

Trusted Media (Print+E-zine)-
Subscribers: 460,000+



eNewsletter Subscribers : **280,000+**

Professional Industry News Website –
viewable on any device any platform



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

industrysourcing.com
432,996 Page views visitor/Month
64,985 Unique Visitors/Month



Wechat Unique Followers :
56,000+



Social Media with average **70,000**
page views/Month

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

Live Broadcast

Video Marketing Service

Tradeshow E-newsletter

APPS





Print - The Metalworking Multimedia Program Targets Buyers!

1. Build Brand Awareness-

International Metalworking News for China (April 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 Capabilities Page Display AD (1 page 4C)

2.Sponsor a Section Divider (with tab)

International Metalworking News for China (April Issue) - Special 2 volume "CIMT 2020" set



[Volume I] CIMT Special Features: Section Dividers

Machining Center/Tools and Accessories/Measuring Tools & Control Systems/Metal Cutting Machines/ Metal Forming Machines/Non-traditional Machines

Readership:

Print (46,600)/ Digital (65,200)

Deadline: 2.Mar.2021



[Volume II] CIMT Special Features: Section Dividers

*CIMT 2021 Preview

*China Machine Tools Industry Review and Outlook

Readership:

Print (46,600)/ Digital (65,200)

Deadline: 2.Mar.2021

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

- 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



Print - Other important strategic magazines for CIMT



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 CIMT plus bonus exposure via our social media(WeChat).



iOS Android



Get the free e-zine

Industry	Issue	ad closing date	Bonus Distribution	Readership Print	Readership Digital	Social Media (wechat)
《Automotive Manufacturing & Design for China》	April	8, March	Apr.12-17, The 17th China International Machine Tool Show (CIMT 2021), Beijing Apr. 14-16, Electronica China and productronica China 2021, Shanghai	32,300	39,800	8,500
《Industrial Laser News for China》	April	5, March	Apr.12-17, The 17th China Int'l Machine Tool Show (CIMT 2021), Beijing Apr. 14-16, Electronica China and productronica China 2021, Shanghai May, Integrated Automation Motion & Drives Beijing, Beijing May 26-28, TCT Asia 2021, Shanghai May 27-30, The 23rd Exhibition of LiJia International machine tool Chongqing, Chongqing	19,250	21,900	8,800
《Medical Manufacturing & Design for China》	April	8, March	Apr.12-17, The 17th China International Machine Tool Show (CIMT 2021), Beijing Apr. 14-16, Electronica China and productronica China 2021, Shanghai	20,350	25,800	9,000
《Intelligent Manufacturing News》	March	19, February	Mar. 17-19, Laser World of Photonics China 2021, Shanghai Mar.17-20, Suzhou machine tool exhibition, Suzhou Mar.30-Apr.2, Shenzhen International Industrial Manufacturing Technology Exhibition (ITES) (The 22nd Shenzhen International Machinery Manufacturing Industry Exhibition 2021), Shenzhen Mar.31-Apr.2, FLOWTECH GUANGDONG, Guangzhou Apr.21-23, NEPCON China 2021, Shanghai Apr.12-17, The 17th China Int'l Machine Tool Show (CIMT 2021), Beijing Apr. 14-16, Electronica China and productronica China 2021, Shanghai Apr. 20-22, IE expo 2021, Shanghai	42,225	106,000	13,500
《International Metalworking News for Asia》	April	8, March	May 12-15, INTERMACH & Subcon 2021, Thailand	17,200	28,500	Facebook, Twitter, Blogger, Youtube. LinkedIn with the average monthly page views of 70,000+



Tradeshaw e-Newsletter - Sponsor our Special CIMT 2021 Tradeshaw e-Newsletter Daily Information for Decision Makers in the Metalworking Industry and Key Related Industries !

1. Each Industry e-Newsletter will highlight new technologies and products that will be displayed during CIMT 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.com/metalworking and www.industrysourcing.cn/metalworking where the "CIMT 2021 Show Coverage" section is located.
3. Sponsor ads in our Tradeshaw 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. Tradeshaw 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 CIMT 2021 Tradeshaw e-Newsletters will Feature e-Newsletters to metalworking processors and molders. **Reach 60,000 opt in target buyers**

Show e-Newsletter(Chinese version)

>Before the show: 2 CIMT 2021 Preview e-Newsletters will be emailed (March 29, April 6)

>During the show: 3 CIMT 2021 e-Newsletters will be emailed (April 12, 13, 15)

>After the show: 1 CIMT 2021 Review e-Newsletters will be emailed (April 24)

- 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- 6 Times Total(US\$)	
A	Leaderboard Banner	• 728×90pixel, jpg/gif, 50k max;	2,340	2 Spaces for 1 client
B	Display Banner	• 300×250pixel, jpg/gif, 50k max;	2,340	Only 4 spaces
C	Inner Banner	• 330×60pixel, jpg/gif, 40k max;	1,740	Only 2 spaces
D	Button Banner	• 120×60pixel, jpg/gif, 40k max;	1,380	Only 4 spaces
E	Text Ad	• Title- Maximum 20 Chinese characters;Content-Maximum 70 Chinese characters,Image-160x95px jpg	1,200	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		





WeChat – Effectively Communication to Target Audiences

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.

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.

◆ **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		



Provide the latest industry news, including industry information, webinars, events, Innovation Awards, etc.



Plastics & Rubber



Medical Manufacturing & Design



Automotive Manufacturing & Design

◆ **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 Ringier's 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)

S.E Asia Market- Facebook, Twitter, LinkedIn etc..



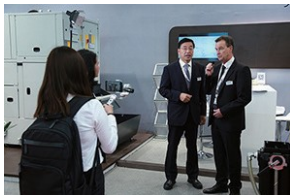
Ask your Ringier representative on how you can avail of the special rate.



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.



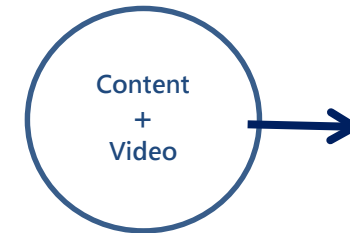
The professional live broadcast team will interview you at your booth and put the text, interview videos and booth photos within 5 minutes in the live broadcast room.

Release Date	12-17 April, 2021
Contract deadline	29 March
Quota	Limited to 8 exhibitors
Project price	<ul style="list-style-type: none"> • US\$ 1,400 : 5 mins video shooting (recorded) plus 1 post • US\$ 1,790 : 5 mins video shooting (live) plus 1 post

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



Own media
(your website, social media, e-newsletter etc...)

Rates (including Production, upload and promotion)

Bilingual (Chinese and English)	US\$ 3,150
Chinese or English	US\$ 2,850

Ad Booking Deadline: March 24, 2021



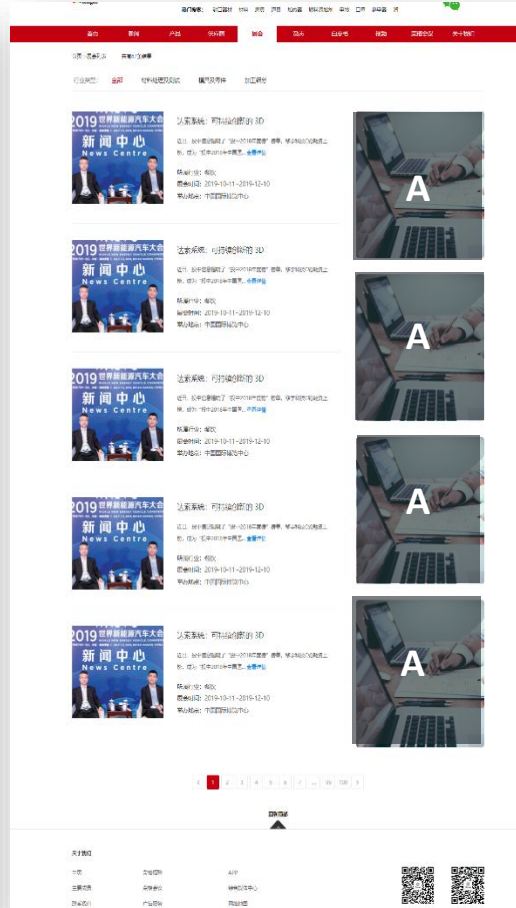
Tradeshaw Site -

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

Trade Show Homepage Page
(Chinese & English Site)

Trade Show Listing Page
(Chinese & English Site)

Chinese Site: www.industrysourcing.cn
English Site: www.industrysourcing.com



Trade Show Homepage Page (USD)-Chinese & English Site				
Item	Size	Quantity	Monthly Chinese Site	Monthly English Site
A. Slide Banner	670x300px	Max 3	1540	1390
B. Leaderboard Banner	1200x170px	Only one	1000	900
C. Display banner	195x135px	Max 2	1000	900
D. Button banner	120x60px	Max 7 / per line	400	360

Trade Show Listing Page (USD)-Chinese & English Site				
Item	Size	Quantity	Monthly Chinese Site	Monthly English Site
A. Medium rectangle	300x250px	Max 4	780	700

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

Region	Name	Telephone	E-MAIL
China	Maggie	+86 20 2885 5256	maggieliu@ringiertrade.com
Hong Kong	Octavia	+852 9648 2561	octavia@ringier.com.hk
Taiwan	Sydney	+886 4 2329 7318	sydneylai@ringier.com.hk
International	Mike Hay	1-604-440-8478	mchhay@ringier.com.hk

Ensure your marketing results with contextual banner advertising

Banner are placed on multiple pages through the site that contain content that is relevant to your company's product or technology. This ensures that people who view your banner have an active interest in your industry – thus increasing the likelihood of clicks on your banner.