

About Industrysourcing

Ringier's industry marketplace, industrysourcing, is a resource center for manufacturers and suppliers in China, Asia and the rest of the world. Our websites provide the latest information about products, technology and market trends in Chinese and English for industrial professionals. The Chinese website (industrysourcing.cn) links buyers and suppliers within China, while the English version website (industrysourcing.com) offers an effective export channel in South East Asia and Middle East and China.



21 Industry Verticals (including specific 17 Chinese & 4 English websites)



Ringier's industry marketplace serves manufacturing decision makers who plan the purchase of machinery, materials and execute manufacturing strategies, as well as R&D, technical engineers and plant managers who evaluate and make purchasing recommendations.



Ringier digital marketing tools put you in touch with an ever-growing industry marketplace who use industrysourcing.cn and industrysourcing.com.



Each website includes video interview, editorial content to ensure visitors will view your online promotions, as decision makers continue to turn to the website first for the latest solutions for their manufacturing processes.

Industrysourcing traffic key data*

Chinese Site

910,379 Page view/Month
502,250 Unique visitor/Month

English Site

391,528 Page view/Month
60,935 Unique visitor/Month

1. Visitors preferences

54% of page views are article

More than 30 News every day providing real-time industry information - industry news, exhibition information, interviews, market information etc.

43% of page views are showroom

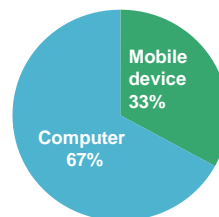
More than 18 Industries email alerts link to our site to inform/reach buyers - latest trends, new products and suppliers listing etc.

2. New business development

78% new visitors - Marketing solutions on Industrysourcing site are suitable for new business development.

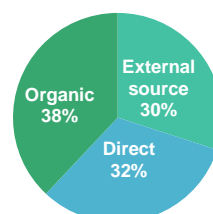
Most of our new visitors are key decision makers /buyers- industry experts, senior management, procurement managers.

3. Terminal used



Ringier has adapted his content to readership new needs and behavior with responsive page design, real time information and social media channels.

4. Source of the traffic



Ringier has a strong notoriety among Industry experts - 32% of page views is coming from directly traffic

*January - December, 2019