

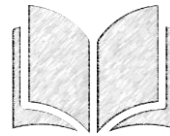


CCMT 2022

第十二届中国数控机床展览会 THE 12th CHINA CNC MACHINE TOOL FAIR

● Date : 11-15 April 2022

● Venue : Shanghai New International Expo Centre



Trusted Media (Print+E-zine)-
Subscribers: 473,450+



eNewsletter Subscribers : 337,766+

Professional Industry News Website –
viewable on any device any platform



industrysourcing.cn:
2,149,504 Page view/Month
480,688 Unique visitor/Month

industrysourcing.com
1,380,524 Page views/Month
100,035 Unique Visitors/Month



Wechat Unique Followers :
75,900+



Social Media with average 75,000
page views/Month

At the Most Important Trade Show of the Year

Let Buyers Know You Are There!

Multi-media channels- A close relationship connecting you and the buyers

Print & E-magazine

Website

Bonus Distribution

Live Broadcast

Video Marketing Service

Tradeshow E-newsletter

APPS





Print - The Metalworking Multimedia Program Targets Buyers!

1. Build Brand Awareness-

International Metalworking News for China (April Issue)

2 PAGES(Spread Page)Company Capability Full impact-Great exposure!

Advertisers who buy a 1 page 4 color Ad can add a 1 page 4 color company capabilities page with only 25% more premium!

- Eye-catching 2-page spread ad –Together, your Company Capabilities page and your full page display ad give you an attractive 2-page spread unit that will definitely catch the eyes of even the busiest buyers.
- Your Company Capabilities page includes the following sections to provide buyers with the information they need

Company Capability + Display AD

- Company logo
- Product pictures
- Company introduction
- Your major markets, products and services company image
- Detailed contact information
- Your website image



Company Capabilities Page Display AD (1 page 4C)

Extra Benefit:

	Item	2 pages Company Capability
1	Free product in showroom at industrysourcing.cn and WeChat mini program	2 products for 1 year (Rates : US\$ 1,080)
2	Company Capability AD	1. QR code on print & link on E-magazine to Showroom or Video 2. Company profile at supplier page on industrysourcing.cn & wechat mini program

2.Sponsor a Section Divider (with tab)

International Metalworking News for China (April Issue) - Special "CCMT 2022"

CCMT Special Features: Section Dividers

- Each divider includes a tab.
- Each tab is 3cm long printed on 190g paper
- USD
- Limited number of section dividers (with tab) for each magazine

Your ad is a "Section Divider" with tab 190g paper 4 color

1 Page Insert With Tab Printed Both Sides	4,270
1 Page Insert No Tab Printed Both Sides	3,760

Industry	Issue	Ad closing date	Bonus Distribution	Readership Print	Readership Digital	Socia Media (Wechat)
《 International Metalworking News for China 》	April	25 February	Mar. 30-Apr. 2, The 23th Shenzhen International Machinery Manufacturing Industry Exhibition 2022, Shenzhen Apr. 7-10, China International Medical Equipment Fair (CMEF 2022), International Component Manufacturing & Design Show (ICMD 2022), Shanghai Apr. 11-15, China CNC Machine Tool Fair (CCMT 2022), Shanghai	46,230	66,300	21,000



Print - Other important strategic magazines for CCMT



In addition to the magazine and newsletter's requested qualified readership, advertisers enjoy bonus readership via digital editions in our Apps on IOS and Android devices extra distribution at CCMT plus bonus exposure via our social media(WeChat).



iOS
Android



Get the free e-zine



NEW!

Supports video format content enables potential buyer to understand you products.

Industry	Issue	ad closing date	Bonus Distribution	Readership Print	Readership Digital	Social Media (wechat)
《Automotive Manufacturing & Design for China》	April	1 March	Apr.11-15, China CNC Machine Tool Fair (CCMT 2022), Shanghai April. 25-28, Chinaplas 2022, Shanghai May 6-8, electronica China 2022, Shanghai May 11-14, The 23rd Exhibition of LiJia International machine tool Chongqing, Chongqing May 12-14, TCT Asia 2022, Shanghai	31,900	42,600	11,300
《Industrial Laser News for China》	April	7 March	Apr.7-10, China International Medical Equipment Fair (CMEF 2022), International Component Manufacturing & Design Show (ICMD 2022), Shanghai Apr.11-15, China CNC Machine Tool Fair (CCMT 2022), Shanghai May 6-8, electronica China 2022, Shanghai May 11-14, The 23rd Exhibition of LiJia International machine tool Chongqing, Chongqing	19,350	22,900	12,500
《Medical Manufacturing & Design for China》	April	7 March	Apr.7-10, China International Medical Equipment Fair (CMEF 2022), International Component Manufacturing & Design Show (ICMD 2022), Shanghai Apr.11-15, China CNC Machine Tool Fair (CCMT 2022), Shanghai April. 25-28, Chinaplas 2022, Shanghai May 6-8, electronica China 2022, Shanghai May 12-14, TCT Asia 2022, Shanghai	20,520	26,800	12,600
《Intelligent Manufacturing News》	March	25 February	Mar.30-Apr.2, The 23th Shenzhen International Machinery Manufacturing Industry Exhibition 2022, Shenzhen Apr.7-10, China International Medical Equipment Fair (CMEF 2022), International Component Manufacturing & Design Show (ICMD 2022), Shanghai Apr.11-15, China CNC Machine Tool Fair (CCMT 2022), Shanghai April. 25-28, Chinaplas 2022, Shanghai	42,500	108,000	18,500
《International Metalworking News for Asia》	February	10 January	Feb.21-26, TIMTOS 2022, TMTS 2022, Taiwan Mar. 9-12, METALEX 2022, Thailand Apr.11-15, China CNC Machine Tool Fair (CCMT 2022), Shanghai	17,550	28,800	Facebook, Twitter, Blogger, Youtube. LinkedIn with the average monthly page views of 75,000+



Tradeshow e-Newsletter - Sponsor our Special CCMT 2022 Tradeshow e-Newsletter Daily Information for Decision Makers in the Metalworking Industry and Key Related Industries !

1. Each Industry e-Newsletter will highlight new technologies and products that will be displayed during CCMT 2022 and will contain the latest show news each day.
2. Each Industry e-Newsletter will reach decision makers in the industry and links to www.industrysourcing.com/metalworking and www.industrysourcing.cn/metalworking where the "CCMT 2022 Show Coverage" section is located.
3. Sponsor ads in our Tradeshow e-Newsletter. Your ads will link to your Online Product Showrooms or other websites.
4. Drive traffic to your site, inform your customers of your latest products.
5. Tradeshow E-newsletters are MOBILE FRIENDLY for viewers on Android mobile devices and iPhone/ iPad
6. Each newsletter will feature the cutting-edge/sophisticated technology, applications, company news , industry development from the show. Daily live updates including video links will be featured in each newsletter
7. Chinese Version CCMT 2022 Tradeshow e-Newsletters will Feature e-Newsletters to metalworking processors and molders. **Reach 60,000 opt in target buyers**

Show e-Newsletter (Chinese version)

>Before the show: 2 CCMT 2022 Preview e-Newsletters will be emailed (March 25, April 1)

>During the show: 3 CCMT 2022 e-Newsletters will be emailed (April 11, April 12, April 13)

>After the show: 1 CCMT 2022 Review e-Newsletters will be emailed (April 22)

- Sending schedule subject to change without notice.
- Note: Content subject to vary and may affect the positions of the banners, ad text and video slots

AD Positions			Rates- 6 Times Total(US\$)	
A	Leaderboard Banner	• 728×90pixel, jpg/gif, 50k max;	2,460	2 Spaces for 1 client
B	Display Banner	• 300×250pixel, jpg/gif, 50k max;	2,460	Only 4 spaces
C	Inner Banner	• 330×60pixel, jpg/gif, 40k max;	1,800	Only 2 spaces
D	Button Banner	• 120×60pixel, jpg/gif, 40k max;	1,440	Only 4 spaces
E	Text Ad	• Title- Maximum 20 Chinese characters; Content- Maximum 70 Chinese characters, Image-160x95px jpg	1,260	Only 4 spaces
	Link to Article- normal image + text	• Title + text +normal image+ link to article landing page		
	Link to Video -video image + text	• Title + text +image with Play iCon + link to video landing page		





Features:

1. Extensive target audience: The sharing features of social media allows your brand/product promotion to achieve maximum efficiency
2. Growing followers: The average growth rate of followers was 35% in 2021.
3. Focused quality buyers: Accumulating quality followers through vertical industry exhibitions, seminars, WeChat sharing and integrated online-offline activities.
4. Marketing cooperation with 3rd parties will help you to boost your Page Views.



Provide the latest industry news, including industry information, webinars, events, Innovation Awards, etc.



Automotive Manufacturing & Design



Industrial Laser News for China



Medical Manufacturing & Design



International Metalworking News for China



Intelligent Manufacturing News

Your existing articles will be optimized by Ringier's editors to suit the WeChat format and placed in the most relevant Industry channel - reaching a highly motivated group of industry professionals - we will advise you on how to create a "call to action" that can generate real leads - not just views and likes - leads you can turn into business.

**the materials provided by the clients*



Account	Type	Rate (USD)
Corporate / Industry	Top story	630
	Basic story	580
Note: The materials provided by the clients		
The service for Writing and editing		
	300-500 words	610
	500-1000 words	880
*more than 1000 Chinese words: USD 0.75 / Chinese word		
*Translation from English to Chinese can be provided: USD 0.50 / English word		

Video

Your video will be posted in any relevant industry channel, which will build brand awareness and more directly convey your company, technology, products and other relevant information to the followers. The further exposure in relevant exposure groups may lead to a "call to action" to generate leads and followers.



Rate (USD)
630
Platform: You can choose one of Ringier's official accounts to publish
* Note:
1. Videos should be under 4 minutes (The editor will proofread before posting) ;
2. Video shooting and editing service are also available, please contact to Ringier account manager for details.

Banner

Your banner will be posted on top of or in the content of quality articles in the industry channels that will build brand awareness and lead to a "call to action" to generate leads and followers.



Rate (USD / Month)
820
Platform: You can choose one of Ringier's official accounts to publish (No change is allowed within one month after determination)
* Note:
1. Expense is charged by month, frequency of exposure is once/week, 4 times per month in total.
2. Banner (640*270px) + QR code/link
Special position: On the top 10% (only one)

S.E Asia Market- Facebook, Twitter, LinkedIn etc..



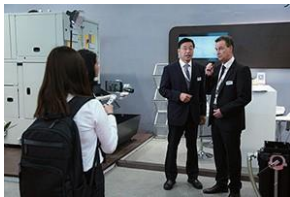
★"WeChat video" push service and Southeast Asia social media service will be available. Kindly contact your sales representative for more information.



Video Marketing

Program A- Live Broadcast

- √ Promote booth numbers and products during the trade show and increase booth visitors
- √ Buyers who are not present can quickly learn about the product through live broadcast and facilitate further contact.
- √ Short videos are suitable for watching at any time, increasing the willingness
- √ Use social media to promote products and increase market's attention
- √ We can provide original videos for using in your own media.
- √ The video will be uploaded to Youtube, Youku to help promote more viewers.



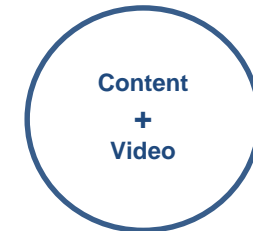
The professional live broadcast team will interview you at your booth and put the text, interview videos and booth photos within 5 minutes in the live broadcast room.

Release Date	April 11-15, 2022
Contract deadline	March 28, 2022
Quota	Limited to 8 exhibitors
Project price	<ul style="list-style-type: none"> • US\$ 1,470 : 5 mins video shooting (recorded) plus 1 post • US\$ 1,880 : 5 mins video shooting (live) plus 1 post

Program B-- Activity shooting and elaborate editing

Continue getting more attention even after an important tradeshow
Extend the exposure of your brand and product to intensify buyers' impression

- Content expected to be used as continuous promotion material (All content needs to be provided by customer)
- **Our service**
 - *Professional shooting team (shooting venue provided by customer)
 - *Film editing
- Final format:** 3 to 5 minute video
- Promotion Channel:**
 - *Article on industrysourcing.com and online showrooms (Paid client limited)
 - *WeChat article publishing and sharing to Ringier industry groups
 - *Video promoted on relevant industry e-newsletter
 - *Original video can be provided to you for media promotion on your brand-owned channels



Own media
(your website, social media, enewsletter etc...)

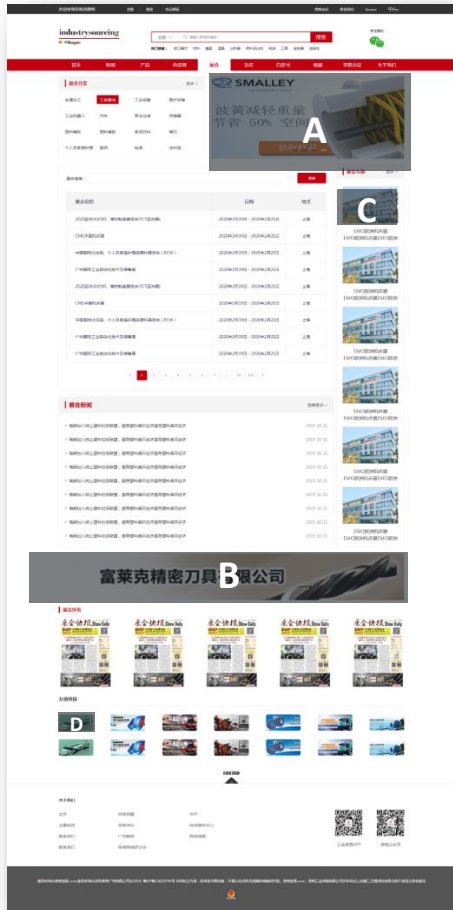
Rates (including Production, upload and promotion)	
• Bilingual (Chinese and English)	• US\$ 3,310
• Chinese or English	• US\$ 2,990
• Ad Booking Deadline: March 11, 2022	



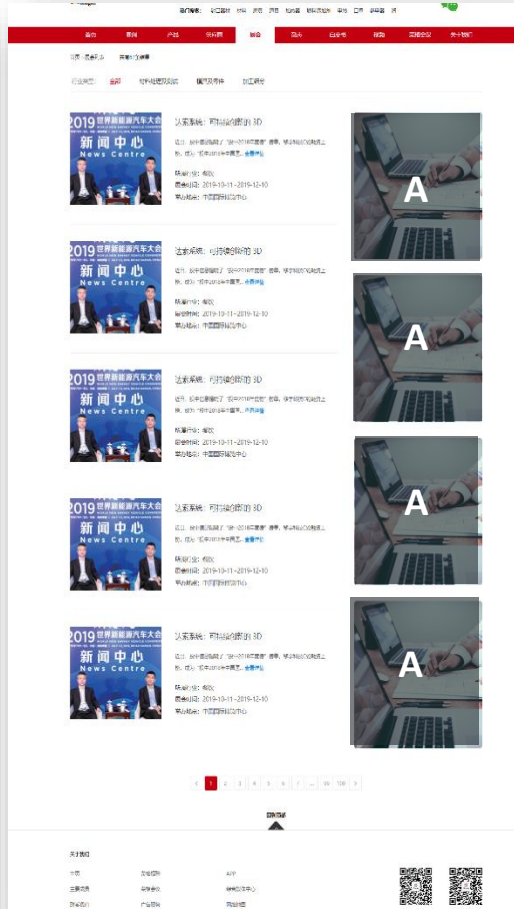
Tradeshaw Site -

Create and show branding and images on the CCMT trade show site and generate valuable leads

Trade Show Homepage Page (Chinese & English Site)



Trade Show Listing Page (Chinese & English Site)



Chinese Site: www.industrysourcing.cn
English Site: www.industrysourcing.com

Trade Show Homepage Page (USD)-Chinese & English Site				
Item	Size	Quantity	Monthly Chinese Site	Monthly English Site
A. Slide Banner	670x300px	Max 5	1540	1390
B. Leaderboard Banner	1200x170px	Only one	1000	900
C. Display banner	195x135px	Max 2	1000	900
D. Button banner	120x60px	Max 6 / per line	400	360

Trade Show Listing Page (USD)-Chinese & English Site				
Item	Size	Quantity	Monthly Chinese Site	Monthly English Site
A. Medium rectangle	300x250px	Max 4	780	700

Rates (USD/month, based on number of consecutive months booked)

Region	Name	Telephone	E-MAIL
China	Maggie	+86 20 2885 5121	maggieliu@ringiertrade.com
Hong Kong	Octavia	+852 9648 2561	octavia@ringier.com.hk
Taiwan	Sydney	+886 4 2329 7318	sydneylai@ringier.com.hk
International	Mike Hay	1-604-440-8478	mchhay@ringier.com.hk

Ensure your marketing results with contextual banner advertising

Banner are placed on multiple pages through the site that contain content that is relevant to your company's product or technology. This ensures that people who view your banner have an active interest in your industry – thus increasing the likelihood of clicks on your banner.