

# Chinaplas 2019

May 21 - May 24, 2019

Guangzhou (China Import & Export Fair Complex, Pazhou, Guangzhou, PR China)

**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

E-magazine

Website

Bonus Distribution

Video Marketing Service

Tradeshaw E-newsletter

APPs

Live Broadcast



# The Plastics Multimedia Program Targets Buyers!

## 1. Build Brand Awareness - International Plastics News for China (May Issue)

**2 PAGES (Spread Page)**  
Company Capability Full impact - Great exposure!

Advertisers who buy a 1 page 4 color Ad can add a 1 page 4 color company capabilities page with only 25% more premium!

- Eye-catching 2-page spread ad - Together, your Company Capabilities page and your full page display ad give you an attractive 2-page spread unit that will definitely catch the eyes of even the busiest buyers.
- Your Company Capabilities page includes the following sections to provide buyers with the information they need

### Company Capability + Display AD

Company logo

Product pictures

Company introduction

Your major markets, products and services

Company image

Detailed contact information

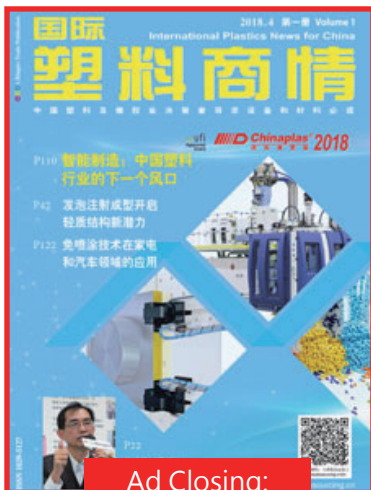
Your website image

Company Capabilities Page

Display AD (1 page 4C)

## 2. Sponsor a Section Divider (with tab)

International Plastics News for China (May Issue) - Special 2 volume "Chinaplas 2019" set



Volume I  
Chinaplas Special Features:  
Section Dividers

- Injection Molding
- Blow Molding
- Extrusion
- Auxiliary and Material Handling

Readership:  
Print(47,220)  
Digital(53,100)

Ad Closing:  
April 8, 2019



Volume II

- Multilayer Co-extrusion Technology
- Pipe/Profile Processing
- Chinaplas 2019 Preview

Readership:  
Print(47,220)  
Digital(53,100)

Ad Closing:  
April 8, 2019

• Each divider includes a tab. Each tab is 3cm long printed on 190g paper

USD

1 PAGE INSERT WITH TAB PRINTED BOTH SIDES	4,070
1 PAGE INSERT NO TAB PRINTED BOTH SIDES	3,580

• Limited number of section dividers (with tab) for each magazine

Your ad is a  
"Section Divider"  
with tab 190g  
paper 4 color

## Other important strategic magazines for Chinaplas 2019

Print

Rubber World for China  
(April Issue)



Ad Closing:  
March 15, 2019

Editorial Plan:

- Tire Making Methodology
- The Production of Rubber Hoses
- Polymer Compounding
- Chinaplas 2019 Preview

Readership:  
Print(12,020)  
Digital(11,100)

Int'l Plastics News for Asia  
(April Issue)



Ad Closing:  
March 18, 2019

Editorial Plan:

- Hydraulic injection molding
- Pipe extrusion
- Two-step blow molding
- Automation/robotics
- Fiber-reinforced composites
- Chinaplas 2019 Preview

Readership:  
Print(15,960)  
Digital(15,500)

Automotive Manufacturing &  
Design for China  
(May Issue)



Ad Closing:  
April 3, 2019

Editorial Plan:

- Automation
- Quality Control and Test
- Industrial Robots
- Sensors / Cameras
- Turbo Charging Technology
- Chinaplas 2019 Preview

Readership:  
Print (31,920)  
Digital (35,455)

Medical Manufacturing &  
Design for China  
(April Issue)



Ad Closing:  
March 8, 2019

Editorial Plan:

- Precision Injection Molding
- Drug-delivery and Combination Products
- Medical Grade Elastoplastics
- Medical Adhesives
- Pumps / Valves Connectors
- Intelligent Hospitals & Digital
- Operating Rooms

Readership:  
Print (19,200)  
Digital(22,700)

International Composites  
News for China  
(March Issue)



Ad Closing:  
February 22, 2019

Editorial Plan:

- Aircraft / Aerospace
- Boat Marine
- 3D Space Fabrics Hard Metal Wire/ Hard Fines
- Fabrication Technique
- Automated Fiber Placement
- Aerospace Projects Update
- Chinaplas 2019 Preview

Readership:  
Print(14,790)  
Digital(12,560)



iOS Android



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[Click here to  
download Apps](#)

In addition to the magazine and newsletter's requested qualified readership, advertisers enjoy bonus readership via digital editions in our Apps on IOS and Android devices extra distribution at Chinaplas plus bonus exposure via our social media(WeChat).



iConnect

Ringier

# Tradeshow e-Newsletter

(Chinese Version)

### Valuable Information

- Trust Sharing
- Engaging
- Generating Responses



### Digital

- Cost Effective
- Measurable
- Multiple Devices



### Target

- Right People
- Right Place
- Right Time



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

## Sponsor our Special Chinaplas 2019 Tradeshow e-Newsletter Daily Information for Decision Makers in the Plastics Industry and Key Related Industries !

- Each Industry e-Newsletter will highlight new technologies and products that will be displayed during Chinaplas 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/plastics](http://www.industrysourcing.com/plastics) and [www.industrysourcing.cn/plastics](http://www.industrysourcing.cn/plastics) where the "Chinaplas 2019 Show Coverage" section is located.
- Sponsor ads in our Tradeshow 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.
- Tradeshow E-newsletters are MOBILE FRIENDLY for viewers on Android mobile devices and iPhone/ iPad
- Business development: Get business opportunities through Ringier leads report.
- 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

Chinese Version Chinaplas 2019 Tradeshow e-Newsletters will Feature e-Newsletters to plastics processors and molders.

> Before the show:

3 Chinaplas 2019 Preview e-Newsletters will be emailed ( April 30, May 7, May 14 )

> During the show:

3 Chinaplas 2019 e-Newsletters will be emailed ( From May 21 to May 23 )

> After the show:

2 Chinaplas 2019 Review e-Newsletters will be emailed ( May 30, June 6 )

Show e-Newsletter(Chinese version)			
AD Positions		Rates-8 Times Total(US\$)	
A	Leaderboard Banner: 728×90pixel, jpg/gif, 50k max;	2,960	2 Spaces for 1 client
B	Display Banner: 300×250pixel, jpg/gif, 50k max;	2,960	Only 4 spaces
C	Inner Banner: 330×60pixel, jpg/gif, 40k max;	2,240	Only 2 spaces
D	Button Banner: 120×60pixel, jpg/gif, 40k max;	1,760	Only 4 spaces
E	Text Ad Title- Maximum 20 Chinese characters; Content-Maximum 70 Chinese characters, ;Image-160x95px jpg	1,520	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		
* Sending schedule subject to change without notice. *Note: Content subject to vary and may affect the positions of the banners, ad text and video slots			

Reach 88,000 opt in target buyers



**Tell overseas visitors to Chinaplas about your products and company**  
Sponsor our Special Chinaplas 2019 Tradeshow e-Newsletter  
Daily Information for Decision Makers in the Plastics Industry and Key Related Industries !

**iConnect**

Ringier

**Tradeshow e-Newsletter**

(English Version)

**Valuable Information**

- Trust
- Sharing
- Engaging
- Generating Responses



**Digital**

- Cost Effective
- Measurable
- Multiple Devices



**Target**

- Right People
- Right Place
- Right Time

English Version Chinaplas 2019 Tradeshow e-Newsletters  
- Delivered to plastics processors and molders in the S.E. Asia

Reach **15,500**  
opt in target buyers

- > Before the show:  
2 Chinaplas 2019 Preview e-Newsletters will be emailed ( May 7, May 14)
- > During the show:  
2 Chinaplas 2019 e-Newsletters will be emailed ( May 21, May 23 )
- > After the show:  
1 Chinaplas 2019 Review e-Newsletters will be emailed ( May 31 ).

Show e-Newsletter(English 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 40 English characters; Content- Maximum 140 English 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		

\* Sending schedule subject to change without notice.  
\*Note: Content subject to vary and may affect the positions of the banners, ad text and video slots



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



## Live Broadcast



Live Broadcast example

# Chinaplas 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 13,000 metal related industry buyers)
Website	industrysourcing Chinese websites promotion
E-newsletter	Plastics-related industry e-newsletter promotion
Stream media	The video will be uploaded to Youtube, YOUKU to help promote more viewers.
APP	Place video link on industrysourcing APPs. It can attract visitors from the metal industry.
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: May 21-25, 2019 (5 days in total)
- Contract deadline: May 7, 2019
- Limited to 8 exhibitors

Project price  
US\$ 1,400



# Video Marketing

## Special Package: Trade show interview video + Promotion Service

Continue getting more attention even after an important tradeshow  
Extend the exposure of your brand and product to intensify buyers' impression

### 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:

<b>Social media</b>	- Post 1 message on one of Ringier social media accounts (Wechat/Twitter/Facebook)
<b>Website</b>	- The video will be hosted on <a href="http://Industrysourcing.com/cn">Industrysourcing.com/cn</a> showroom with company profile, contact info. You could also release your latest company news for 1 year. - Get traffic report of video on <a href="http://industrysourcing.com/cn">industrysourcing.com/cn</a> .
<b>E-newsletter</b>	- Place 1 text ad with video link on one of Ringier's industry e-newsletter.
<b>Stream media</b>	- The video will be uploaded to Youtube, YOUKU to help promote more viewers.
<b>APP</b>	- Place video link on <a href="http://industrysourcing.com">industrysourcing.com</a> APPs. It can attract visitors from the metal industry.
<b>E-magazine landing page</b>	- 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.

**Note:**

- \* The above costs are based on a maximum 2 hours of time spent on location at your booth at the trade show, and on the basis that all questions, those to be interviewed, a video story board have been completed in advance of the shoot. If for whatever reason additional time is required, or follows up shooting sessions required on site or elsewhere additional charges will apply!
- \* Ringier is unable to provide any elevated video shooting at this time - all shooting is done at "ground" level.
- \* The promotion service in special package cannot be changed. If have any specific requires, please contact Ringier sales representatives.

Rates (including Production, upload and promotion ) Ad Booking Deadline: April 21, 2019	
Bilingual (Chinese and English)	Chinese or English
US\$ 4,050	US\$ 3,680



For more information on our advertising services, please email to [marketing@ringiertrade.com](mailto:marketing@ringiertrade.com) or contact:

<b>Eastern China</b>	Vivian Shang	+86-21 6289-5533 EXT 169	<a href="mailto:vivian@ringiertrade.com">vivian@ringiertrade.com</a>
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Toll Free Hotline: Mainland China 800-820-0083 Hong Kong / Taiwan / International 800-1122-8811



## Effectively Communication to Target Audiences

Reach more potential buyers through three channels: Website, enewsletter and wechat

Banner  
Package &  
Text  
Package

Contact Us



Enewsletter



Wechat



Website

- >More visibility – multi channel communication with bonus **text links** offered in the packages
- >Measurable : Free additional leads- Gostats Multichannel reporting for Website Ads (banner or article)
- >Save your budget- Cheaper than buying ads individually
- >Tailored support - Ringier Web Team will be supporting you in the selection of Site Verticals, E-Newsletters and Wechat Accounts

Platforms	Website of Trade Show/Vertical	WeChat	E-newsletter
Banner Package	Display banner: 300X250 Bottom Banner: 728X90	Banner: 640X270	Display banner: 300X250 Bottom Banner: 728X90
Text Package (The article is provided by the client)	The article will be uploaded to industrysourcing of plastics vertical	Top or Basic, Cooperate or industry	Text ad (image + text) linked to the article at the industrysourcing



Follow us on ringier wechat for more industry news and ringier events.



Follow me on ringier plastics wechat:  
Keyword Search: RingierPlastics



Follow me on ringier auto wechat:  
Keyword Search: Ringieraoto



Follow me on ringier medical equipment wechat:  
Keyword Search: mmd\_ringier

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



## Create and show branding and images on the Chinaplas trade show site and generate valuable leads

- The site will report new technologies and products that will be displayed during Chinaplas 2019 and will contain the latest show news each day.
- Limited and striking banner positions to help attract great attention and drive traffic to your website.
- Responsive page design & wide screen adaptation - Automatic page size adjustment to fit screen of many different smart devices being used today for improved reading experience.

Chinese Site  
industrysourcing.cn

Ensure your marketing results with contextual banner advertising

### Trade Show Homepage Page



Chinese Site - Trade Show Homepage Page  
Rates (USD/month, based on number of consecutive months booked)

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

### Trade Show Listing Page



### Trade Show Detailed Page



Chinese Site - Trade Show Listing Page  
Rates (USD/month, based on number of consecutive months booked)

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

Chinese Site - Trade Show Detailed Page  
Rates (USD/month, based on number of consecutive months booked)

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

industrysourcing

Ringier

## 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.

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

Create and show branding and images on the Chinaplas trade show site and generate valuable leads

industrysourcing

Ringier

# Tradeshaw Site

Responsive Webs  
Designed+Mobile  
APPs+Social Media

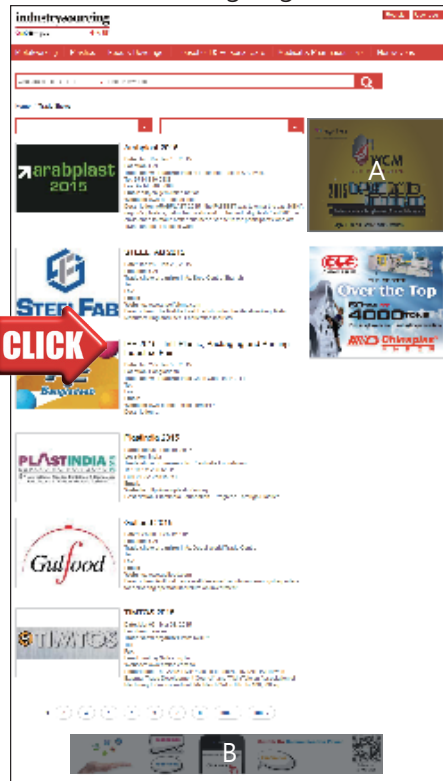
English Site  
www.industrysourcing.com



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  
www.industrysourcing.com

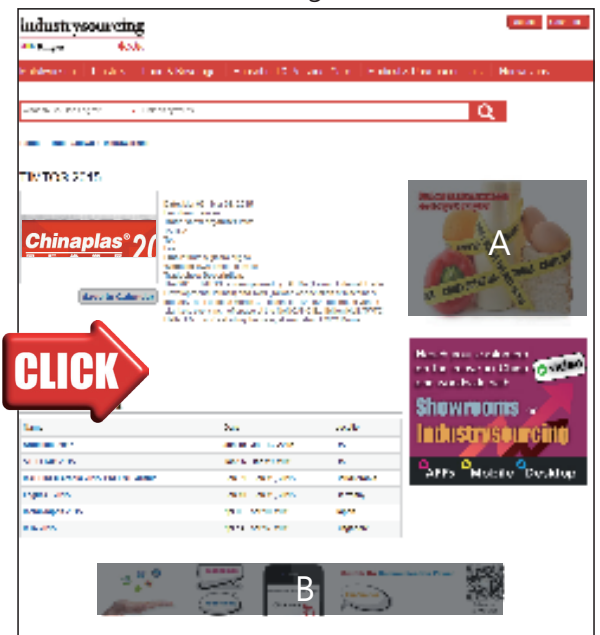
## Trade Show Listing Page



English Site - Trade Show Listing Page			
Rates (USD/month, based on number of consecutive months booked)			
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			

Ensure your marketing results with contextual banner advertising

## Trade Show Detailed Page



English Site - Trade Show Detailed Page			
Rates (USD/month, based on number of consecutive months booked)			
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			

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