

2024 MEDIA PLANNER

中国版 Coatings and Ink China
涂料与油墨
2023.3 中国涂料油墨厂商必读

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低温固化粉末涂料技术的几种概念

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Market Introduction

According to a report from Mordor Intelligence, the global paints and coatings market size is projected to grow at a CAGR of 4.09% to reach USD 180.03 billion by 2028 from USD 147.33 billion in 2023. Another research from EMR estimates the global ink market to grow at a CAGR of 2.90% from USD 21.85 billion in 2022 to hit approximately USD 25.94 billion by 2028. These growth projections are not much lower than those in the previous years, and indicate that the market demands have been changing significantly over the years.

Changes in market demand are mainly affected by factors such as the level of economic development, population structure, consumption pattern, and environmental protection policies. From the level of economic development, the market demand in the coating and ink industry is expected to shift from quantitative to quality; thus, the performance, quality, function and other requirements of the coating will be higher. Meanwhile, the sustainability aspect is routinely taken into account by firms in the conduct of their business activities. The key focus is on reducing volatile organic compounds (VOCs) around resource conservation and energy, improving process efficiency renewable materials, and minimizing waste.

Technical Hot Topics

In this context, the technological development and breakthrough of the coating and ink industry has become the key to cater to the above changes and solve the existing environmental problems. Fortunately, coating and ink technology is constantly evolving. From advancements in nanotechnology to eco-friendly coatings and ink, and to smart ink the industry is set to witness exciting future developments that will shape the future.

- Nanocoatings are being increasingly used to improve energy efficiency in various industries. For example, solar panels coated with nanomaterial can enhance light absorption and increase energy conversion efficiency. Similarly, buildings coated with nanocoatings can reflect sunlight, reducing the need for air conditioning and lowering energy consumption. Future endeavors are also focused on developing bio-inspired nanocoatings that mimic natural processes, such as lotus leaves' self-cleaning ability.
- With increasing environmental concerns, the demand for eco-friendly coatings such as biodegradable coatings, is on the rise. These coatings are formulated using sustainable materials and manufacturing processes, reducing their impact on the environment. Biodegradable coatings are made from renewable resources, such as plant-based polymers, and offer similar performance to traditional coatings.
- ULC powder technology is pushing the frontiers of cure technology to 149°C curing conditions, which is expanding powder's reach into a universe of new applications, such as wood furniture and plastics parts. In addition, powder coatings are being tested as a finish for assembled items that possess heat sensitive components, such as wiring, seals, and electronic boards.
- There is a growing trend towards high-tech coatings containing cationic galvanic coating materials that cover all crevices and corners of diverse metal parts, thus protecting them from corrosion. High performance ceramics extend the service life of aircraft turbine engines and the automotive industry. It protects components, above all against high temperatures, corrosion, and wear.
- As in many other fields, IoT and smart technologies are making their way into the world of printing. Smart ink technology involves intelligent systems that can monitor ink levels and usage, manage ink distribution more efficiently, and even order new supplies when running low. These innovations can reduce waste, save money, and increase efficiency, especially in a business setting where large-scale printing is frequent.
- A fascinating development in printing ink area is the creation of conductive inks. These inks contain certain types of metals, such as silver, copper, or graphene, enabling printed materials to conduct electricity. This opens up numerous possibilities, such as interactive print media, printed circuits, and even paper-thin and flexible electronic displays

Growth Areas

Based on application, architectural segment is expected to continue to dominate the coatings market. In this segment, growing safety standards will raise the demand for waterproof and fireproof coatings for buildings; electric vehicle batteries depend on coatings to maintain optimal temperatures, reduce the risk of fire damage and electrical interference; Increasing demand for industrial coatings from packaging applications, such as caps & closures, and cans, is also projected to positively influence market growth in the coming years; the global anti-corrosion coating market growth is expected to witness profitable opportunities, owing to factors such as increasing demand for steel in the construction & automotive industry and off shore growth, infrastructure upgrading across different regions.

Digital printing is rapidly expanding into label production and electrophotography. The packaging industry is expected to experience a significant revolution over the next decade due to the increasing application of digital printing. With an increasing focus on sustainability, traditional rigid packaging solutions are being replaced by innovative and flexible packaging solutions. Hence, the demand for printing inks from the packaging industry is expected to grow at a rapid rate; the increasing adoption of electric vehicles is another strong market driver to the ink industry. Conductive inks manufacture can provide printed electronics such as sensors, displays and lighting for electric vehicles industry, which industry is driven by concerns about environmental sustainability and the need to reduce carbon emissions.

The future of coatings and ink technology is indeed very promising with exciting innovations set to create new standards. As we continue to explore these developments, we can expect countless opportunities and applications to be discovered.



Coatings and Ink China (ICN), in a strategic editorial partnership with Coatings World and Ink World of the US and a team of authoritative editorial advisors in China, has been the leading media for China coatings and ink industry for the past 19 years.

The print and interactive digital magazines, along with a dedicated vertical website, Apps with video links, monthly e-Newsletters, and WeChat provides in-depth coverage ranging from latest R&D to emerging market trends, updates on technology, application, as well as raw material.

Coatings and Ink China offers the most effective communication package to suppliers for improving productivity, reducing cost, and turning innovations into real competitive advantages.

Total Readership
37,600

Language: Simplified Chinese
6 Issues per Year

FIGURES & READER PROFILE

Published 6x (5x Print/Digital + 1x Digital Only) a year in Simplified Chinese, Coatings and Ink China reaches a qualified controlled readership of 37,600 manufacturing decision makers who plan the purchase of machinery, materials and execute manufacturing strategies, and plant managers who evaluate and make recommendations, and R&D scientists who create, test & evaluate products and purchasing managers who buy chemicals & additives.

Each reader is qualified by name, job title and industry and re-qualified annually by our call center. In addition an active WeChat Industrial Laser and corporate channel attracts 22,000 engaged followers.

Total Readership



37,600

Coatings and Ink Industry
Subscribers

17,800

Print Magazine readers

19,800

Digital Magazine readers



21,200

Active newsletter
subscribers



22,000

WeChat followers



110,000

Industrysourcing App is now installed on
110,000 users devices

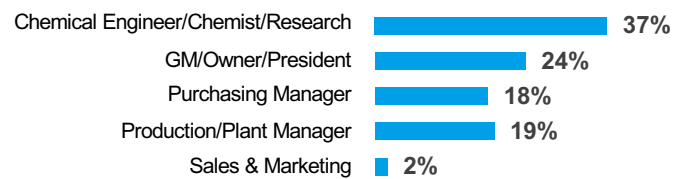
Geographic Distribution

Guangdong	4,650	26%
Shanghai	3,528	20%
Jiangsu	2,318	13%
Zhejiang	1,475	8%
Shandong	1,280	7%
Beijing	720	4%
Hebei	545	3%
Tianjin	450	2%
Fujian	430	2%
Hubei	365	2%
Liaoning	340	2%
Sichuan	331	2%
Henan	260	1%
Hunan	230	1%
Chongqing	195	1%
Shanxi	136	1%
Heilongjiang	70	1%
Rest of China	187	1%
Mainland China	17,510	98%
Taiwan, China	150	1%
Hong Kong, China	140	1%

Business Type



Job Function



42%

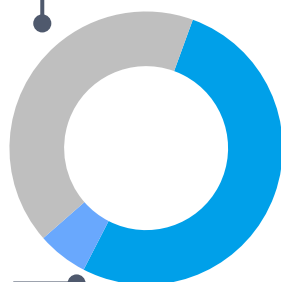
Foreign Invested/Joint Venture

52%

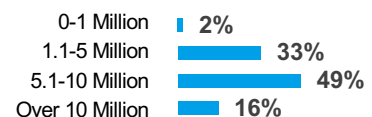
Private

6%

State Owned



Annual Business Turnover (US\$)



2024 Editorial Calendar

ISSUE	Feb (Digital Only)	March	May
AD Closing Dates	22-Jan	22-Jan	5-Apr
Application & Trend	E-Vehicle Coatings Wood Coatings EB Ink	Fire Retardant Coatings Marine Coatings Flexo Ink for Packaging	Steel Structure Coatings Waterproof Coatings Ceramic Ink
Chemicals & Raw Materials	Wetting Agents/Dispersants	Biocides & Fungicides	Resins/Emulsions
Special Reports	Chinacoat 2023 Review Outlook 2024	Biobased Coatings/Ink Application Equipments	2024 Ringier Technology Innovation Awards – Coatings Industry Nano Smart Coating
TRADE SHOWS	Mar. 4-6, The 30th China International Exhibition on Packaging Machinery & Materials, Guangzhou		

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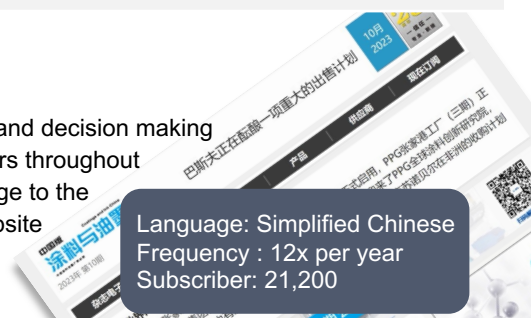


2024 Editorial Calendar

ISSUE	July	September	November
AD Closing Dates	28-May	2-Aug	11-Oct
Application & Trend	Automotive & Transportation Coatings Floor Coatings Inkjet Ink	Interior & Exterior Coatings Electronic insulating Coatings Smart Ink	Powder Coatings Textile Coatings Conductive Ink
Chemicals & Raw Materials	Pigments/ Wax Powder	Drier/Thickening Agents	Defoamers/Matting Agents
Special Reports	China Coatings Summit 2024 Review ULT Powder Coatings	2024 Top 80 International Ink Makers 2024 Top 20 International Coatings Makers	Chinacoat 2024 Preview Smart Factory/Production Equipments
TRADE SHOWS	Aug 7-9, China Coatings Show 2024, Shanghai Nov., CHINACOAT 2024, SFCHINA 2024, Guangzhou		

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.



ISSUE	January	February	March	April	May	June
Topic	E-Vehicle Coatings	Biobased Coatings/Ink	Marine Coatings	Biocides & Fungicides	Steel Structure Coatings	Flexo Ink for Packaging
ISSUE	July	August	September	October	November	December
Topic	ULT Powder Coatings	Fire Retardant Coatings	Resins/Emulsions	Conductive Ink	Wetting Agents/ Dispersants	Wood Coatings

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2024 CONFERENCES FOR COATINGS AND INK INDUSTRY



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

- High Efficiency Production and Lean Manufacturing Forum 2024(Mar., Chengdu China)
 Concurrent Event: Ringier Technology Innovation Awards 2024-Metalworking Industry

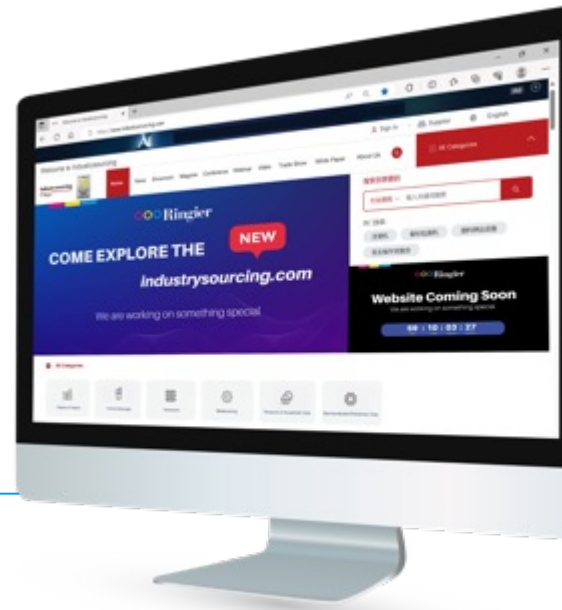


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Getting more leads begins with having your Product Showrooms in the websites trade marketplace.

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%



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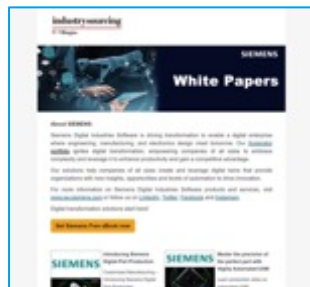


SOCIAL NETWORKS - WECHAT

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.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

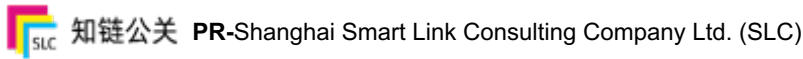
Video is one of the most versatile and profitable digital marketing tools. From assisting you recording and editing high-quality videos, to broadcasting your events to help you get more exposure at the big trade show, we are here.



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.



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.

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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 Coating and Ink

Automotive



Automotive Manufacturing & Design for China
 Language: Simplified Chinese
 Frequency: 6x a year
 Readership: 78,710

Plastics & Rubber



Int'l Plastics News for China
 Language: Simplified Chinese
 Frequency : 10x a year
 Readership: 101,750

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

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