ✓ The Print Journals have e-versions that can be accessed at industrysourcing.com as well as on Android and iOS mobile devices. Extends your reach even further!
- ✓ Special bonus for Show issue advertisers: FREE "Product Release" with your 75-word product information and photo.
- ✓ In addition to our regular circulation, magazines will be distributed at key shows in China and Asia



International Metalworking News for China September 2019

- Print: 45,520 Digital: 62,510
- Language: Simplified Chinese
- Bonus Distribution:
Sep.16-21, EMO 2019, Germany
Sep. 19-23, Industrial Automation Show 2019, Metalworking and CNC
Machine Tool Show 2019, Robotics Show 2019, Energy Show 2019, Shanghai
Sep. 25-27, Medtec China 2019, Shanghai
- Ad closing date: July 5, 2019



International Metalworking News for Asia August 2019

- Print: 16,902 Digital: 26,800
- Language: English
- Bonus Distribution:
Aug. 14-16, Vietnam Manufacturing Expo 2019 (Hanoi), Vietnam
Aug. 28-31, International Metalworking Philippines 2019, Philippines
Sep. 16-21, EMO 2019, Germany
Sep. 18-20, Wire & Tube Southeast Asia 2019, Thailand
- Ad closing date: July 8, 2019



Automotive Manufacturing & Design for China September 2019

- Print: 31,920 Digital: 35,455
- Language: Simplified Chinese
- Bonus Distribution:
Sep. 3-5, China Composites Expo 2019, Shanghai
Sep. 16-21, EMO 2019, Germany
Sep. 19-23, Industrial Automation Show 2019, Metalworking and CNC
Machine Tool Show 2019, Robotics Show 2019, Energy Show 2019, Shanghai
- Ad closing date: July 29, 2019

iConnect

Ringier

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Tradeshows
e-Newsletter

Digital
Cost Effective
Measurable
Multiple Devices



Target
Right People
Right Place
Right Time



Valuable Information
Trust
Sharing
Engaging
Generating Responses



Subscribe to industry e-newsletters to get the latest industry technical & market news from China and S.E.Asia.

Sponsor our Special EMO 2019 Tradeshows e-Newsletter Daily Information for Decision Makers in the Metalworking Industry and Key Related Industries !

- Each Industry e-Newsletter will highlight new technologies and products that will be displayed during CIMT 2019 and will contain the latest show news each day.
- Each Industry e-Newsletter will reach decision makers in the industry and links to www.industrysourcing.com/Metalworking and www.industrysourcing.cn/Metalworking where the "CIMT 2019 Show Coverage" section is located.
- Sponsor ads in our Tradeshows e-Newsletter. Your ads will link to your Online Product Showrooms or other websites.
- Drive traffic to your site, inform your customers of your latest products.
- Tradeshows E-newsletters are MOBILE FRIENDLY for viewers on Android mobile devices and iPhone/ iPad
- Each newsletter will feature the cutting-edge/sophisticated technology, applications, company news, industry development from the show. Daily live updates including video links will be featured in each news letter

***Reach 62,510 opt in target buyers**

Chinese Version EMO 2019 Tradeshows e-Newsletters will Feature e-Newsletters to Metalworking processors and molders.

E-Newsletter Delivery Schedule (Chinese Version, totally 5 mailings):

- Before the show:
2 EMO 2019 Preview e-Newsletters will be emailed (Sept 2, Sept 9)
- During the show:
2 EMO 2019 e-Newsletters will be emailed (Sept 16, Sept 18)
- After the show:
1 EMO 2019 Review e-Newsletter will be emailed (Sept 25).

* Sending schedule subject to change without notice.

Show e-Newsletter(Chinese version)			
AD Positions		Rates-5 Times Total(US\$)	
A	Leaderboard Banner: 728×90pixel, jpg/gif, 50k max;	1,850	2 Spaces for 1 client
B	Display Banner: 300×250pixel, jpg/gif, 50k max;	1,850	Only 4 spaces
C	Inner Banner: 330×60pixel, jpg/gif, 40k max;	1,400	Only 2 spaces
D	Button Banner: 120×60pixel, jpg/gif, 40k max;	1,100	Only 4 spaces
E	Text Ad Title- Maximum 20 Chinese characters; Content-Maximum 70 Chinese characters; ;Image-160x95px jpg	950	Only 4 spaces
	Link to Article- normal image+text Title + text +normal image+ link to article landing page		
	Link to Video -video image+text: Title + text +image with Play iCon + link to video landing page		

*Note: Content subject to vary and may affect the positions of the banners, ad text and video slots



iConnect

Ringier

B

Tradeshaw
e-Newsletter

Digital

Cost Effective
Measurable
Multiple Devices

Target

Right People
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Valuable Information

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Subscribe to industry e-newsletters to get the latest industry technical & market news from China and S.E.Asia.

Sponsor our Special EMO 2019 Tradeshaw e-Newsletter Daily Information for Decision Makers in the Metalworking Industry and Key Related Industries !

- Each Industry e-Newsletter will highlight new technologies and products that will be displayed during CIMT 2019 and will contain the latest show news each day.
- Each Industry e-Newsletter will reach decision makers in the industry and links to www.industrysourcing.com/Metalworking and www.industrysourcing.cn/Metalworking where the "CIMT 2019 Show Coverage" section is located.
- Sponsor ads in our Tradeshaw e-Newsletter. Your ads will link to your Online Product Showrooms or other websites.
- Drive traffic to your site, inform your customers of your latest products.
- Tradeshaw E-newsletters are MOBILE FRIENDLY for viewers on Android mobile devices and iPhone/ iPad
- Each newsletter will feature the cutting-edge/sophisticated technology, applications, company news , industry development from the show. Daily live updates including video links will be featured in each news letter

English Version EMO 2019 Tradeshaw e-Newsletters will Feature e-Newsletters to Metalworking processors and molders.

E-Newsletter Delivery Schedule (English Version, totally 4 mailings):

- Before the show:
2 EMO 2019 Preview e-Newsletters will be emailed (Sept 9, Sept 16)
- During the show:
1 EMO 2019 e-Newsletters will be emailed (Sept 18)
- After the show:
1 EMO 2019 Review e-Newsletter will be emailed (Sept 25).

* Sending schedule subject to change without notice.

Show e-Newsletter(English version)			
AD Positions		Rates-4 Times Total(US\$)	
A	Leaderboard Banner: 728×90pixel, jpg/gif, 50k max;	1,840	2 Spaces for 1 client
B	Display Banner: 300×250pixel, jpg/gif, 50k max;	1,840	Only 4 spaces
C	Inner Banner: 330×60pixel, jpg/gif, 40k max;	1,280	Only 2 spaces
D	Button Banner: 120×60pixel, jpg/gif, 40k max;	1,040	Only 4 spaces
E	Text Ad Title- Maximum 20 Chinese characters; Content-Maximum 70 Chinese characters; Image-160x95px jpg	880	Only 4 spaces
	Link to Article- normal image+text Title + text +normal image+ link to article landing page		
	Link to Video -video image+text: Title + text +image with Play iCon + link to video landing page		

*Note: Content subject to vary and may affect the positions of the banners, ad text and video slots

*Reach **26,800 opt**
in target buyers



Trade show interview video + Promotion Service

Continue getting more attention even after an important tradeshow

Trade show interview video includes:

- The objective of the video, a story board, the questions to be asked, who and what to be interviewed will all be determined and finalized before the shoot. A detailed worksheet is provided to be completed and agreed to well before shooting.
- A professional team comprising of an interviewer plus at least 1 video technician will spend a MAXIMUM 2 hours at your trade show booth to conduct the Full color/480p (standard definition) using an HD source file video shoot and interviews.
- The video can be conducted either in English or in Chinese (or bilingual). The maximum length is 5 minutes, the first draft edited video (with opening and closing screen) will be finished within 2 weeks after shooting and a copy of the video will also be given to you with no restriction of its use.

Video Promotion Service includes:

Social media	- Post 1 message on one of Ringier social media accounts (Wechat/Twitter/Facebook)
Website	- The video will be hosted on Industry sourcing.com/cn showroom with company profile, contact info. You could also release your latest company news for 1 year. - Get traffic report of video on industry sourcing.com/cn .
E-newsletter	- Place 1 text ad with video link on one of Ringier's industry e-newsletter.
Stream media	- The video will be uploaded to Youtube, YOUKU to help promote more viewers.
APP	- Place video link on industry sourcing APPs. It can attract visitors from the metal industry.
E-magazine landing page	- Place 6 button banner with video link on one of Ringier's E-magazine. - If you purchase additional ad on print magazine or ad on E-magazine, there will have QR code or links to your video.

Extend the exposure of your brand and product to intensify buyer' impression



Ad in E-Magazine



Print Ad with QR Code



Video in the Ringier Website



Ad in e-Newsletter



Stream media

Rates (including Production, upload and promotion)	
Bilingual (Chinese and English)	Chinese or English
US\$ 4,860	US\$ 4,420

Ad Booking Deadline: August 16, 2019



Video
example

D Live Broadcast



Live
Broadcast
example

EMO 2019 Live Broadcast

Open a new promotion method for trade show marketing

- ✓ Promote booth numbers and products during the trade show and increase booth visitors
- ✓ Buyers who are not present can quickly learn about the product through live broadcast and facilitate further contact.
- ✓ Short videos are suitable for watching at any time, increasing the willingness
- ✓ Use social media to promote products and increase market's attention
- ✓ We can provide original videos for using in your own media.
- ✓ The video will be uploaded to Youtube, Youku to help promote more viewers.

Interview videos and logo will be promoted in five channels

Social media	WeChat official accounts and group: WeChat accounts of Ringier (more than 40,000 metal related industry buyers)
Website	industrysourcing Chinese websites promotion
E-newsletter	Metal-related industry e-newsletter promotion
Stream media	The video will be uploaded to Youtube, YOUKU to help promote more viewers.
Exhibition site	Promote at Ringier booth, distribute flyers and set up X banner stand.



The professional live broadcast team will interview you at your booth and put the text, interview videos and booth photos within 5 minutes in the live broadcast room.

- **Release Date:** Sept 16-21, 2019 (6 days in total)
- **Contract deadline:** Sept 02, 2019
- **Limited to 8 exhibitors**

**Project price
US\$ 2,180**

Trade Show Site Helps You Build Brand Image and Generate Valuable Leads

industrysourcing
Ringier

E

Tradeshow Site

Responsive Webs
Designed+Mobile
APPS+Social Media

Chinese Site
www.industrysourcing.cn



A resource center
for manufacturers
and suppliers
around the world.
Provide the latest
information
about products,
technology and
market trends
for industrial
professionals.

- The site will report new technologies and products displayed during EMO Hannover 2019 and will contain the latest show news each day.
- Limited and eye-catching banner spaces help attract great attention and drive traffic to your website.
- Responsive web design used for trade show site, more user-friendly on mobile devices.

Trade Show Home Page



Chinese Site

www.industrysourcing.cn

Chinese Site - Trade Show Homepage Page

Item	Size	Quantity	Monthly
A.Slide Image	670x300px	Up to 5 p anels	1,540
B.Button banner	120x60px		400

Rates (USD/month, based on number of consecutive months booked)

Trade Show Listing Page



Chinese Site - Trade Show Listing Page

Item	Size	Quantity	Monthly
A. Medium Rectangle	300x250px	Max 4	780
B. Leaderboard-Bottom	728x90px	Only One	660

Rates (USD/month, based on number of consecutive months booked)

Trade Show Detailed Page



Chinese Site - Trade Show Detailed Page

Item	Size	Quantity	Monthly
A. Medium Rectangle	300x250px	Max 4	660
B. Leaderboard-Bottom	728x90px	Only One	560

Rates (USD/month, based on number of consecutive months booked)

Trade Show Site Helps You Build Brand Image and Generate Valuable Leads

industrysourcing

Ringier

E

Tradeshow Site

Responsive Webs
Designed+Mobile
APPs+Social Media

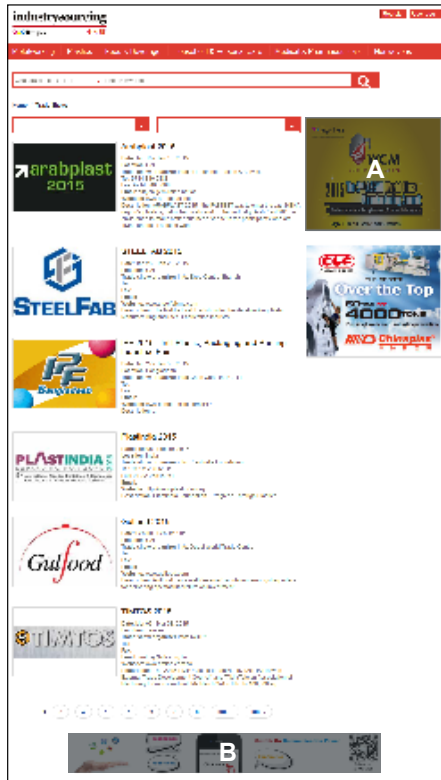
English Site
www.industrysourcing.com



A resource center for
manufacturers and
suppliers around the
world.
Provide the latest
information
about products,
technology and
market trends
for industrial
professionals.

English Site
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Trade Show Listing Page



English Site - Trade Show Listing Page			
Item	Size	Quantity	Monthly
A.Medium Rectangle	300x250px	Max 4	780
B.Leaderboard-Bottom	728x90px	Only One	660

▲ For all trade show list pages in English website

Rates (USD/month, based on number of consecutive months booked)

Trade Show Detailed Page



English Site - Trade Show Detailed Page			
Item	Size	Quantity	Monthly
A.Medium Rectangle	300x250px	Max 4	660
B.Leaderboard-Bottom	728x90px	Only One	560

▲ For all trade show list pages in English website

Rates (USD/month, based on number of consecutive months booked)

For more information on our advertising services, please email to marketing@ringiertrade.com or contact:

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