

Trusted Media (Print+E-zine)-  
Subscribers: **439,180+**



eNewsletter Subscribers : **273,545+**



Wechat Unique Followers :  
**182,400+**

Professional Industry News Website –  
viewable on any device any platform



industrysourcing.cn:  
5,470,000 Page view/Month  
431,164 Unique visitor/Month

industrysourcing.com  
3,388,000 Page views visitor/Month  
135,684 Unique Visitors/Month



Social Media with average  
**100,000** 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 Plastics Multimedia Program Targets Buyers!

## 1. Build Brand Awareness-

International Plastics 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\$ 1,140 )
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 Plastics News for China (April Issue) - Special "Chinaplas 2023"



### Chinaplas Special Features: Section Dividers

Readership:  
Print (46,360)/ Digital (52,350)  
Deadline: 14 Mar. 2023

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

- Each divider includes a tab.
- Each tab is 3cm long printed on 190g paper
- USD

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

- Limited number of section dividers (with tab) for each magazine

# Print - Other important strategic magazines for Chinaplas



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)
International Plastics News for China	April	7 March	Apr. 12-13 , LUXE PACK SHANGHAI 2023/ Shanghai Apr. 17-20 , Chinaplas 2023/ Shenzhen	46,360	52,350	22,000
Automotive Manufacturing & Design for China	April	21 February	Apr. The 20th Shanghai International Automobile Industry Exhibition/ Shanghai Apr. 13-15, electronica China 2023/ Shanghai Apr. 17-20, Chinaplas 2023/ Shenzhen Apr 19-21, NEPCON China 2023/ Shanghai May 26-29, The 24th Exhibition of LiJia International machine tool/ Chongqing	32,200	45,200	13,000
International Composites News for China	March	13 February	Mar. Shenzhen Composites Expo 2023/ Shenzhen Apr. 17-20 Chinaplas 2023/ Shenzhen	13,200	11,800	9,000

# Print - Other important strategic magazines for Chinaplas



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 Chinaplas plus bonus exposure via our social media(WeChat).



iOS Android



Get the free e-zine

Industry	Issue	ad closing date	Bonus Distribution	Readership Print	Readership Digital	Social Media (wechat)
Medical Manufacturing and Design for China	April	3 March	Apr. 10-15 CIMT 2023/ Beijing Apr. 13-15, electronica China 2023/ Shanghai <b>Apr. 17-20 , Chinaplas 2023/ Shenzhen</b> Apr 19-21, NEPCON China 2023/ Shanghai May, China International Medical Equipment Fair (CMEF 2023), International Component Manufacturing & Design Show (ICMD 2023) / Shanghai	20,700	26,950	13,800
Intelligent Manufacturing News	March	20 February	Mar.22-24, Laser World of Photonics China 2023, productronica China 2023/ Shanghai Mar. 29-Apr. 1, The 23th Shenzhen International Machinery Manufacturing Industry Exhibition 2023/ Shenzhen Apr, The 20th Shanghai International Automobile Industry Exhibition/ Shanghai Apr. 10-15, CIMT 2023/ Beijing Apr. 13-15, electronica China 2023/ Shanghai <b>Apr. 17-20, Chinaplas 2023/ Shenzhen</b> Apr 19-21, NEPCON China 2023/ Shanghai	43,210	109,500	25,000
Int'l Plastics News for Asia	April	7 March	<b>Apr. 17-20, Chinaplas 2023/ Shenzhen</b>	16,510	21,200	Facebook, Twitter, Blogger, Youtube. LinkedIn with the average monthly page views of <b>100,000+</b>

# Tradeshow e-Newsletter - Sponsor our Special Chinaplas 2023 Tradeshow e-Newsletter Daily Information for Decision Makers in the Plastics Industry and Key Related Industries !

1. Each Industry e-Newsletter will highlight new technologies and products that will be displayed during Chinaplas 2023 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/plastics](http://www.industrysourcing.com/plastics) and [www.industrysourcing.cn/plastics](http://www.industrysourcing.cn/plastics) where the "Chinaplas 2023 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. Chinese Version Chinaplas 2023 Tradeshow e-Newsletters will Feature e-Newsletters to plastics processors and molders. **Reach 88,000 opt in target buyers**

## Show e-Newsletter(Chinese version)

>Before the show: 2 Chinaplas 2023 Preview e-Newsletters will be emailed ( April 3, April 10 )

>During the show: 3 Chinaplas 2023 e-Newsletters will be emailed ( April 17, April 18, April 20)

>After the show: 1 Chinaplas 2023 Review e-Newsletters will be emailed ( April 27)

- 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		



# Tradeshow e-Newsletter -

Sponsor our Special Chinaplas 2023 Tradeshow e-Newsletter Daily Information for Decision Makers in the Plastics Industry and Key Related Industries !

English Version Chinaplas 2023 Tradeshow e-Newsletters will Feature e-Newsletters to plastics processors and molders.

**Reach 15,500 opt in target buyers**

Show e-Newsletter(English version)			AD Positions		Rates-3 Times Total(US\$)	
<p>&gt;Before the show: 1 Chinaplas 2023 Preview e-Newsletters will be emailed ( April 11 )</p> <p>&gt;During the show: 1 Chinaplas 2023 e-Newsletters will be emailed ( April 18 )</p> <p>&gt;After the show: 1 Chinaplas 2023 Review e-Newsletters will be emailed ( April 27 )</p> <ul style="list-style-type: none"> <li>• Sending schedule subject to change without notice.</li> <li>• Note: Content subject to vary and may affect the positions of the banners, ad text and video slots</li> </ul>						
A	Leaderboard Banner	• 728×90pixel, jpg/gif, 50k max;	1,560	2 Spaces for 1 client		
B	Display Banner	• 300×250pixel, jpg/gif, 50k max;	1,560	Only 4 spaces		
C	Inner Banner	• 330×60pixel, jpg/gif, 40k max;	1,110	Only 2 spaces		
D	Button Banner	• 120×60pixel, jpg/gif, 40k max;	870	Only 4 spaces		
E	Text Ad	• Title- Maximum 40 English characters; Content-Maximum 140 English characters,Image-160x95px jpg	750	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 2022.
3. Focused quality buyers: Accumulating quality followers through vertical industry exhibitions, seminars, WeChat sharing and integrated online-offline activities.
4. Marketing cooperation with 3<sup>rd</sup> parties will help you to boost your Page Views.



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

Plastics & Rubber

Automotive Manufacturing & Design

Medical Manufacturing & Design

International Composites News for China

Intelligent Manufacturing News

## Article

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)
660

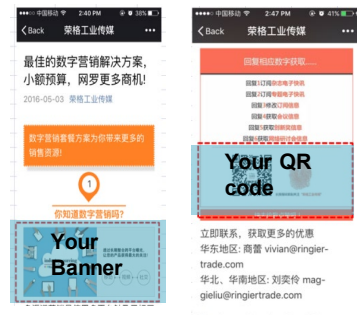
Platform: You can choose one of Ringier's official accounts to publish

**\* 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	17-20 April, 2023
Contract deadline	1 April
Quota	Limited to 8 exhibitors
5 mins video shooting (live) plus 1 post	US\$ 1,880

## Program B-- Activity shooting and elaborate editing

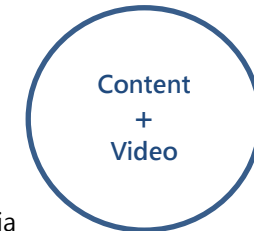
Continue getting more attention even after an important tradeshow  
Extend the exposure of your brand and product to intensify buyers' impression

- 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, e-newsletter etc...)

### Rates (including Production, upload and promotion )

Bilingual (Chinese and English)	US\$ 3,480
Chinese or English	US\$ 3,140

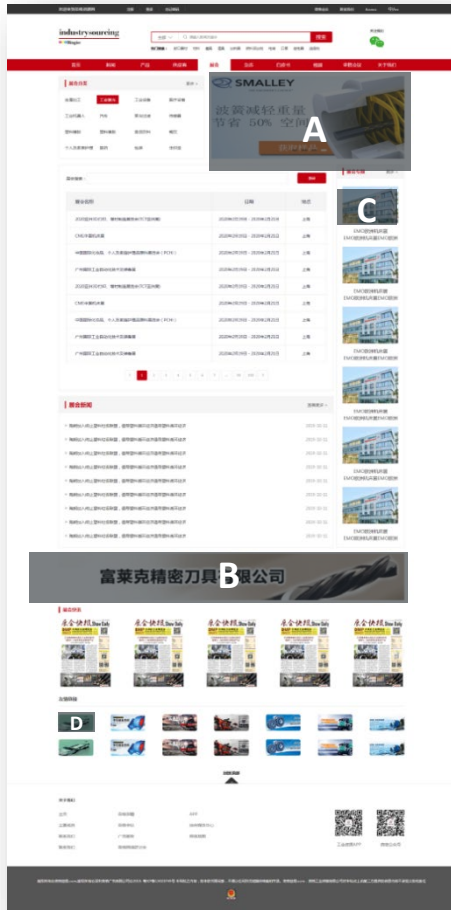
Ad Booking Deadline: March 17, 2023



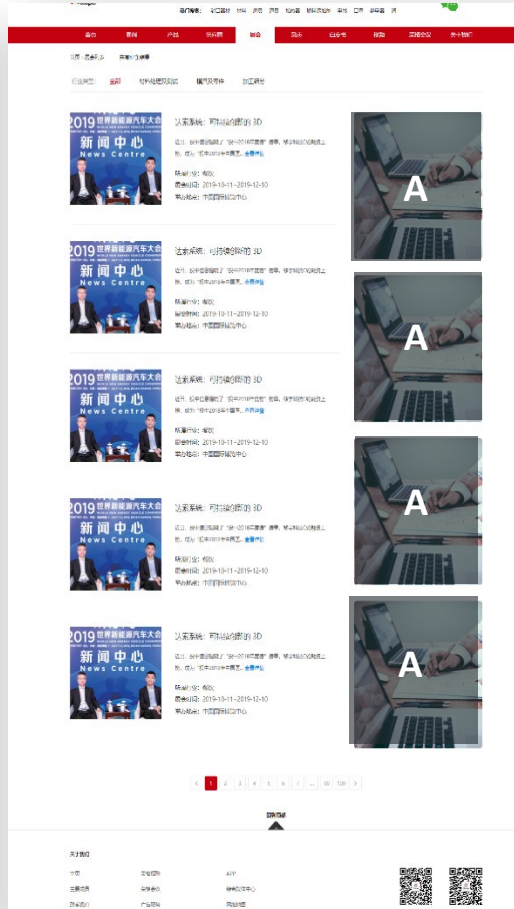
# Tradeshow Site -

Create and show branding and images on the Chinaplas 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](http://www.industrysourcing.cn)  
English Site: [www.industrysourcing.com](http://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	1,620	1,460
B. Leaderboard Banner	1200x170px	Only one	1,050	950
C. Display banner	195x135px	Max 2	1,050	950
D. Button banner	120x60px	Max 6 / per line	420	380

Trade Show Listing Page (USD)-Chinese & English Site

Item	Size	Quantity	Monthly Chinese Site	Monthly English Site
A. Medium rectangle	300x250px	Max 4	820	740

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

Region	Name	Telephone	E-MAIL
Mainland China	Ms. Maggie	+86 20 2885 5121	maggieliu@ringiertrade.com
Hong Kong, China	Ms. Octavia	+852 9648 2561	octavia@ringier.com.hk
Taiwan, China	Ms. Sydney	+886 4 2329 7318	sydneylai@ringier.com.hk
International	Mr. 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.