

## Personalized email - Quality Content - Right Target

Count on Ringier's Direct Email Service to target your key prospects for your marketing campaigns, events, research, and custom projects.

### Key advantages



**576, 682**  
Readership  
database



**91.94%**  
Success  
delivery\*



**10.71%**  
Open rate\*

\*Average of Jan-Dec, 2019

### Flexibility

- Choose your timing down to the hour ; test A/B splits - alternate messages, subject matters etc.
- You can choose to blast e-mail at any time.

### Right Targeting

Focus your online marketing efforts to a highly targeted group of potential customers. Selection by Region, Country, Industry, Job Function, Company Type.

### FREE second follow-up email!

A FREE second follow-up email will be sent to all recipients who have read or clicked on the first Direct E-mail Blast.

### Blast Process

1. Screening target customer groups
2. Determine the sending time
3. Submit HTML content\*
4. Payment cost
5. Send mail
6. Get Report

\* Email content to be provided by Client.

### Summary Report

- **Detailed summary report:** The summary report includes the number of Direct E-mail Blast being sent, number of successful Emails, successful rate, open rate, click details, recipient's name, title, company and contact details.
- **Quick access to reports:** Leads Report available within a week (3-5 days).
- Segmentation of your leads by interest (by clicked links on your Direct E-mail Blast).

E-Newsletter / Client EDM Report- Reader Response per EDM campaign - 电子快讯/广告商EDM 报告											
Advertiser name/客户名		样例									
Email Subject/主题		样例									
Template Link/页面链接		http://edms.industrysourcing.com/client/19/****/*.*.htm									
Dispatch date/发送时间		2019/9/12 10:22:13									
#Sent/发送数量		10000									
#Successful/Rate/成功发送数量/成功发送率		**** / ***									
#Open/Rate/打开数量/打开率		***%									
Sample of Report											
Reader Name/ 读者姓名	Position/ 职位	Department /部门	Email/邮箱	Company Name/公 司名称	Country/ 国家	City/ 城市	Phone No./ 电话	Fax No./ 传真号	Mobile /手机	Click Count/ 点击次数	Links/链接
*****	*****	*****	*****@***.com	*****有限公司	中国**省**市**路**号	*****	*****	*****	*****	*****	1 http://edms.industrysourcin
*****	*****	*****	*****@***.com	*****有限公司	中国**省**市**路**号	*****	*****	*****	*****	*****	1 http://edms.industrysourcin
*****	*****	*****	*****@***.com	*****有限公司	中国**省**市**路**号	*****	*****	*****	*****	*****	1 http://edms.industrysourcin
*****	*****	*****	*****@***.com	*****有限公司	中国**省**市**路**号	*****	*****	*****	*****	*****	1 http://edms.industrysourcin
*****	*****	*****	*****@***.com	*****有限公司	中国**省**市**路**号	*****	*****	*****	*****	*****	1 http://edms.industrysourcin
*****	*****	*****	*****@***.com	*****有限公司	中国**省**市**路**号	*****	*****	*****	*****	*****	1 http://edms.industrysourcin
*****	*****	*****	*****@***.com	*****有限公司	中国**省**市**路**号	*****	*****	*****	*****	*****	1 http://edms.industrysourcin
*****	*****	*****	*****@***.com	*****有限公司	中国**省**市**路**号	*****	*****	*****	*****	*****	1 http://edms.industrysourcin
*****	*****	*****	*****@***.com	*****有限公司	中国**省**市**路**号	*****	*****	*****	*****	*****	1 http://edms.industrysourcin

Rates (USD, based on number of names to be sent)			
1,000 names	Minimum order	Selection fee	Set up fee
260	4,000 names	55	95

## Readership Database

With a database of 568,375 quality readers engaged in manufacturing in China, Asia, and the Middle East, Ringier's reader list rental service provides a targeted and cost-efficient communication channel for advertisers.

### By Industry

	Mainland China	East Asia	S.E. Asia	Middle East	
Plastics & Rubber	85,450	7,284	13,797	4,081	
Metalworking	83,512		19,635	3,367	
Food & beverage	61,923		14,859	3,090	
Automation	90,559		493	-	
Automotive & transportation	41,904		356	-	
Pharmaceutical	20,755		80	-	
Medical	24,317		1,085	-	
Personal Care, Cosmetics	20,360		962	-	
Coating	18,563		490	-	
3C	15,928		375	-	
Nonwoven	12,529		584	-	
Water Treatment, Environmental Protection	30,239		105	-	
Subtotal	506,039		7,284	52,821	10,538
<b>Total</b>			<b>576,682</b>		

### By Company Type

Machinery Builders	13%	74,969
Material Suppliers	8%	46,135
Process Manufacturers	67%	386,377
Agent/Distributors	9%	51,901
R&D/Association/Government	3%	17,300
<b>Total</b>	<b>100%</b>	<b>576,682</b>

### By Job Function

Senior Management	24%	138,404
Purchaser	16%	92,569
Production Manager	16%	92,150
Technical, Design Engineer	23%	132,737
Marketing & Sales	11%	63,554
Others	10%	57,268
<b>Total</b>	<b>100%</b>	<b>576,682</b>

### By Geographic Distribution

China	East China + Central China (Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong, Henan, Hubei, Hunan)	52%	263,140
	North China + Northwest China + Northeast China (Beijing, Tianjin, Hebei, Shanxi, Jilin, Liaoning, Heilongjiang, Inner Mongolia, Shaanxi, Gansu, Qinghai, Ningxia, Xinjiang)	18%	91,087
	South China + Southwest China (Guangdong, Guangxi, Hainan, Hong Kong, Taiwan, Sichuan, Chongqing, Guizhou, Yunnan, Tibet)	30%	151,812
	Subtotal	100%	506,039
East Asia	Japan	39%	2,841
	South Korea	61%	4,443
	Subtotal	100%	7,284
South East Asia	Thailand	29%	15,090
	Malaysia	13%	6,966
	Indonesia	17%	8,979
	Vietnam	14%	7,260
	Philippines	6%	3,269
	Singapore	8%	4,225
	India	12%	6,280
	Others	1%	752
	Subtotal	100%	52,821
	Middle East	U.A.E.	22%
Saudi Arabia		16%	1,665
Iran		8%	832
Oman		7%	692
Kuwait		5%	540
Qatar		6%	605
Bahrain		8%	813
Egypt		8%	903
Pakistan		8%	796
Jordan		2%	198
Lebanon		1%	146
Syria		1%	95
Turkey		10%	948
Subtotal		100%	10,538
<b>Total</b>		<b>576,682</b>	