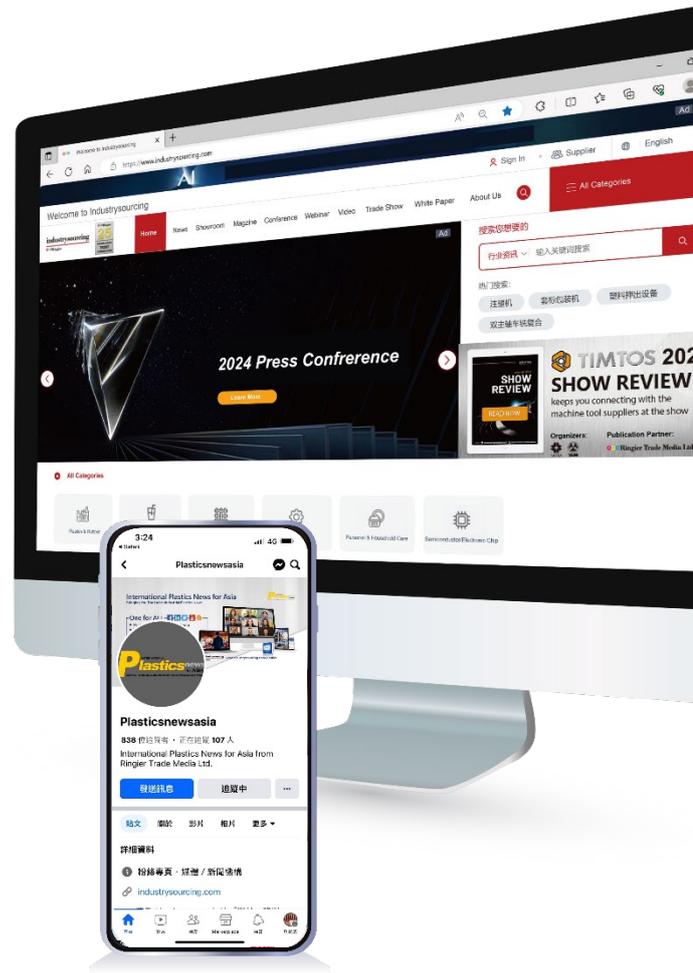


2024 MEDIA PLANNER



Omnichannel Media Solutions for the *Plastics* Industry

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

CIRCULAR ECONOMY ROUTE INTENSIFIES DEMAND FOR BREAKTHROUGH TECHNOLOGIES & MATERIALS IN ASIA

Upcoming trends in Asia augur well for producers of innovative technologies and green materials as the region moves to adopt the circular economy model and embarks on digitalization. In particular, the Southeast Asia plastics market is projected to grow at a CAGR of over 6% up to 2028 due mainly to the sustained high demand from the end-user industries such as packaging, electrical & electronics, medical products, consumer products, as well as construction industry.

Two prominent developments in the plastics industry are expected to dominate the landscape – and these include the application of sustainable materials to achieve circularity and adoption of digitalization for efficient production. Rising use of biodegradable plastics and development of more efficient recycling technologies are therefore providing opportunities to those engaged in these areas.

Plastic compounding and machinery sectors on the growth path

The Southeast Asia plastic compounding market size is rapidly expanding at a rate of 5.8% from 2024-2030. Growing automotive industry in the region along with favorable incentives by governments to foreign direct investments is seen to facilitate inflows of capital into Southeast Asia. Plastic compounding is a technique that involves melting polymers with specific additives to modify the product physical, aesthetically pleasing, electrical, and thermal properties.

The plastics processing machinery market in the Asian region is providing greater opportunities to innovators as demand from fast-growing companies for state-of-the-art production plants continues its growth momentum. Rapid urbanization has pushed the global market for plastic processing equipment that it is predicted to reach US\$2.1 billion by 2023, of which the Asia-Pacific region will account for the fastest growth. Of the plastics processing machinery, injection molding accounts for the bulk of demand, while requirements for extrusion systems, automation/robots, blow molding and auxiliary equipment will be steady. In particular, plastic molding processing technology has been widely used in the manufacture of various products, such as auto parts, connectors, displays, mobile phones, 3C electronic products, plastic optical lenses, biomedical application products, general daily necessities, etc.

Digitalization and sustainability as main industry focus

As more Asian companies recognize the benefits of digitalization, efficient and cost-saving solutions will remain the top choice. Smart manufacturing options are gaining momentum that demand for these products is projected to grow annually by at least 7%.

The circular economy model continues to take center stage in the production agenda of companies in the Asian region. As the global circular economy market is estimated to grow by 7.8% yearly to reach US\$657.1 billion by 2027, Asia is playing a key role given the decision of governments in the region to impose stricter rules on extended producers responsibility, waste management, and waste importation.

Increased application of biodegradable materials and recycled plastics is expected to fuel innovations among various industries. Given that the global biodegradable plastics market is projected to reach US\$20.8 billion by 2028 at a CARG of 19%, Asia Pacific is seen as a major market driven by increasing demand for biodegradable plastics products from various end-use industries, including agriculture, food & beverage, consumer goods and automotive. Consumers in the region are fast shifting towards environmentally-friendly products with countries such as India, Japan, Thailand, China, and Indonesia intensifying their quest for products that will not pose harm to the environment.



English Publication
6 Issues per Year

Total Readership
39,020

For more than 15 years, International Plastics News for Asia has established itself as a leading source of exclusive content and technical articles for the plastics and rubber industry in the Asia Pacific region. Prepared and written by a team of industry and editorial experts from Ringier Trade Media, the bi-monthly print and digital magazines and industry vertical reach decision-makers in Asia Pacific's plastics processing companies, contract molders and manufacturers with in-plant machinery lines.

For suppliers, International Plastics News for Asia is an effective multimedia platform which provides the latest information on their products and services. Through a dedicated Plastics and Rubber vertical (www.industrysourcing.com/plastics), the industry community can find daily news updates and exclusive online features, videos and reports on major industry events – including live updates from major industry trade shows as they happen – to keep the industry stay informed.

E-newsletters including **Circular Economy, Auto manufacturing- Plastics and composites** featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to the industry.

This multiple delivery channels enable you to get the most benefits from interactive magazines Apps with video links on iTunes and Google Play, plus technical articles and reports from Ringier's family of Plastics magazines covering the Greater China.

FIGURES & READER PROFILE

Published 6x a year in English, International Plastics News for Asia reaches a qualified controlled readership of 39,020 (including print and digital) manufacturing decision makers who plan the purchase of machinery, materials and execute manufacturing & automation strategies; and plant managers & engineers who evaluate and make recommendations. Each subscription is requested in writing. Each reader is qualified by name, job title and industry and re-qualified annually by our call center.

The whole value chain is covered from machine builders, automation & component suppliers, additives, resins, to masterbatches & compounders through to plastics molders and processors.

In addition an active engaged audience follow the various Plastics social media channels on Twitter, Facebook, YouTube, LinkedIn, Blogs for a combined average monthly page views of 100,000.

Total Readership



39,020

Int'l Plastics News for Asia
Subscribers

16,720

Print Magazine readers

22,300

Digital Magazine readers



25,300

Active newsletter
subscribers



100,000+

Social media: Facebook,
Twitter, Blogger, Youtube, LinkedIn



110,000

Industrysourcing App is now
installed on 110,000 users devices



Geographic Distribution		
Vietnam	3,975	24%
Thailand	3,610	22%
Indonesia	3,350	20%
Malaysia	3,180	19%
Singapore	1,023	6%
Philippine	762	5%
Taiwan	460	3%
Cambodia/ Myanmar/Laos	150	1%
Australia/ New Zealand	110	1%
Hong Kong	100	1%
Total	16,720	100%

Annual Business Turnover (US\$)	
0-1 million	2%
1.1-2.5 million	15%
2.6-5 million	27%
5.1-10 million	33%
over 10 million	23%

Plastics Processing	
Injection molding	65%
Extrusion	35%
Blow Molding	25%
Rubber Processing	10%
Others	8%

Job Function	
GM/Owner/President	30%
Production Manager	27%
Design Engineering	21%
Purchasing Manager	14%
Chemical engineering/Research & Development	8%

Product Analysis	
Auto Parts & Accessories	24%
Bottling / Containers	21%
Housewares	18%
Packaging Materials / Films	17%
Computer / Telecom / Office Equip	14%
Medical / Dental / Optical / Healthcare	13%
Small Appliances / Hand Tools	12%
Building / Construction Materials	11%
Toys / Sporting Goods / Recreation	7%
Industrial	6%
Furniture & Furnishings	4%
Footware	4%
Mold Making	3%
Major Appliances	3%
Others	2%

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

Business Type	
Trade Processor / custom / contract molder	42%
Captive / Proprietary plastics product processor	37%
Rubber product processor	10%
Compounders, master batchers, resin suppliers	7%
Government agencies / associations / Design / technical / consultant	2%
Manufacturer / importer / distributor / agent of machinery or equipment	2%

2024 Editorial Calendar

Issue	February	April	June
Ad Closing Dates	22 - January	11 - March	3 - May
INJECTION MOLDING	Injection molding-all-electric Quick die change systems	Injection molding – vertical Conveying equipment	Automation Mold heaters/chillers
EXTRUSION	Extrusion - pipe	Extrusion – profile	Advanced film extrusion system
BLOW MOLDING	Blow molding large containers	Blow molds	Stretch blow molding
RECYCLING	Automated recycling system	Mechanical recycling	Post-industrial recycled materials
RAW MATERIALS & COMPOUNDS	Polyester elastomer PVC stabilizers	Glass-filled polymer Impact modifiers	Masterbatches Antimicrobials
INDUSTRY APPLICATION	Construction Building	Smart packaging Printed labels	Medical products Medical devices
TECHNOLOGY FOCUS	IoT Laser welding plastic materials	Product design techniques Color inspection and management	Carbon neutral technology Measuring/control equipment
RUBBER UPDATE	Rubber fluorosilicone	Industrial rubber	Rubber for insulation
TRADE SHOW SUPPLEMENT		CHINAPLAS Supplement	InterPlas Thailand Supplement
TRADE SHOW PREVIEW/REVIEWS	CHINAPLAS Preview	NPE Preview Propak Philippines Review	CHINAPLAS Review NPE Review
Trade Shows	Mar. 13-15, Plastics & Rubber Vietnam 2024, Vietnam(Hanoi) Apr. 23-26, ChinaPlas 2024, Shanghai China May 6-10, 2024 NPE, Orlando Jun. 12-15, Propak Asia 2024, Thailand Jun. 19-22, InterPlas Thailand 2024/Automotive Manufacturing, Thailand Jul.3-5, Electric Vehicle Asia, Thailand Jul.17-19, M'SIA-PACK & FOODPRO,M'SIA-PLAS 2024, Malaysia		

How we delivery the content?

Print



Ezines

Website



Social media



Follow Plastics Industry

e-Newsletters



2024 Editorial Calendar

Issue	August	October	December
Ad Closing Dates	16 - July	3 - September	25 - October
INJECTION MOLDING	Process control/monitoring system Injection mold polishing/texturing	Injection molding machine – horizontal Quick mold change system	Outlook 2025: Digitalization in injection molding
EXTRUSION	Extrusion parts & components Single-screw extrusion	Extruder components Melt filter	Outlook 2025: Film extrusion market trends
BLOW MOLDING	Extrusion blow molding	Two-stage blow molding	Outlook 2025: Blow molding machine market trends
RECYCLING	Size reduction / granulating system	Chemical recycling	Outlook 2025: Recycling trends in Southeast Asia
RAW MATERIALS & COMPOUNDS	PEEK / PBT	Post-recycled resins	Outlook 2025: Material solutions to achieve a circular economy
INDUSTRY APPLICATION	Automotive / Motorcycle production	Electronics/electrical	Outlook 2025: High performance plastics for demanding applications
TECHNOLOGY FOCUS	High-cycle plastic welding machines Post-processing machinery	Laminating/coating equipment Thermoforming	PET containers production Tube filling and sealing systems
RUBBER UPDATE	Tire production equipment	Rubber injection molding	Outlook 2025: Rubber market update
TRADE SHOW PREVIEW/REVIEWS	InterPlas Thailand Review	Plastics and Rubber Indonesia Preview	- Plastics and Rubber Indonesia Review
Trade Shows	Sept.4-7, International Plastics, Packaging, and Processing & Printing Exhibitions, Indonesia Sept.24-28, TaipeiPlas/ ShoeTech, Taipei Taiwan Oct., Allpack Indonesia 2024& Allplas Indonesia 2024, Indonesia Oct., VietnamPlas 2024, Vietnam(HCM) Nov., Propak Vietnam 2024, Vietnam(HCM) Nov., International Plastics & Rubber Machinery, Processing & Materials Exhibition 2024, Indonesia		

2024 CONFERENCES FOR Plastics INDUSTRY



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

Mar. 12-13	2024 ASEAN High-Performance Machining Summit —Autoparts, Electronics , Assembly automation	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
Jun. 13-14	2024 ASEAN Advanced Automotive Manufacturing Summit - EV Solutions & Automation Production	Chonburi Thailand
Aug. 13-14	2024 ASEAN Manufacturing Summit: Creating a Circular Economy for Plastics- Sustainable Plastic Packaging, Plastic recycling Technology and Trends, Intelligence and Automation	Jakarta, Indonesia
Sep. 05-06	2024 ASEAN Advanced Automotive Manufacturing Summit - Flexible Production & EV Solutions	Cikarang Indonesia
Oct. 22-23	2024 ASEAN Plastics Packaging & Recycling Technologies Summit	Manila Philippines
Dec. 5-6	2024 ASEAN Personal Care Technology Summit Green and Sustainable ingredients and processes	Jakarta, Indonesia
Dec. 13	2024 ASEAN Additive Manufacturing Summit: Medical Device Innovation Technology (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: 24X Subscriber: 25,300

ISSUE	January	February	March	April	May	June
Topic	Injection molding system: all-electric	Film extrusion	Smart packaging	Filament production system	Composites	PET/PP
	Additives	Masterbatches	Melt filers	Label/IML	Extrusion-blown film	Cooling system/process cooling
ISSUE	July	August	September	October	November	December
Topic	PP/PET strapping band making machines / PP/PET	Thermoplastic elastomers	Injection molding for automotive	Auxiliary equipment	Medical devices	Outlook 2025: Plastics industry forecast
	Melt filtration system	Tube filling & sealing machines	Quality control/process control	Flexible/rigid packaging	Light/heat stabilizers	Outlook 2025: Rubber production trends

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.

Auto Manufacturing - Plastics & Composites

Language: English

Frequency : 6X

Subscriber: 5,280

Issue	Topics
February	E-mobility trends and material solutions
April	EV battery production
June	Recycled materials for auto parts/components
August	High-performance materials for automotive
October	Paints & coatings / Color inspection
December	Plastics for under-the-hood parts

Circular Economy

Language: English

Frequency : 8X

Subscriber: 7,500

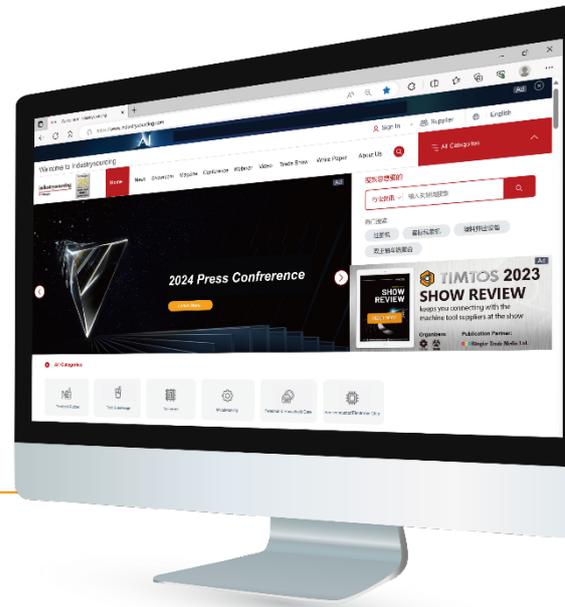
Issue	Topics
February	Green technology trends
April	Sustainable flexible packaging
	Post-industrial recycling
May	Upcycling plastic waste
	Size-reduction/granulating system
June	Bio-based materials for medical products
August	Pyrolysis/chemical recycling
September	Recycled materials for food-contact applications
October	Extruder/granulator/size reduction equipment
December	Polylactic acid bioplastic

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%



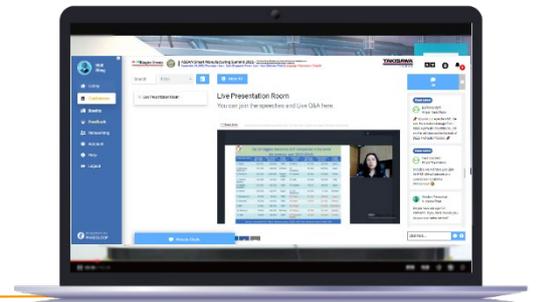
EMAIL MARKETING

“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.

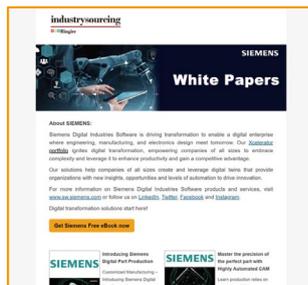


Social media

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** 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 4K videos, to broadcasting your events to help you get more exposure at the big trade show, we are here.