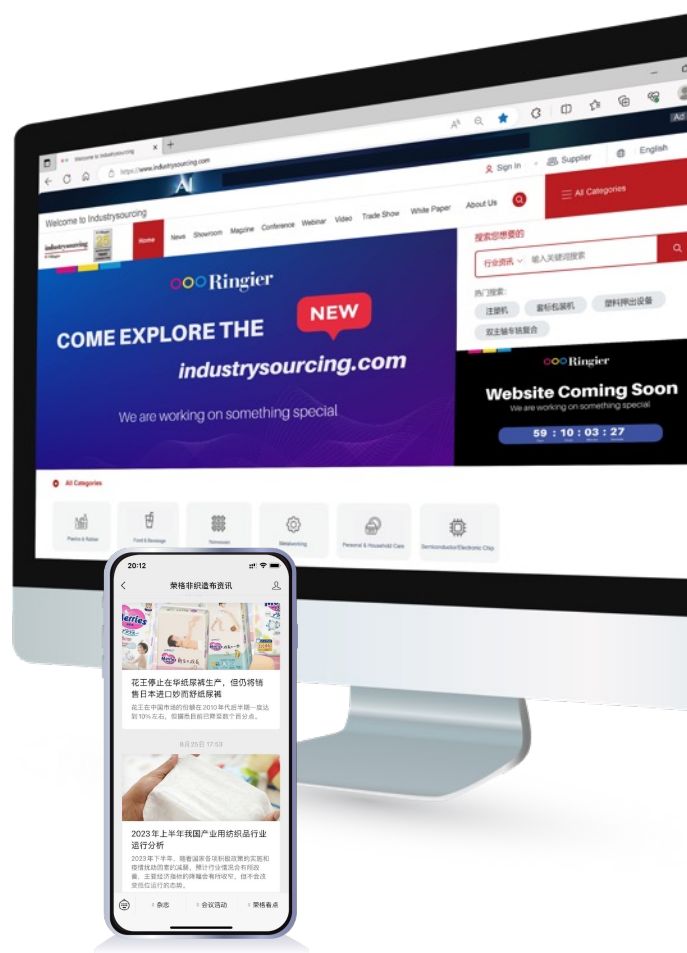


2024 MEDIA PLANNER



Omnichannel Media Solutions for the *Nonwovens* Industry

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

Market Introduction

In recent years, the Chinese nonwoven industry has made great progress in its utilization of advanced equipment, technology, special raw materials and other aspects of production. At the same time, improvements in processing techniques, and advances in equipment, machining precision and automation, as well as intelligent manufacturing, further promote the development of nonwoven technology.

China's production capacity for nonwoven materials has reached around 8 million tons annually, with application categories fully covering a vast range such as in medical, hygiene, geotextiles, automotive transportation, filtration and separation, synthetic leather, agricultural, sound insulation, decorative materials and so on. China not only ranks first in the world in terms of production, but also has a complete range of production systems for nonwoven materials production, spanning complete supply chain for nonwoven productions. It is also especially noteworthy that the Chinese nonwoven industry has embarked on the road towards environmentally-friendly and intelligent production. Sustainability has been the overall target of the nonwoven industry and this will be seen in the industry's future development.

In the past three years of the epidemic, the nonwoven industry played an irreplaceable role and gained unprecedented importance in the global arena. However, the industry is experiencing structural overcapacity now. With the global economy still in the midst of a fragile recovery, the resiliency of the domestic economy has been highlighted with projection for gradual growth.

Looking ahead, the prospects are still bright, as China's nonwovens industry has already established certain advantages in terms of industrial chain, market, technologies and production techniques, attaining positive results from the technological innovation, product differentiation and expansion of application fields. The Chinese nonwoven industry and the upstream and downstream enterprises are also actively developing more new products including green, energy-saving and carbon neutral. The pursuit of sustainable development, such as 100% natural biodegradable flushable nonwoven materials, functional high-temperature filtration nonwoven materials, and intelligent geosynthetics is expected to remain the future targets of the industry.

Today, almost all enterprises are moving forward as they aim to strengthen innovation and R&D for low-carbon production, high-performance materials and sustainable production processes in order to build a more sustainable industrial chain. From the raw materials and processing to the end product use and disposal, the development of more sustainable solutions with less impact on the environment, will become the primary course of the nonwovens industry in the years to come.



For the past 20 years, **Nonwovens Industry China**, in a strategic editorial partnership with the world's leading information provider - Nonwovens Industry, has established itself as a leading source of exclusive content and technical articles for the nonwovens industry in China.

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 the latest information about advanced laser technology and cutting-edge applications, showing how industrial lasers promote product manufacturing and technology transfer around the world.

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

Total Readership
21,700

Language: Simplified Chinese
3 Issues per Year

2024 Editorial Calendar

ISSUE	April	June	September
AD Closing Dates	25-Mar	14-May	9-Aug
Features	Nonwovens in Filtration: High Filtration Efficiency & Low Flow Resistance Nonwovens in Automotive: Lightweight, Sustainable, Comfort Emerging Applications for Nonwovens	Baby Diapers Market Flushability of Wipes Intelligent Geosynthetics	Medical Nonwovens: Higher flexibility & versatility, lower cost Sustainability in Hygiene Products Nonwovens in Roofing/Construction Sector
Materials	Application of Plant-based Material in Hygiene	Composites	Fibers for Nonwovens
Processing & Converting	Spunbond / Meltblown	Spunlace	Needlepunch
Special Report	COVER STORY Adult Incontinence Supplement	CIDPEX Report	COVER STORY International Top 40 Roll Goods Manufacturers CINTE Report
TRADE SHOWS	May 15-17, The 31st China International Disposable Paper Expo (CIDPEX 2024), Nanjing Sept.19-21, China International Trade Fair for Technical Textiles and Nonwovens(CINTE), Shanghai Oct., China International Medical Equipment Fair (CMEF 2024), International Component Manufacturing & Design Show (ICMD 2024), Shenzhen		

How we delivery the content?

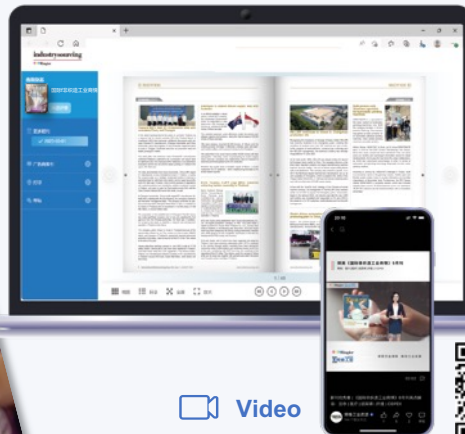
Print

Ezines

Website

Social Media WeChat

e-Newsletters



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Video



Virtual anchor
Broadcast the content summary of each issue
Scan QR CODE to watch now



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 : 8x per year
 Subscriber: 14,800

ISSUE	January	April	May	July
Topic	Nonwovens in Filtration	Spunbond Market	Feminine Hygiene Market	Product Innovation in Personal care wipes
ISSUE	September	October	November	December
Topic	Spunlace Market	Technology Trends in Medical Nonwovens	Nonwovens in Construction sector	Updates of Needlepunch



2024 CONFERENCES FOR NONWOVEN INDUSTRY



Connecting industry through information exchange!

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

- Nonwovens Technology Innovation Application Conference 2024(Aug.,Hangzhou China)

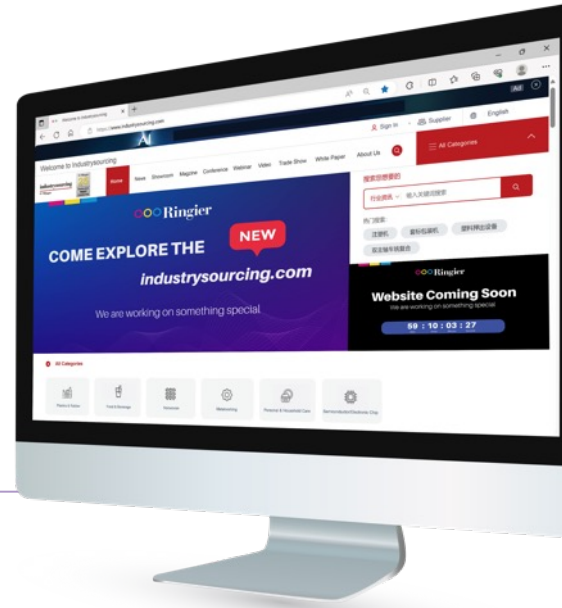


DIGITAL ADS & SHOWROOM on industrysourcing.com & industrysourcing.cn

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.

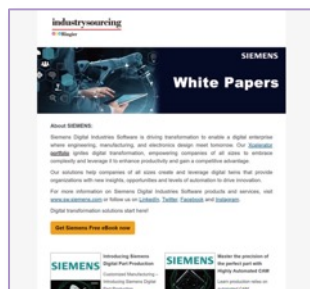


SOCIAL NETWORKS - WECHAT

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 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

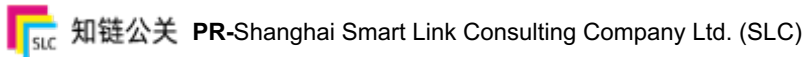
Video is one of the most versatile and profitable digital marketing tools. From assisting you recording and editing high-quality videos, to broadcasting your events to help you get more exposure at the big trade show, we are here.



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.

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	

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

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