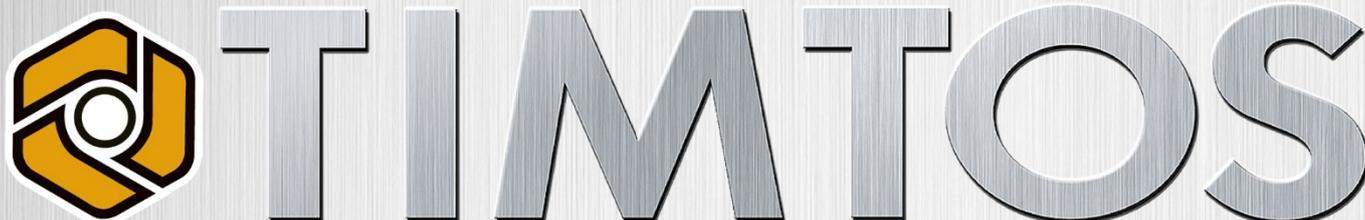


# Taipei Int'l Machine Tool Show



2023

Hybrid

## The sharpest edge for industry

### Official Publications

- ✓ Show Daily (Print & Digital Editions)
- ✓ Show Daily E-newsletter
- ✓ Show Review (Digital Editions)

## March 6 -11

MANGANG EXHIBITION CENTER, HALL 1&2  
TWTC HALL 1

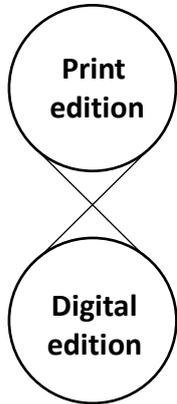
Digital Mar. 6 - Apr. 6

Organizers:  Taiwan External Trade Development Council  Taiwan Association of Machinery Industry

[www.timtos.com.tw](http://www.timtos.com.tw)

Official Publications Partner :  Ringier Trade Media Ltd.

# Show Daily (Print & Digital Editions)



**1) Active Email:** Show Daily E-newsletter actively updates overseas visitors during exhibition with selected content (Phase 2). Issued over 80,000 copies.

**2) Official Website:** Show Daily bulletin to be exposed on TIMTOS official website.

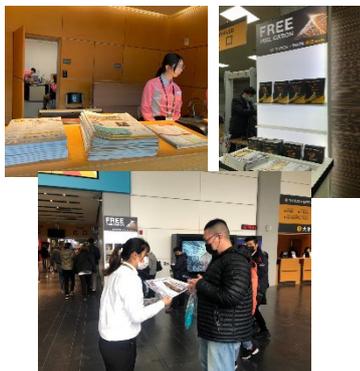
**3) World Renowned Metal Industry Media Website:** Show Daily bulletin to be exposed on industry websites. Attracting more than 100,000 visitors around the world.

**4) Video Promotion:** Promoted via Show Daily digital edition that are easily shared and forwarded to attract inquiries and potential buyers.

**5) Social Media:** Gain more exposure in the industry via social media, such as Facebook, Twitter and LinkedIn, operated by Ringier. More than 3,000 followers.

**6) Onsite Distribution:** Distributed in each hall. Total of 8,300 copies in 5 issues.

Various channels to promote the exhibition news



## E-show daily

1. Easy to zoom and read, even with mobile device
2. Convenient for sharing & forwarding ( PDF format downloadable)
3. Supports offline reading (PDF format)
4. Enhanced and upgraded function:
  - A: Increase website traffic and directly obtain inquiries from buyers.
  - B: Video content enables potential buyers to understand your products.

\*click [here](#) to view SAMPLE



Supports video format content enables potential buyer to understand you products

- Language : English, Traditional Chinese (Print & Digital)
- Dimension : W: 260mm x H: 370mm
- Print : 8,300 , (5 issues)
- Digital : 80,000 copies are sent per issue, for a total of 2 times
- Publication date : Mar. 6 – 10, 2023
- Contract Deadline : Jan. 30, 2023

Position/Five Days	USD (before tax)
Insert Card (tab) - both sides	12,670
Back cover (Cover 4)	<b>SOLD OUT</b> 12,500
Spread page on binding page	10,000
Inside front cover(Cover 2)	10,630
Inside back cover (Cover 3)	9,380
Page facing to Cover 3	<b>SOLD OUT</b> 6,170
P4 page	<b>SOLD OUT</b> 6,030
P6 or P8	5,970
1/4 page on front cover	<b>SOLD OUT</b> 6,250
Full page	5,430
Half page	3,270
1/4 page	1,930

# Show Daily Newsletter

Proactively and effectively reach out to domestic and overseas buyers and targeted group

Blue -Text Ad

Red -Banner Ad



Image are for reference purposes only

- 1) **Proactively email overseas buyers during exhibition** to attract and increase attention, as well as seize potential business opportunities.
- 2) **Increase website traffic** by presenting your products globally.
- 3) Newsletter will simultaneously be published and exposed on the **official website** throughout the exhibition.

- **Language** : Traditional Chinese, Simplified Chinese (new), English
- **Publication periods** : 5 issues in 3 languages  
 Traditional Chinese, Simplified Chinese : Before the show 4x  
 English : Before the show 4x, During the show 2x, after the show 1x
- **Contract deadline** : Oct. 9, 2022
- **Recipients** : 140,000 domestic and overseas buyers every issue

**SOLD OUT**

Position	Illustration	USD/ before tax
<b>Text ad</b> (As shown in Blue box)	* Title should not exceed 20 words, content should not exceed 40 words * Picture size : 230X150 pixels * Quantity : 3	5,070
<b>Inner Banner ad</b> (As shown in Red box)	* Picture size : 350X100 pixels * Quantity : 4	3,700

# Show Review, Digital Edition

Increase brand impression, attract and get subscribed from potential foreign buyers

- 1) Show Review will proactively send out to foreign buyers to continue brand exposure.
- 2) Easy to share digital Show Review, increases impression via visual content.
- 3) TAITRA will assist with local promotion.
- 4) More publicity will be promoted again through industrysourcing.com website, International Metalworking News for Asia E-newsletter and Ringier's Southeast Asian community (Facebook/Twitter/LinkedIn/What's app/ZALO, etc.), with wider exposure.

Position(Digital edition)	USD/ before tax
Back cover (Cover 4) +tab	2,800
Inside front cover(Cover 2)+tab	2,450
Inside back cover (Cover 3)+tab	2,280
Page 2+tab	1,500
Page facing to Cover 3+tab	1,480
Page 4+tab	1,430
Full page	1,300
Half page	800

**SOLD OUT**  
**SOLD OUT**  
**SOLD OUT**

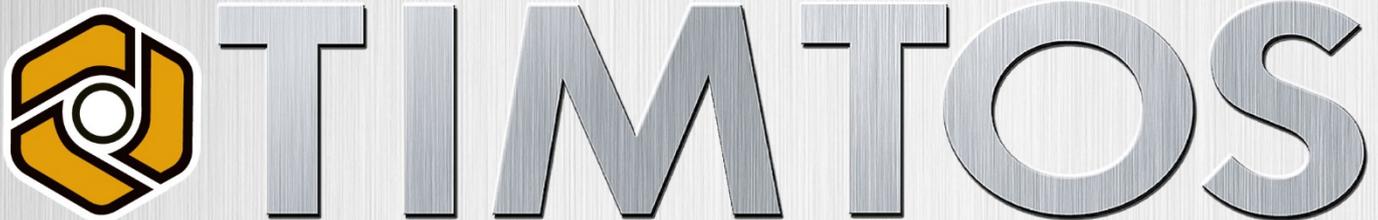
- **Language** : English
- **Circulation** : Over 80,000 copies
- **Dimension** : W: 210mm x H: 285mm
- **Publication date** : Mid to late May, 2023
- **Contract deadline** : April 3, 2023



Supports video format content enables potential buyer to understand you products



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**TIMTOS 2023 Official Publication Partner :**

Ringier Trade Media Ltd, headquartered in Hong Kong with office in Taiwan, is authorized by the organizer to produce Show Daily (print + digital edition), Show Daily E-newsletter and Show Review (Digital Edition), to assist exhibitors comprehensively, publicize marketing methods, and proactively update clients with all products exhibited during the show.

 **Ringier Trade Media Ltd.**

**We Make Business Happen**

**| Contact :**

Ms. Sydney Lai

Email : [Sydneylai@ringier.com.hk](mailto:Sydneylai@ringier.com.hk)

Tel: +886-4-23297318

Fax: +886-4-23107167

\* Provide various promotion channel  
(Live Broadcast)