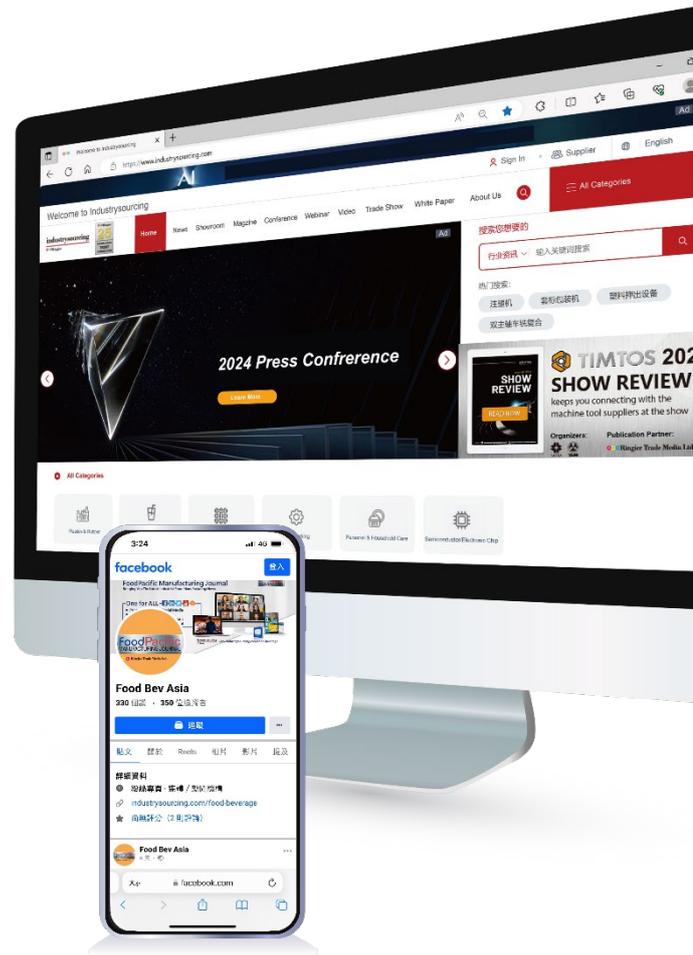


2024 MEDIA PLANNER



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

Creating better products, tackling industry issues through collaborative innovation

The global food and beverage market size is expected to reach \$7,221.73 billion in 2023 and grow to \$9,225.37 billion by 2027, according to the Business Research Company. Asia Pacific accounts for roughly one-third of the market, with Southeast Asia showing the fastest growth. Southeast Asia's F&B industry, consisting mostly of SMEs, is a major driver of GDP growth and is a top producer and supplier of ingredients. Recognizing the growth opportunities in the region, more and more international companies are setting up innovation hubs in Singapore, Thailand, and Indonesia. Customers from APAC are benefiting from the technical expertise offered by these companies, such as co-creation partnerships that aim to accelerate new product development. Collaborations yield effective solutions in addressing supply chain and industry issues.

Globalization has enriched the Asian palate, giving rise to a diversity of flavors, but product development typically focuses on local taste profiles for categories like snack foods, confectionery, bakery, meat, frozen foods, and other processed products. In savory snacks, for example, the blend of sweet, salty, and hot flavors is a top favorite; in the sweets category (baked products, confectionery, chocolate), the variety is set apart by fillings and baking inclusions that favor healthier options, including nuts, seeds, and other proteins.

Carbonated drinks, caffeinated ready-to-drink beverages, sports and energy drinks, and bottled iced teas lead the beverage markets. Beer, gin, and wine coolers are regional staples. According to a Nikkei Asia report, drinkers in Southeast Asia are showing more interest in low and no alcohol content drinks.

Product formulations indicating "low," "reduced," "free-from," "no," and "non" have become widely available to capture the health-conscious consumer market. In addition, clean label remains an important health trend as consumers expect artificial ingredients to be excluded from processed products.

Strong growth in the fortified food and beverages categories (sports nutrition, dietary supplements, infant nutrition) is expected post-pandemic. The holistic well-being/mental health megatrend is driving demand for botanical solutions, including fibers, vitamins, protein sources, omegas, probiotics/prebiotics, and extracts of ashwagandha, ginkgo, and turmeric.

Processing, packaging, automation:

Southeast Asia's food processing equipment market size is forecast to reach \$1,434.89 million by 2025. Rapid urbanization is still the main force behind the growth, followed by growing consumer demand for higher quality but affordable products. The top processing equipment sectors are bakery, confectionery, and snack foods, followed by meat and poultry products, and dairy. Manufacturers prefer machines and production lines that allow them to produce different products in smaller batches, enabling them to meet changing market preferences faster. However, the high cost of equipment is a significant setback for the region's majority. Equipment size is also a consideration for facilities that require compact designs. Emphasis on food safety and hygienic food preparation and processing is a given.

The SEA region's packaging machinery market is also robust, with the F&B sector as the largest consumer. The most common equipment includes filling, cartoning, palletizing, wrapping, and labeling. Designs for rigid, semi-rigid, and flexible packaging are driven by breakthroughs in recyclability, along with the use of thinner or fewer materials. Smart packaging, such as temperature-sensitive labels and smart caps, aids in extending shelf life.

Investment in semi-automation and robotics is expected to increase, with access to AI technologies providing an advantage in driving the R&D process, product design, organizational workflows, marketing, and more. This will enable companies to manage costs and resources.



English Publication
6 Issues per Year

Total Readership
43,250

Now in its 24th year serving the industry, FoodPacific Manufacturing Journal has earned the trust of thousands of decision makers across Asia Pacific, connecting suppliers through an enhanced multimedia platform. Published six times a year, the magazine delivers information on product developments, technology, industry expert analyses, trade events, and key issues relating to ingredients and additives, packaging, processing, supply chain management, automation, and food safety.

FoodPacific Manufacturing Journal has a dedicated online vertical (www.industrysourcing.com/food-beverage) with daily updates, social media and mobile Apps with video links on iTunes and Google Play and 18 e-newsletters to make content easy to access.

What should the F&B industry address?

Amid continuing innovation and industry growth, the same issues still exist when it comes to food security, food loss, and packaging waste. Asia is wasting nearly 40% of its food production along the chain, from harvest to consumer handling to storage, processing, packaging, transportation, and marketing and retail (McKinsey). The region also accounts for the highest amount of post-consumer packaging waste, especially single-use plastics. Part of the answer is in shifting to processes and manufacturing methods that address better sources utilization.

FIGURES & READER PROFILE

Published 6x a year (including 5x print and 1x digital) in English, **FoodPacific Manufacturing Journal** reaches a qualified controlled readership of **43,250** manufacturing decision makers who plan the purchase of processing and packaging equipment, materials and execute manufacturing strategies; plant managers who evaluate and make recommendations: R&D specialists, food designers who create, test, evaluate products, purchasing managers who buy ingredients, additives and raw materials.

Each subscription is requested in writing. Each reader is qualified by name, job title and industry and re-qualified annually by our call center.

In addition an active engaged audience follow the various food & beverage social media channels on Twitter, Facebook, YouTube, LinkedIn, Blogs with a combined average monthly page views of 47,000+.

Total Readership

43,250
FoodPacific Manufacturing Journal Subscribers

18,050
Print Magazine readers

26,400
Active newsletter subscribers

25,200
Digital Magazine readers

47,000+
Social media: Facebook, Twitter, Blogger, Youtube, LinkedIn

110,000
Industrysourcing App is now installed on 110,000 users devices

Geographic Distribution		
Thailand	4,590	25%
Indonesia	3,490	19%
Malaysia	2,670	14%
Vietnam	2,030	11%
Taiwan, China	1,460	8%
Singapore	1,395	8%
Philippines	1,075	6%
Australia/ New Zealand	430	3%
Hong Kong, China	380	2%
Korea	230	2%
Cambodia/Myanmar/ Laos	160	1%
Japan	140	1%
Total	18,050	100%

Annual Business Turnover (US\$)	
0-0.5 million	3%
0.51-1 million	12%
1.01-5 million	38%
5.01-10 million	30%
over 10 million	17%

Business Type	
Food Processors	50%
Beverage Processors	27%
Contract Manufacturing : Food / Beverage Packagers / Bottlers	12%
Ingredient & Additive Manufacturers	6%
Government Agencies, Research and Associations	3%
Equipment Distributors	2%

Product Analysis	
Beverages(Non-Alcoholic)	26%
Convenience Food	25%
Health Food / Nutraceuticals	19%
Cereal & Snacks	18%
Dairy Products	16%
Meat & Poultry	13%
Bakery Products	13%
Confectionery	10%
Fruits & Vegetables	8%
Fish & Seafood	7%
Beer, Wine, Liquor & Spirits	7%
Coffee, Cocoa & Tea	6%
Dietary Supplements	5%
Edible Oils & Fats	3%
Seasonings, Spices & Sauces	3%
Others	1%

Note: adds to more than 100% due to multiple responses

Job Function	
Senior Management	31%
Plant Operations	23%
R&D / Food Designer	14%
Purchasing	13%
Packaging Engineering	12%
QC & Assurance	4%
Marketing & Sales	3%

2024 Editorial Calendar

Issue	February	April	June
Ad Closing Dates	15 - December	19 - February	30 - April
Feature Reports	Outlook 2024: R&D & Market Trends	Country focus: Indonesia	Clean labelling challenges and solutions
Automation	Product inspection/food safety	-	Robotics in packaging
Beverage	Sports/Energy/Caffeinated drinks	Kombucha/Fermented beverages	Juices/concentrates
Product Formulation	Fillings and toppings	Biscuits / crackers	Soups and broths
Ingredients	Protein sources	Yeast applications Natural flavours	Texture enhancers
Packaging	Paperboard packaging	Liquid filling machines	Sleeving and labelling
Processing	High pressure processing (HPP) Chocolate & confectionery processing	Seasoning systems Food cutting equipment	Liquid processing Cooling systems
Health & Nutrition	Immune health: Ingredients Scientific developments	Benefits of botanicals/natural extracts	Elderly health and nutrition Whey proteins
Trade Shows	<ul style="list-style-type: none"> • Jan. 31 - Feb. 2, Propak Philippines 2024, Philippines • Jun. 12-15, Propak Asia 2024, Thailand • Jun. 26-29, FoodTech & Pharmatech Taipei 2024, Taiwan 		

How we delivery the content?

Print



Ezines

Website



Social media



Follow Food & Beverage

e-Newsletters



Shrink packaging solutions quality, environmental

E-Zine News Events Products

Dear Industry Expert ,
Strong market demand is spurring developments in packaging than ever, manufacturers must address environmental, energy, ef the sector. Our interview with Dase-Sing executives confirms that

TOP STORY
Shrink packaging solutions address quality, environmental priorities
Dase-Sing Packaging Technology Co., Ltd, a one-stop shrink sleeve solutions supplier, approaches product development and services with sustainable and efficient production in mind. Moving forward with its customers, their focus is on label recycling, energy waste reduction as well as high speed requirement and digital data collection for better efficiency.
[Read more](#)

2024 Editorial Calendar

Issue	August	September	November (E-ZINE only)
Ad Closing Dates	16 - July	12 - August	22 - October
Feature Reports	Country focus: Thailand	Waste management / Food loss prevention	Circular economy / sustainability
Automation	Smart factory for SMEs	AI applications in product development	Automated material handling equipment
Beverage	Diet formulas (soft drinks)	Non-dairy beverages	Ready to drink tea/coffee
Product Formulation	Plant-based food	Sauces, dips and marinades	Bakery products
Ingredients	Enzymes Sodium substitutes	Cocoa and chocolate Fats & oils	Savoury flavours / Spices and condiments
Packaging	Caps and closures	Foam liners Vacuum packaging	Can seaming machinery PET
Processing	Losenges/Jelly/Sweets processing	Liquid and dry coating systems Snackfoods processing	Frozen meat/poultry products
Health & Nutrition	Beauty from within formulations	Tackling proliferation of fake and illegal health/nutrition products	-
Brewing in Asia	-	Packaging labels	Industry Outlook 2025
Trade Shows	<ul style="list-style-type: none"> Jul.17-19, M'SIA-PACK & FOODPRO,M'SIA-PLAS 2024, Malaysia Sept. 4-7, Fi Asia 2024-Indonesia, Indonesia Oct.9-11, Fi Vietnam 2024, Vietnam(HCM) Nov, Propak Vietnam 2024, Vietnam(HCM) 		

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.

Apr. 16-17	2024 ASEAN Food and Beverage Ingredients Manufacturing Summit	Hanoi, Vietnam
May 15-16	2024 Asia Food & Beverage Innovation Summit	Jakarta, Indonesia
Jun. 11-12	2024 ASEAN Personal Care Technology Summit Green and Sustainable ingredients and processes	Bangkok, Thailand
Nov. 12	2024 ASEAN Food and Beverage Ingredient Solutions (*Virtual events)	Southeast Asia Region

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: English, Frequency: 18X Subscriber:26,400

ISSUE	January	February	March	April	May	June
Topic	Outlook 2024: R&D and Market trends	Product inspection technologies	Protein sources	Flavours/Taste enhancers	Botanicals/Natural extracts	Sleeving and labelling
	-	-	Immune health	-	Robotics	-
ISSUE	July	August	September	October	November	December
Topic	Confectionery processing	Caps and closures	Savoury flavours	Snackfoods processing	Meat/Poultry processing	PET packaging innovations
	Enzymes	-	Waste management	AI applications	Circular economy developments	-

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.

Beauty and Personal Care

Language: English

Frequency : 9x

Subscriber: 4,950

ISSUE	February	March	April	June	July
Topic	Sunblock/Sunscreen Shrink sleeve labels Premiumisation in skin care	Skin brightening solutions Biotechnology	Paperboard / Cardboard- based packaging Material waste reduction	Dermocosmetics / Anti-ageing formulas AI applications	Botanical extracts Smart packaging for personal care
ISSUE	September	October	November	December	
Topic	Nail care Recycling cosmetic packaging	Active ingredients Minimalism in packaging design	Hair/scalp treatment Fragrances	Green technologies Personal care products: outlook 2025	-

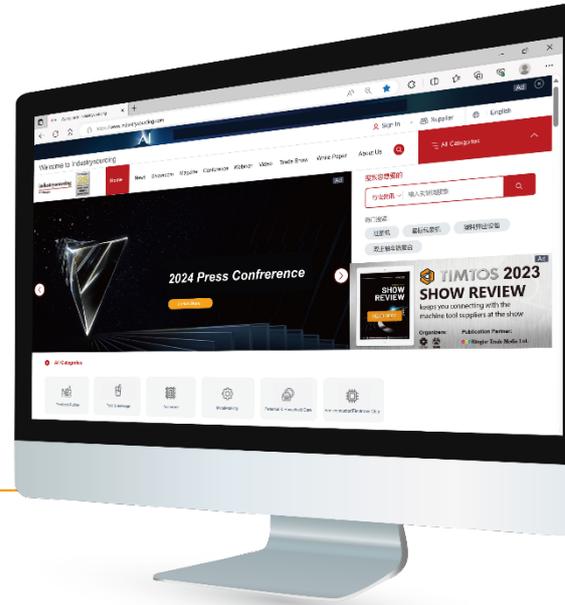
DIGITAL ADS & SHOWROOM

on industrysourcing.com & industrysourcing.cn

Promote awareness of your brand across industrysourcing.com and industrysourcing.cn. Reach your target audience with highly visible ads.

Getting more leads begins with having your Product Showrooms in the websites trade marketplace.

STATISTICS*	Industrysourcing.com	Industrysourcing.cn
	Monthly Page Views: 3,805,756	Monthly Page Views: 5,595,253
	Monthly Visitors: 176,037	Monthly Visitors: 401,164
	Percentage of New Visitors: 59%	Percentage of New Visitors: 62%



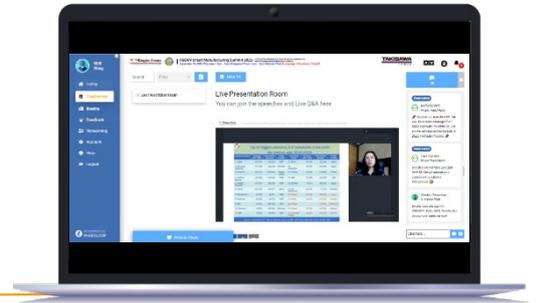
EMAIL MARKETING

“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.

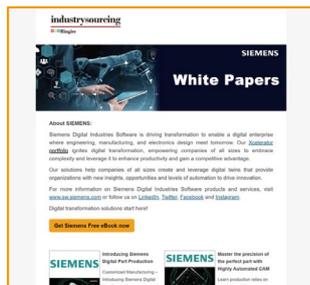


Social media

Leverage Ringier's social media network to expand your reach, boost brand awareness, and promote your products and services. The content that our experienced editors post on the on Facebook, Twitter, LinkedIn, Blog, YouTube, WhatsApp, Zalo and other social media platforms will help the buyers to learn about industry news, industry trends, applications, and related events and etc.

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.