



# CIMT 2023

## 第十八届中国国际机床展览会 THE 18<sup>TH</sup> CHINA INTERNATIONAL MACHINE TOOL SHOW

● Date : 10-15 April 2023

● Venue : Beijing New-China-International-Exhibition-Center-(NCIEC)



**Trusted Media (Print+E-zine)-**  
Subscribers: 367,501+



eNewsletter Subscribers : 240,100+

**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/Month  
135,684 Unique Visitors/Month



Wechat Unique Followers :  
140,800+



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

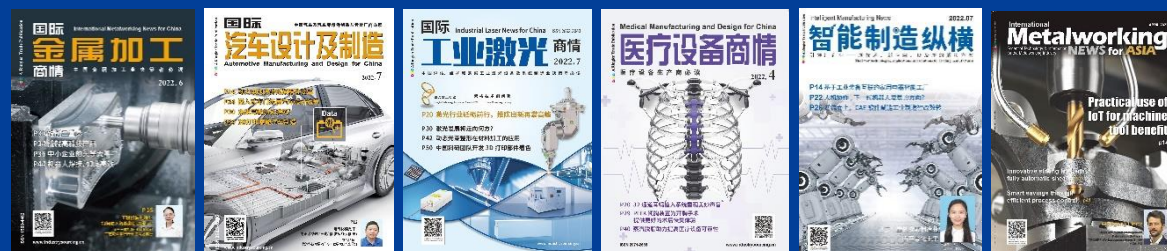
Bonus Distribution

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\$ 1,140 )
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 Metalworking News for China (April Issue) - Special “CIMT 2023”



### CIMT Special Features: Section Dividers

- Each divider includes a tab.
- Each tab is 3cm long printed on 190g paper
- 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	USD 4,270
1 Page Insert No Tab Printed Both Sides	USD 3,760

Industry	Issue	Ad closing date	Bonus Distribution	Readership Print	Readership Digital	Socia Media (Wechat)
《International Metalworking News for China》	April	3 March	Apr.,The 20th Shanghai International Automobile Industry Exhibition, Shanghai Apr. 19-21, NEPCON China 2023, Shanghai Apr. 21-23, Changsha Interlligent Manufacturing Equipment Expo 2022, Changsha	46,500	66,700	23,500+



## Print - Other important strategic magazines for CIMT



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



iOS  
Android



Get the free e-zine



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	21 February	Apr., The 20th Shanghai International Automobile Industry Exhibition, Shanghai Apr. 10-15, The 18th China International Machine Tool Show, Beijing Apr. 13-15, Electronica China 2023, Shanghai Apr. 17-20, Chinaplas 2023, Shenzhen Apr. 19-21, NEPCON China 2023, Shanghai Apr. 21-23, Changsha Interlligent Manufacturing Equipment Expo 2022, Changsha	32,200	45,200	13,000+
《Industrial Laser News for China》	March	15 February	Mar.16-19, Suzhou machine tool exhibition, Suzhou 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. 10-15, The 18th China International Machine Tool Show, Beijing Apr. 13-15, electronica China 2023, Shanghai	19,691	23,100	14,000+
《Medical Manufacturing & Design for China》	April	3 March	Apr. 10-15, The 18th China International Machine Tool Show, Beijing Apr. 13-15, electronica China 2023, Shanghai Apr. 17-20, Chinaplas 2023, Shenzhen Apr. 19-21, NEPCON China 2023, Shanghai May 14-17, 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, The 18th China International Machine Tool Show, Beijing	43,210	109,500	25,000+
《International Metalworking News for Asia》	April	3 March	Apr. 10-15, The 18th China International Machine Tool Show, Beijing May 10-13, MTA Asia 2023,INTERMACH & Subcon 2023, Thailand May 31-Jun.3 , MetalTech Malaysia (MTM) 2023,AUTOMEX 2023, Malaysia	17,650	29,300	Facebook, Twitter, Blogger, Youtube. LinkedIn with the average monthly page views of 75,000+



# Tradeshow e-Newsletter - Sponsor our Special CIMT 2023 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 CIMT 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/metalworking](http://www.industrysourcing.com/metalworking) and [www.industrysourcing.cn/metalworking](http://www.industrysourcing.cn/metalworking) where the "CIMT 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. 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 CIMT 2023 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 CIMT 2023 Preview e-Newsletters will be emailed ( March 27, April 3 )

>During the show: 3 CIMT 2023 e-Newsletters will be emailed (April 10, April 11, April 13)

>After the show: 1 CIMT 2023 Review e-Newsletters will be emailed ( April 21 )

- 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 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.



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		

### 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)

### 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.

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



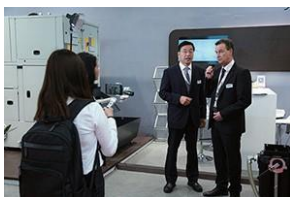
★"WeChat video" push service and Southeast Asia social media service will be available. Kindly contact your sales representative for more information.



# 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 10-15, 2023
Contract deadline	March 27, 2023
Quota	Limited to 8 exhibitors
5 mins video shooting (live) plus 1 post	US\$ 1,880

## Program B-- Activity shooting and elaborate editing

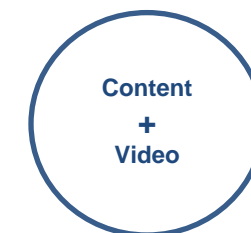
Continue getting more attention even after an important tradeshow  
Extend the exposure of your brand and product to intensify buyers' impression

- 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, enewsletter etc...)

Rates (including Production, upload and promotion )	
• Bilingual (Chinese and English)	• US\$ 3,480
• Chinese or English	• US\$ 3,140
• Ad Booking Deadline: March 10, 2023	



**CIMT 2023**

第十八届中国国际机床展览会  
THE 18<sup>TH</sup> CHINA INTERNATIONAL MACHINE TOOL SHOW

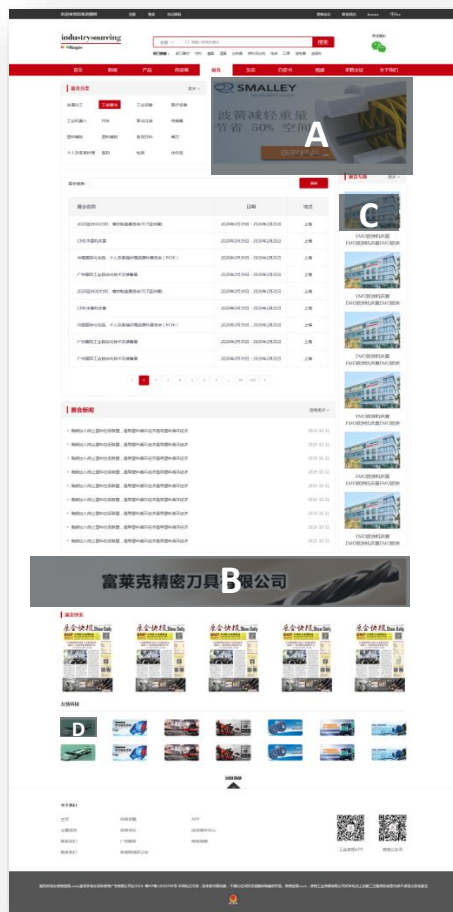
● Date : 10-15 April 2023

● Venue : Beijing New-China-International-Exhibition-Center-(NCIEC)

## Tradeshow Site -

Create and show branding and images on the CIMT 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	<a href="mailto:maggieliu@ringiertrade.com">maggieliu@ringiertrade.com</a>
Hong Kong, China	Ms. Octavia	+852 9648 2561	<a href="mailto:octavia@ringier.com.hk">octavia@ringier.com.hk</a>
Taiwan, China	Ms. Sydney	+886 4 2329 7318	<a href="mailto:sydneylai@ringier.com.hk">sydneylai@ringier.com.hk</a>
International	Mr. Mike Hay	+1-604-440-8478	<a href="mailto:mchhay@ringier.com.hk">mchhay@ringier.com.hk</a>

### 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.