

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



Print
15,800



eNewsletter
Subscribers
19,580



Wechat Unique
Followers
16,000+



industrysourcing.cn:
939,944 Page view/Month
424,073 Unique
visitor/Month

One Brand that can provide you with multiple channels to reach the Skin Care community

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 plus extra distribution at all the leading trade shows in the region

issue	Ad closing date	Date	Bonus distribution at trade shows / Ringier events	
Feb/Mar	Jan.25	Mar.4-6	The 27th China International Exhibition on Packaging Machinery & Materials	Guangzhou
		Mar.16-18	Food Ingredients China 2021 (FIC 2021)	Shanghai
		Mar.24-26	Personal Care and Homecare Ingredients (PCHI 2021)	Shenzhen



Your ad in the print edition enjoys all of the following benefits at no extra cost!

- It is fully interactive – all web site and emails are live linked leading directly to the customer.
- It is delivered right to the mail box of all readers and MORE!
- It is delivered to individuals who's industry and interest match the contents of the magazine.
- Its fast – as soon as the magazine is uploaded for printing it is mailed to readers.
- Its promoted via the web site, via social media, via newsletters and by direct email to the users inbox.



iOS Android



Get the free e-zine



Tradeshow e-Newsletter - Sponsor our Special PCHi 2021 Tradeshow e-Newsletter Daily Information for Decision Makers in the Skin Care Industry and Key Related Industries !

1. Each Industry e-Newsletter will highlight new technologies and products that will be displayed during PCHi 2021 and will contain the latest show news each day.
2. Each Industry e-Newsletter will reach decision makers in the industry and links to www.industrysourcing.cn/personalcare where the "PCHi 2021 Show Coverage" section is located.
3. Sponsor ads in our Tradeshow e-Newsletter. Your ads will link to your Online Product Showrooms or other websites.
4. Drive traffic to your site, inform your customers of your latest products.
5. Tradeshow E-newsletters are MOBILE FRIENDLY for viewers on Android mobile devices and iPhone/ iPad
6. **Business development: Get business opportunities through Ringier leads report.**
7. 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
8. Chinese Version PCHi 2021 Tradeshow e-Newsletters will Feature e-Newsletters to Skin Care . **Reach 19,580 opt in target buyers**

Show e-Newsletter(Chinese version)

- >Before the show: 1 PCHi 2021 Preview e-Newsletters will be emailed (March 17)
- >During the show: 2 PCHi 2021 e-Newsletters will be emailed (From March 24 to 25)
- >After the show: 1 PCHi 2021 Review e-Newsletters will be emailed (April 2)

- 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

AD Positions			Rates- 4 Times Total(US\$)	
A	Leaderboard Banner	• 728×90pixel, jpg/gif, 50k max;	1,920	2 Spaces for 1 client
B	Display Banner	• 300×250pixel, jpg/gif, 50k max;	1,920	Only 4 spaces
C	Inner Banner	• 330×60pixel, jpg/gif, 40k max;	1,360	Only 2 spaces
D	Button Banner	• 120×60pixel, jpg/gif, 40k max;	1,080	Only 4 spaces
E	Text Ad	• Title- Maximum 20 Chinese characters;Content-Maximum 70 Chinese characters,Image-160×95px jpg	920	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		



Video Marketing

Program A- Live Broadcast

- √ 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.



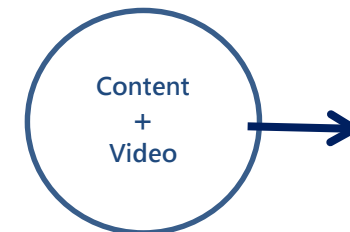
The professional live broadcast team will interview you at your booth and put the text, interview videos and booth photos within 5 minutes in the live broadcast room.

Release Date	24-26 April, 2021
Contract deadline	4 March
Quota	Limited to 8 exhibitors
Project price	US\$ 1,400

Program B-- Activity shooting and elaborate editing

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

- Content expected to be used as continuous promotion material (All content needs to be provided by customer)
- **Our service**
 - *Professional shooting team (shooting venue provided by customer)
 - *Film editing
- Final format:** 3 to 5 minute video
- Promotion Channel:**
 - *Article on industrysourcing.com and online showrooms (Paid client limited)
 - *WeChat article publishing and sharing to Ringier industry groups
 - *Video promoted on relevant industry e-newsletter
 - *Original video can be provided to you for media promotion on your brand-owned channels



Sale leads

Own media
(your website, social media, enewsletter etc...)

Rates (including Production, upload and promotion)	
Bilingual (Chinese and English)	US\$ 3,150
Chinese or English	US\$ 2,800
Ad Booking Deadline: February 24, 2021	



WeChat – Effectively Communication to Target Audiences

Features:

1. Extensive target audience: The sharing features of social media allows your brand/product promotion to achieve maximum efficiency
2. Growing followers: The average growth rate of followers was 30% in 2020.
3. Focused quality buyers: Accumulating quality followers through vertical industry exhibitions, seminars, WeChat sharing and integrated online-offline activities.
4. Leads generation (not just views) with call to actions- links to registration pages etc.
5. Marketing cooperation with 3rd parties will help you to boost your Page Views.

Ringier has more than **12** different **WeChat** public accounts and **20+** **WeChat** groups that cover various aspects of each industry.
Our goal is to improve communication between you and your target audience through the interactive transmissions of the latest industry news and technology in a mobile format that prompts a response and encourages sharing.

◆ Article

Your existing articles will be optimized by Ringier's editors to suit the WeChat format and placed in the most relevant Industry channel - reaching a highly motivated group of industry professionals - we will advise you on how to create a "call to action" that can generate real leads - not just views and likes - leads you can turn into business.

**the materials provided by the clients*



Account	Type	Rate (USD)
Corporate / Industry	Top story	700
	Basic story	600
Note: The materials provided by the clients		
The service for Writing and editing		
300-500 words		580
500-1000 words		840
*more than 1000 Chinese words: USD 0.75 / Chinese word		
*Translation from English to Chinese can be provided: USD 0.40 / English word		



Wechat:Happi

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

China

Maggie

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maggieliu@ringiertrade.com

Hong Kong

Octavia

+852 9648 2561

octavia@ringier.com.hk

Taiwan

Sydney

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sydneylai@ringier.com.hk

International

Mike Hay

1-604-440-8478

mchhay@ringier.com.hk

◆ Banner

Your banner will be posted on top of or in the content of quality articles in the industry channels that will build brand awareness and lead to a "call to action" to generate leads and followers.



Rate (USD / Month)
780
Platform: You can choose one of Ringiers' official accounts to publish (No change is allowed within one month after determination)
* Note:
1. Expense is charged by month, frequency of exposure is once/week, 4 times per month in total.
2. Banner (640*270px) + QR code/link
Special position: On the top 10% (only one)