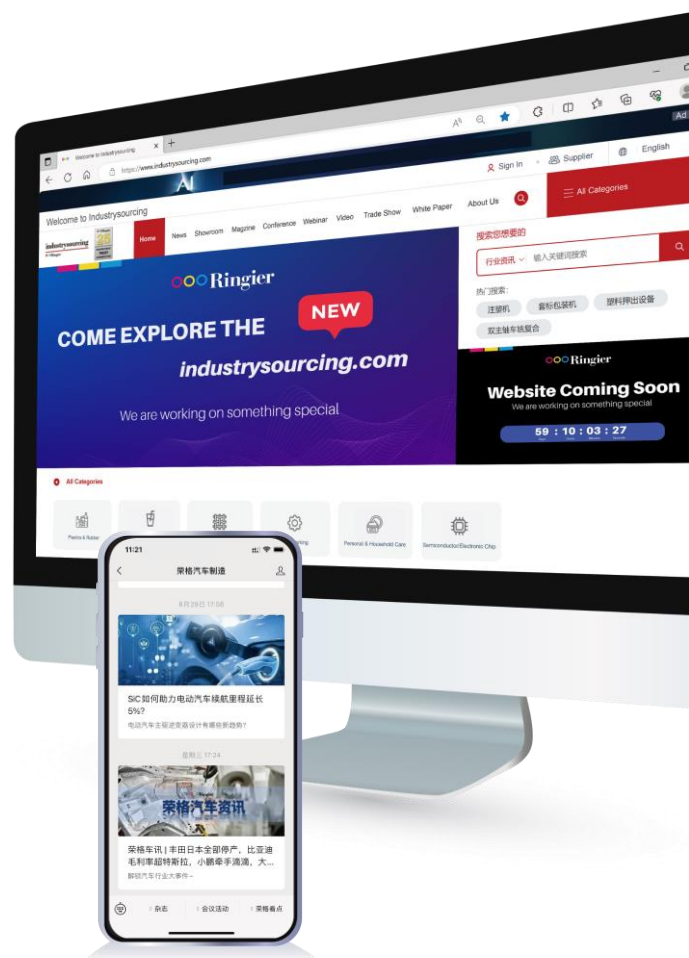


2024 MEDIA PLANNER



Omnichannel Media Solutions for the **Food & Beverage** Industry

Magazines · Websites · Showroom · Newsletters · Email Marketing · Webinars · White Paper
Conferences/Events · Videos · Content · Social Media · Trade Show · PR & Marketing

Market Introduction

Affected by the severe domestic and international economic situation, the growth rate of China's F&B industry has slowed down, according to data released by the National Bureau of Statistics. In the first half of 2023, the industrial added value of "China food manufacturing industry" and "wine, beverage & refined tea manufacturing industry" increased by 2.7% and 0.2% year-on-year respectively.

However, the rapidly aging population and people's unprecedented desire for better health & wellness have led to the growing demand for the nutritional F&B products. According to the White Paper on Future Nutrition Trends released by Roland Berger and Kerry, the market size of nutrition and health industry in China has reached RMB237 billion(US\$33 billion). It is projected to keep growing from 2020 to 2025 at a CAGR of 9%, which is significantly higher than the growth rate in Asia (7%) and globally (6%).

On the other hand, Generation Z is gradually becoming the target consumers. This group emphasizes health, good appearance, and pursues cost-effectiveness. They are also known to be interested in trying new products. All this not only inject new impetus to the China F&B market, but also inspire the emergence of new categories.

These have led to the development especially of low/reduced-sugar/salt/fat technologies, clean label ingredients and plant-based solutions. The products that can support immunity health, bone & joint health, cognitive health, microbiome and skin health will drive the growth of China F&B industry. In response to surging cost and the rapidly changing consumer market, the food manufacturing industry will apply more automation and digital technologies to help companies optimize costs and accelerate innovation.

Consumers' demands fuel food packaging industry growth

The increasing demands for RTE foods and focus on hygiene, safety and nutrition bring the opportunities for aseptic packaging industry development. According to Visiongain, the global aseptic packaging market is valued at USD59.8 billion in 2023 and is projected to grow at a CAGR of 9.5% during the forecast period 2023-2033.

The fast development of aseptic packaging industry will fuel the innovations in sterilization techniques, packaging materials and equipment. For instance, technologies such as electron beam, hot water spray, and microwave-assisted thermal sterilization ensure the integrity of the packaged products while guaranteeing their safety and quality. Advanced filling and sealing machines enable faster and more precise packaging, reducing the risk of contamination and increasing productivity. Additionally, the introduction of new packaging materials with enhanced barrier properties will help preserve the freshness and quality of the packaged products for an extended period.

At the same time, consumers' increasing awareness of environmental sustainability has led them to switch to eco-friendly packaging options and this will drive the development and adoption of the light-weight packaging, recyclable and biodegradable materials.



China Food Manufacturing Journal (CFMJ) has been the leading media for the China's food and beverage processing industry for over 20 years. The magazine has served decision makers involved in processing, packaging and development of food and beverage products. The print and interactive digital magazines, as well as Apps with video links, monthly e-Newsletters, and WeChat content are covering the whole F&B production chain, from ingredients & additives formulation, product manufacturing & processing to packaging, inspection, testing and logistics. The iConnect e-Newsletter covering the topics of Automation in F&B Industry and Packaging, will provide up-to-date information about solutions regarding F&B automation and packaging.

For suppliers, **China Food Manufacturing Journal** is an effective multimedia platform which provides the latest information on their products and services for industry players to increase productivity, reduce cost, and turn innovations into real competitive advantages. Through a dedicated Food & Beverage WeChat channels and website, the industry community can find daily news updates and exclusive online features, videos and reports on major industry events – including live updates from trade shows as they happen – to keep the industry informed. With the most current and informative content in both digital and printed forms, CFMJ offers the most effective communication package for ingredients, processing machinery, and packaging suppliers to the makers of F&B products in China.

Total Readership
107,660

Language: Simplified Chinese
7 Issues per Year

2024 Editorial Calendar

ISSUE	March	May	June
Ad Closing Dates	12-Jan	8-Apr	7-May
FOOD SAFETY	New Regulations for Functional F&B	Microbial Contamination	Top Technologies for Foreign Object Control
BEVERAGE	Functional Beverage	Sports / Energy Drinks	Dairy Drinks & Dairy Alternatives
INGREDIENTS INSIGHTS	Innovation in Sugar/Fat-Reducing	Flavor/Texture Optimizing	Dairy-based Ingredients
FORMULATION TRENDS	Sports Recovery, Bone & Joint Health	Beauty from Within	Gut Health Formulation
PROCESSING	RTE Food Processing Technologies Update	Energy Efficiency Trends	Non-thermal Processing Technologies Update
PACKAGING	Robotics	Sorting/Foreign Object Inspection	Sustainable Packaging (Biodegradable/Recyclable/Light-weight)
SPECIAL REPORTS & SUPPLEMENT	Health & Nutrition (I): Microbiome Chocolate Special (I) FIC 2024 Preview	Dairy Supplement (I) Bakery Supplement (I)	Health & Nutrition (II): Weight Management Automation in F&B Industry FIA & Propak China 2024 Preview
Trade Shows	Mar. 4-6 , The 28th China International Exhibition on Packaging Machinery & Materials , Guangzhou Mar. 6-8, China International Beverage Industry Exhibition on Science & Technology(CBST 2024) Mar. 20 -22, Food Ingredients China 2024 (FIC 2024) , Shanghai Apr. 10-11, LUXE PACK SHANGHAI 2024, Shanghai Apr. 26-27, CRAFT BEER CHINA 2024, Shanghai June 19-21 , Propak China 2024, Shanghai June 19-21, Food Ingredients Asia China 2024(FIA 2024) June 26-29, FoodTech & Pharmatech Taipei 2024, Taiwan, China		

How we delivery the content?

Print

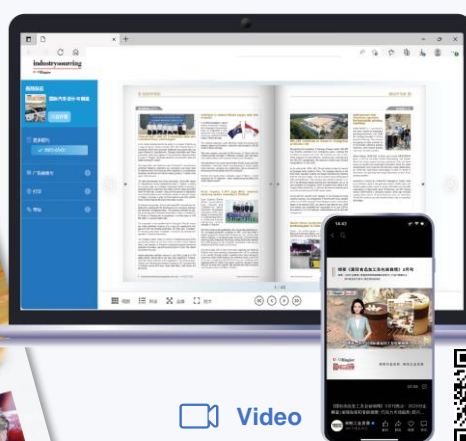
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2024 Editorial Calendar

ISSUE	JULY	AUGUST	OCTOBER	NOVEMBER (DIGITAL ISSUE)
Ad Closing Dates	14-Jun	15-Jul	9-Sep	15-Oct
FOOD SAFETY	Hygienic Plant Design	Food & Beverage Supply Chain Challenges	Advanced Technologies for Reducing Food Waste	Innovation in Rapid Testing
BEVERAGE	Sugar-free / Low-sugar Beverage	Coffee/RTD Coffee	RTD Tea / Fermented Tea	Sparkling Water/Hard Seltzer
INGREDIENTS INSIGHTS	Clean Label	Probiotics/Post-biotics/Prebiotics	Alternative Protein	Botanicals
FORMULATION TRENDS	Cognitive Health & Brain Health	Low GI Food Formulation	Delivery System Update	Aging Health
PROCESSING	Automation / Intelligence Production in F&B	Alternative Protein Processing	Healthy Snack Foods Processing	Advanced Process Control Technology
PACKAGING	Rigid / Flexible Packaging	Label / Coding	Innovation in Liquid Food Packaging	New Application & Technologies for Aseptic Packaging
SPECIAL REPORTS & SUPPLEMENT	Dairy Supplement (II) Health & Nutrition (III): Sports Nutrition	2024 Ringier Technology Innovation Awards ——Food & Beverage Industry Bakery Supplement (II)	Brewing in China Special Chocolate Special (II)	Outlook 2025 Health & Nutrition (IV): Dietary Supplement Market Update Meat & Poultry Supplement
Trade Shows	Oct. 28-31, China Brew China Beverage (CBB 2024), Shanghai Nov. 18-20, SWOP 2024, Shanghai Nov., DMP 2024, Shenzhen			

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2024 CONFERENCES FOR FOOD & BEVERAGE INDUSTRY



Ringier organizes high level technical and business conferences bringing industry leaders together for information exchange and networking opportunities in the Food & Beverage industry.

- Innovative Materials Application & Processing Technology Congress 2024 (Mar., Shanghai China)
Concurrent Event: Ringier Technology Innovation Awards 2024 - Plastics Industry
- Sports Nutrition Online Forum 2024 (Apr., China, Virtual Event)
- Food & Beverage Future Ecosystem Summit 2024(Aug., Guangzhou China)
Concurrent Event: Ringier Technology Innovation Awards 2024 - Food & Beverage Industry
- Intelligent Warehousing and Distribution Virtual Seminar 2024 (Sept., China, Virtual Event)
- ASEAN Food and Beverage Ingredients Manufacturing Summit 2024 (Apr., Hanoi Vietnam)
- Asia Food & Beverage Innovation Summit 2024 (May, Jakarta Indonesia)
- ASEAN Ingredient Solutions for Plant 2024 - based food and beverages (Nov., Southeast Asia, Virtual Event)



Industry and Magazine e-Newsletters

Scheduled industry and magazine e-newsletters targeting specific industries, job functions and decision making responsibilities in China and S. E. Asia deliver relevant news to industry leaders or engineers throughout the year providing insightful and valuable content that readers rely on. It brings your message to the place your target audience visits most – their inbox. Generate immediate response and website traffic by promoting your key products and services by direct communications with your core target audiences.

Language: Simplified Chinese
Frequency : 20x per year
Subscriber: 62,200

ISSUE	January	February	March	April	May	June
Topic	1. Plant-based 2. Healthy Snacks Processing	1. Dairy Market Update 2. Women Health	Sports Recovery, Bone & Joint Health	Robotics	Bakery Special	1. Botanicals 2. Automation in Packaging
	-	-	RTE Food Processing	Chocolate	Flavor/Texture Optimizing	-
ISSUE	July	August	September	October	November	December
Topic	1. Beauty from Within 2. Microbiome	Automation in F&B Plant	Infant Nutrition	Low-GI Food	Formulation & Processing for Healthy Snack	Outlook 2025
	-	No/Low-Sugar Beverage	Dietary Fiber	Alternative Protein Processing	Sorting/Foreign Object Detecting	Meat Processing

iConnect e-Newsletters

iConnect e-Newsletters bring together all of the latest and best content on a specific topic. Each e-Newsletter provides its sponsors with a cost-effective opportunity to build category thought leadership among a qualified audience of buyers.

Automation in F&B

Language: Simplified Chinese

Frequency : 6x per year

Subscriber: 18,020

ISSUE	January	March	May	July	September	November
Topic	Automation in Warehouse Management	Robotics	Energy Efficiency Management	Intelligent Manufacturing in Dairy	Advanced Process Control Technology	Digitization in F&B Industry

Packaging

Language: Simplified Chinese

Frequency : 12x per year

Subscriber: 22,050

ISSUE	January	February	March	April	May	June
Topic	Flexible Packaging	Aseptic Packaging	Pick-and-place Robotics	Packaging Design	Innovative Packaging Material	Automation
ISSUE	July	August	September	October	November	December
Topic	Sustainable Packaging	Label/coding	Innovation in Liquid Food Packaging	Reducing Food Waste Packaging	Active & Smart Packaging	Packaging Industry Outlook

DIGITAL ADS & SHOWROOM

on industrysourcing.com & industrysourcing.cn

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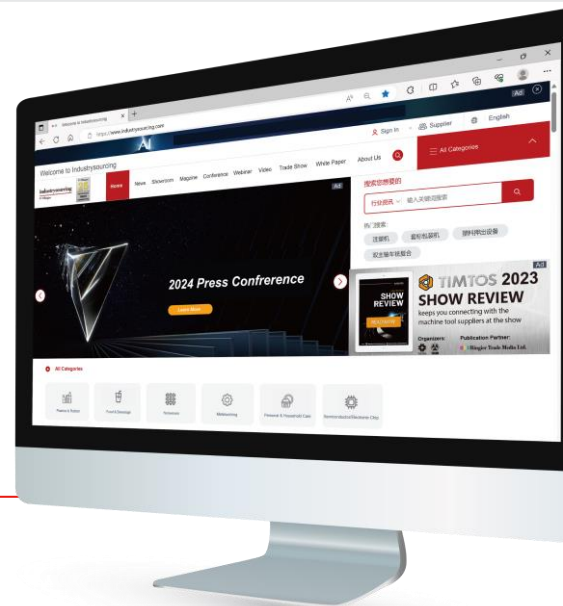
STATISTICS*

Industrysourcing.com

Monthly Page Views: **3,805,756**
Monthly Visitors: **176,037**
Percentage of New Visitors: **59%**

Industrysourcing.cn

Monthly Page Views: **5,595,253**
Monthly Visitors: **401,164**
Percentage of New Visitors: **62%**



EMAIL MARKETING

"Personalized" email allows you to focus your online marketing efforts to a highly targeted geographic and/ or demographic segment of contacts in our database. Full reporting metrics provided. Privacy compliant.

WEBINARS

Webinars are a powerful way to share your industry expertise and position your company as a thought leader in front of your industrial community.

Ringier Webinars provide a content-rich learning experience to your prospective buyers. Events are interactive. Moderators ask and answer questions fully engaging the attendee through a Q&A session.

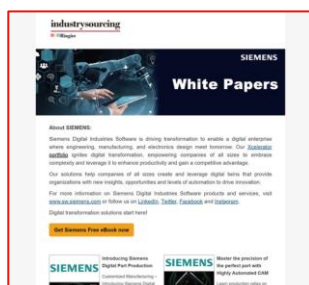


SOCIAL NETWORKS - WECHAT

Present your company effectively - Use Ringier Social Networks sponsored posts, reach buyers as they're scrolling through social networks. Drive traffic from the biggest and most popular social media.

WHITE PAPER

Ringier includes your white paper in industry e-newsletters, supplier website and feature item on the homepage of [industrysourcing](http://industrysourcing.com) and related vertical website homepages. In addition, your white paper can be noted in ringier's magazines next to related editorial.



SMS

Send text messages about your latest product or company news directly to your target clients' cell phones!



VIDEO


Video is one of the most versatile and profitable digital marketing tools. From assisting you recording and editing high-quality videos, to broadcasting your events to help you get more exposure at the big trade show, we are here.



SINCE 1998

From print media to integrated multimedia solutions **Ringier Trade Media Ltd** has consistently been a front runner in the application of new communication technologies. As a leading B2B industrial information provider the company has successfully promoted industrial development for the past 26 years. With a focus on quality content, industry knowledge, excellent service to the communities we serve our various media channels connect and engage with industry experts, suppliers and users.

Ringier Trade Media has been shaped by its commitment to innovation, and meeting the needs of customers & readers.

 知链公关 PR-Shanghai Smart Link Consulting Company Ltd. (SLC)

PR or "below the line advertising" that tells stories, positions companies as industry/thought leaders is clearly a growing effective form of communication - Our PR experts can help put a program together for you.

Ringier Brings You A World of **Opportunities** !

Magazines Websites Showroom Newsletters Email Marketing Conferences Trade Show
White Paper Videos Content Social Media Webinars PR & Marketing

Related Magazines Covering Multiple Industries Involved in Food & Beverage

Food & Beverage



Food Pacific Manufacturing Journal
Language: English
Frequency : 6x a year
Readership: 43,250

Plastics & Rubber



Int'l Plastics News for China
Language: Simplified Chinese
Frequency : 10x a year
Readership: 10,700



Int'l Plastics News for Asia
Language: English
Frequency : 6x a year
Readership: 39,020

For more promotion on global markets, please [click here](#)

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