International Mold & Die Making News for China

2015 Media Planner

Integrated Media Platform for Lead Generation & Branding

Social Media:

Ringier Trade Media Ltd.
www.industrysourcing.com | www.industrysourcing.cn
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Market Introduction

Turnover of China’s mold & die industry was valued at RMB 150 billion in 2013. The total value of imports and exports for the first half of 2014 was $3.656 billion for a 14.7% growth year-on-year, of which mold imports accounted $1.346 billion for a 10.51% growth year-on-year, industry-wide exports meanwhile were valued $2.31 billion (+17.29%), indicating that the China mold & die industry has become less dependent on imported molds and that technologies and product quality of local molds have improved significantly. Notwithstanding these positive signs, analysts say the industry needs to increase investment in R&D and specialist training.

The China mold & die industry structure has improved dramatically and production of high-precision and complex mold die has increased owing to rapid adoption of sophisticated mold technology. The role of mold die in product manufacturing industries has been pivotal in adjusting product structure, improving quality and efficiency, reducing production costs and enhancing product competitiveness. The industry’s stability has allowed it to withstand volatility in external markets and to adapt to the changing situations and to accelerate technological and core competitiveness for applications in the automobile, new energy, household appliances, IT, medical devices, packaging and other industries. Further fuelling the development of industry is the role that mold die has begun to play in aerospace, railway, shipbuilding and other strategic industries. In line with the rapid development and requirements of these sections, mold-die makers need to continuously optimize their product mix and technological structure, adjust their market structure from low-end to high-end products, and further automate their systems.

Magazine Profile

Digital Editions include embedded videos and interviews from trade shows and factory visits.

International Mold & Die Making News for China, in a strategic editorial partnership with FORM + Werkzeug of Germany and a team of authoritative editorial advisors in China, has been the leading print magazine for the mold die making industry for 14 years. This specialist magazine is not only able to provide latest information and technologies to create high-end molds and set up process standards on mold production, but also presents its comprehensive content through a multimedia platform. These include e-magazines, a metalworking website (in both Chinese and English) with daily updates and online exclusives, monthly e-newsletters, and fully interactive magazine Apps including video links on iTunes and Google Play. With such current, informative and attractive content in both digital and printed forms, International Mold & Die Making News for China offers the most effective communication package for mold & die makers improving productivity, reducing cost and turning innovations into real competitive advantages.

Total Readership: 41,640

Scan this QR code to get interactive with your magazine
## 2015 EDITORIAL CALENDAR

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<th>ISSUE</th>
<th>February</th>
<th>April</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSING DATES</td>
<td>January 13</td>
<td>March 10</td>
<td>April 21</td>
</tr>
<tr>
<td>TECHNICAL FEATURES</td>
<td>Injection Mold Manufacturing</td>
<td>EDM Wire Cutting Technology</td>
<td>Measurement Technology</td>
</tr>
<tr>
<td></td>
<td>Reverse &amp; Simultaneous Engineering (SE)</td>
<td>Standard Parts for Moulds</td>
<td>Precision Cutting Tools</td>
</tr>
<tr>
<td></td>
<td>CAD / CAM</td>
<td>Cutting Tools</td>
<td>Managing Software (e.g. ERP / PDM)</td>
</tr>
<tr>
<td></td>
<td>Materials[] Steel and Alloy Steel[]</td>
<td>Fixture</td>
<td></td>
</tr>
<tr>
<td>MACHINING PROCESS</td>
<td>Rapid Prototyping Process</td>
<td>5-Axis Machining</td>
<td>Mould Surface Textured Laser Engraving Technology</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Mould Surface Treatment</td>
</tr>
<tr>
<td>SPECIAL REPORT</td>
<td>Trade Show Issue: The 16th Shenzhen Int’l Machinery &amp; Moulds Industry Exhibition 2015 Preview</td>
<td>Feature: 3D Technology Trade Show Issue: Die &amp; Mould China 2015 Preview</td>
<td>Trade Show Issue: Eastpo 2015 Preview</td>
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<td></td>
<td>Mar. 18-21, The 20th China West Intl’ Equipment Manufacturing Exposition, Xi’an</td>
<td>Apr. 21-23, NEPCON China 2015[], Shanghai</td>
<td>May 25-28, Die &amp; Mould China 2015(DMC 2015), Shanghai</td>
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<td></td>
<td>Mar. 30-Apr. 2, The 16th Shenzhen Int’l Machinery &amp; Moulds Industry Exhibition, Shenzhen</td>
<td>Apr. 22-29, The 16th Shanghai International Automobile Industry Exhibition, Shanghai</td>
<td>July 8-11, 2015 China International Robot Show (CIROS2015), Shanghai</td>
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<tr>
<td>RINGIER CONFERENCES</td>
<td>Mar. 12-13, Plastics &amp; Rubber and Innovative Materials Application in Medical Products Conference 2015, Shanghai</td>
<td>Apr. 21, International Mechanical Processing Technology Development Forum 2015, Beijing</td>
<td>July 14-17, EASTPO 2015, Shanghai</td>
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<td></td>
<td>Mar. 26-27, High Performance Machining Technology Conference 2015, Shanghai</td>
<td></td>
<td>July 9-10, International Implantable and Interventional Medical Devices Emerging Technology Application Conference 2015, Shanghai</td>
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### Regular Features
- Boardroom Connection
- Industry News
- Industry Leader
- Editor’s Pick
- Buyer Alert

### Online Editorial Features
- Daily updates and online exclusives
  - Business in China - the latest information about China policies, regulations and manufacturing trends
  - Industry News - news on important events, people, companies and industry developments from China and around the world
  - Trade Show Updates - latest news, onsite interviews and videos, and e-show daily of major trade events
## TECHNICAL FEATURES

<table>
<thead>
<tr>
<th>August</th>
<th>October</th>
<th>December</th>
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<tbody>
<tr>
<td>Automation Technology</td>
<td>Precision Mold &amp; Die Making</td>
<td>EDM Wire Machining Technology</td>
</tr>
<tr>
<td>CNC Machining Technology</td>
<td>Machine Tools</td>
<td>CAD / CAM</td>
</tr>
<tr>
<td>Laser Technology</td>
<td>Rapid Prototyping Manufacturing Technology</td>
<td>Measurement Technology</td>
</tr>
<tr>
<td></td>
<td>Emulation Technology</td>
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## MACHINING PROCESS

<table>
<thead>
<tr>
<th>August</th>
<th>October</th>
<th>December</th>
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<tbody>
<tr>
<td>EDM Process</td>
<td>High-speed Milling and High-efficiency Milling</td>
<td>Hard Milling</td>
</tr>
<tr>
<td>5-Axis Machining</td>
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## SPECIAL REPORT

<table>
<thead>
<tr>
<th>August</th>
<th>October</th>
<th>December</th>
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</table>

## TRADE SHOWS

<table>
<thead>
<tr>
<th>August</th>
<th>October</th>
<th>December</th>
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<tbody>
<tr>
<td>Sep., Guangzhou International Mould and Die Exhibition, Guangzhou</td>
<td></td>
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<tr>
<td>Sept. 16-19, MetalForm China 2015, Shanghai</td>
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</table>

## RINGIER CONFERENCES

<table>
<thead>
<tr>
<th>August</th>
<th>October</th>
<th>December</th>
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</thead>
<tbody>
<tr>
<td>Aug. 3-4, 2015 ASEAN World Class Manufacturing Summit, Jakarta</td>
<td>Oct. 29-30, Paint-Free Technology Conference 2015, Shanghai</td>
<td>Nov. 16-17, Asia Plastics Technology Summit 2015, Jakarta</td>
</tr>
</tbody>
</table>

Editorial content, trade show and conference schedule subject may change without notice.

For editorial submissions and inquiries, please contact: **Lily Wang**
Email: lilywang@ringiertrade.com

website: [www.industrysourcing.com/metalworking](http://www.industrysourcing.com/metalworking)

Follow me on Sina Weibo: [weibo.com/ringiermold](http://weibo.com/ringiermold)
Published 6x a year in Simplified Chinese, *International Mold & Die Making News for China* reaches a qualified controlled readership of 22,360 manufacturing decision makers who plan the purchase of metalworking, cutting & mold or die machinery, materials and execute manufacturing strategies, and plant managers who evaluate and make recommendations. Each subscription is requested in writing. Each reader is qualified by name, job title and industry and re-qualified annually by our call center. Advertisers enjoy a bonus readership of 19,280 via the E-magazine & E-newsletter, and can reach even more readers on the iPad/iPhone, and Android App versions.

### Geographic Distribution

<table>
<thead>
<tr>
<th>Region</th>
<th>Readership</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guangdong</td>
<td>4,295</td>
<td>20%</td>
</tr>
<tr>
<td>Jiangsu</td>
<td>2,865</td>
<td>13%</td>
</tr>
<tr>
<td>Zhejiang</td>
<td>2,780</td>
<td>14%</td>
</tr>
<tr>
<td>Shanghai</td>
<td>1,776</td>
<td>10%</td>
</tr>
<tr>
<td>Shandong</td>
<td>1,488</td>
<td>6%</td>
</tr>
<tr>
<td>Beijing</td>
<td>1,125</td>
<td>5%</td>
</tr>
<tr>
<td>Tianjin</td>
<td>1,086</td>
<td>4%</td>
</tr>
<tr>
<td>Fujian</td>
<td>821</td>
<td>4%</td>
</tr>
<tr>
<td>Chongqing</td>
<td>803</td>
<td>3%</td>
</tr>
<tr>
<td>Hebei</td>
<td>714</td>
<td>3%</td>
</tr>
<tr>
<td>Sichuan</td>
<td>710</td>
<td>3%</td>
</tr>
<tr>
<td>Hubei</td>
<td>593</td>
<td>2%</td>
</tr>
<tr>
<td>Hunan</td>
<td>286</td>
<td>1%</td>
</tr>
<tr>
<td>North East of China</td>
<td>1,261</td>
<td>5%</td>
</tr>
<tr>
<td>Rest of China</td>
<td>377</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Mainland China</strong></td>
<td><strong>21,070</strong></td>
<td><strong>95%</strong></td>
</tr>
<tr>
<td>Taiwan</td>
<td>1,000</td>
<td>4%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>290</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>22,360</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

### Molds & Dies Manufactured By Industries

- Automotive Industry & Accessories: 25%
- Computer/Telecom Equipment: 18%
- Electronic & Audio Visual Appliances: 15%
- Household Goods: 12%
- Optical & Medical: 11%
- Toys & Games: 9%
- Electrical Components: 7%
- Construction & Building: 6%
- Aerospace: 5%
- Sporting Goods: 4%
- Fabricated/Formed Metal Products: 4%
- Furniture & Fittings: 3%

*Note: adds to more than 100% due to multiple responses*

### Business Type

- Customer Mold Maker: 75%
- Customer Die Maker: 20%
- Manufacturer within Plant Mold Making Facilities: 16%
- Design Services: 6%
- Maintenance & Repair Service: 4%
- Manufacturer within Plant Die Making Facilities: 3%
- Research/University/Association: 1%

*Note: adds to more than 100% due to multiple responses*

### Process & Machinery Used

- Grinding/Polishing: 98%
- Cutting Tools: 97%
- Machining Centers: 81%
- CAD/CAM: 75%
- EDM Equipment: 55%
- Milling Turning: 45%
- Drilling Tapping: 29%
- Pressing: 28%
- Casting/Forging: 22%
- Forming: 19%
- Prototyping Equipment: 14%

*Note: adds to more than 100% due to multiple responses*
Wall and Digital Calendar

The calendar features major 2016 trade shows. Your customers will use the calendar to list important dates, business trips etc. The calendar will be inserted into International Mold & Die Making News for China, delivered to 41,640 potential customers across China in print and digitally via industrysourcing.com and e-newsletters. Direct links to your own event in the digital versions for each box bought. Digital Edition of the calendar can be imported into Microsoft Outlook and Google.

Annual Global Industry Outlook

This will be a valuable reference for mold & die making industry decision makers to preview upcoming trends to boost their business in 2016. Reach 41,640 decision makers across Mainland China, Hong Kong and Taiwan. The perfect opportunity to show your company’s strengths when your buyers are preparing next year’s purchasing plan! Multimedia promotion platform for your brand in the print magazine, iPad/iPhone, Android devices and digital e-magazine.

Show Daily

- Industrial Automation Show 2015, Metalworking and CNC Machine Tool Show 2015, Robotics Show 2015, Energy Show 2015, Nov.3-7, Shanghai
- 50,000 print distribution/190,000 Show Daily eNewsletter distribution

- Daily Issues and digital editions supported
- A Show Daily eNewsletter - before, during and after the show
- Provide exhibitors a powerful communication tool to drive more visitors to your booths

Maximize your brand exposure

The print journals are also available on website and Android Mobile Devices and iPhone/iPad
BRINGING THE INDUSTRY COMMUNITY TOGETHER

In a digital world, the need for face-to-face communication to establish personal contact and trust between all parties in the industry is more important than ever. Through our series of conferences, Innovation Awards Programs, and participation in dozens of trade shows in China and around the world, we bring the business community together.

Conferences

Ringier organizes high level technical and business conferences bringing industry leaders together for information exchange and networking opportunities in the Mold & Die Making industry.

2015 Ringier Conferences for Mold & Die Making Industry

- Mar. 12-13, Plastics & Rubber and Innovative Materials Application in Medical Products Conference 2015, Shanghai
- Mar. 26-27, High Performance Machining Technology Conference 2015, Shanghai
- Apr. 21, International Mechanical Processing Technology Development Forum 2015, Beijing
- July 9-10, International Implantable and Interventional Medical Devices Emerging Technology Application Conference 2015, Shanghai
- Aug. 3-4, 2015 ASEAN World Class Manufacturing Summit, Jakarta
- Aug. 26-27, Autoparts Manufacturing Conference & Exhibition 2015, Mexico
- Oct. 29-30, Paint-Free Technology Conference 2015, Shanghai
- Oct. 29-30, Plastics Industrial Design & Application Conference 2015, Shanghai
- Nov. 16-17, Asia Plastics Technology Summit 2015, Jakarta

To attend these conferences or become a sponsor please visit www.ringierevents.com or ask your Ringier representatives for details.

For more conferences information, please follow us on Sina Weibo: weibo.com/ringierevents

Innovation Awards

Win the Industry’s leading Award. Enter Your Company Today

RINGIER TECHNOLOGY INNOVATION AWARDS - METALWORKING INDUSTRY
The Most Influential Industrial Awards in China

- The Ringier Technology Innovation Awards for industrial manufacturing were inaugurated by Ringier Trade Media in 2006.
- The award is given to a select group of innovators each year in China’s metalworking industry.
- The purpose of the Awards is to encourage, acknowledge and reward those companies who have developed a new idea, a new methodology, a new product or a new technology for manufacturing production efficiency, cost effectiveness, user convenience, which results in energy saving and more responsible clean manufacturing in the metalworking industry.

Entries Close: August 16, 2015
Awards Ceremony: November 5, 2015

Trade Shows

Ringier attends 200+ key industry trade shows worldwide every year. We help you to maximize your branding exposure at the most important tradeshows of the year.
Keeping on top of changing media usage patterns, all of Ringier’s digital products and services have moved to mobile platforms that are compatible with all major mobile devices and platforms – all of them easy to view, navigate and respond – to bring your messages to customers via mobile worldwide!

**Industrysourcing.com**

Ringier’s industry marketplace [www.industrysourcing.com (IS.com)](http://www.industrysourcing.com) is a resource center for manufacturers and suppliers in China, Asia, the Middle East, Africa and the rest of the world. The website provides the latest information about manufacturer’s products, technology and market trends in Chinese and English for industrial professionals. The Chinese website links buyers and suppliers within China, while the English version website offers an effective export channel for suppliers from Greater China to sell around the world.

**Make your products stand out from the competition!**

- Banner Advertising
- Supplier Profile Pages & Product Showrooms
- Showroom Video Service
- Digital Magazine Advertising
- White Paper Service

**Supplier Profile Pages & Product Showrooms**

Meeting the demands of a mobile and digital world

Getting more leads begins with having your Product Showrooms feature on [www.industrysourcing.com](http://www.industrysourcing.com). Designed for mobile as well as desktop buyers can easily find & view your Supplier Profile Pages and Product Showrooms. You’ll never miss a lead because online marketing offers 100% tracking. And you can adjust your online media campaign to improve your ROI.

**Buyer Alert**

Push marketing

Buyer Alert is the fastest and most accurate online direct marketing tool available to manufacturers who want to get their product information to qualified buyers. This service can provide your products instant exposure to buyers in China and around the world.
White Paper

Your research papers sent to the hands of key decision makers! Upload your company research, technical and benchmark performance White Papers.

Post your white papers, brochures and technical documents on www.industrysourcing.com and generate interest from our highly qualified online users when they seek and request information. White papers are hosted for an indefinite period of time.

Subjects that can be covered in a White Paper
- Product technical development
- Research paper: Benchmark Report
- Application story
- Case history
- Learning guides

Webinars - Hosted/Sponsored webinar

A webinar uses the benefits of the Internet to combine graphics (e.g. PowerPoint presentations) with voice and/or video and a range of interactive tools — such as polling/voting, chat and a ‘hand raising’ feature to indicate that you have a question or comment. It may also include document sharing, a whiteboard and web surfing features to aid in demonstration and communication. The multimedia benefits of a webinar create a powerful and effective communication and promotion experience for your company.

Please visit webinar.industrysourcing.net or ask your Ringer representatives for details.

E-mail Marketing Service

Industry E-newsletter Sponsorships
Connect with buyers by compelling content

Ringier’s industry E-newsletters provide focused and timely information on new products, technology, services, market trends and more.

E-Direct Mail
Your message always on target!

Personalized email allows you to focus your online marketing efforts to a highly targeted geographic and/or demographic segment of contacts in our database.

Customized E-newsletters
Keep your targeted audience informed of your latest information

Select your targets from 800,000 quality readers engaged in manufacturing in China, Asia, the Middle East and Africa, across 19 key industries. Set up the sending criteria to select your targeted buyers, audience. You can choose by industry, job title, company scale, geographic area etc.
Video Marketing

Ringier’s Video marketing is simply a technique for utilizing videos to market your new products, new services, and new technologies. It is considered to be one of the most influential tools for promoting sales and advertising, regardless of your business niche. If created with quality content and made to be engaging to online viewers, a short and simple video could end up receiving thousands of online hits. This can vastly increase the business’s product awareness or brand recognition, a concept that can be directly translated into revenue.

Fully interactive

Ringier digital and mobile friendly magazines are enriched by videos and live links/video icons now. You can watch qualified and content-rich videos on your mobile devices or desktops.
Your Content Marketing Strategy

Savvy marketers understand the power of content. They know that in order to build new business and cement existing client relationships they need to leverage their own content. But most companies don't have the editorial expertise to make that happen.

Ringier has the experience, editorial resources, industry and market knowledge to deliver the most strategic and powerful custom-tailored content in the industry. And we can make it happen for you.

An Integrated Content Marketing Strategy
Ringier Worldwide

With operations in 14 countries and a total of 8,000 employees, Ringier continues to set new standards in journalism, discover new markets and develop innovative media. Ringier AG founded in Zofingen in 1833 is Switzerland's largest internationally operating media enterprise having maintained a strong domestic market position while expanding its activities into Germany, Romania, Hungary, China and Vietnam.

Ringier's worldwide portfolio comprises more than 120 newspapers and magazines, various printing plants, radio and TV channels, as well as over 80 internet and mobile platforms.

About Ringier Trade Media Ltd.

Established with their head office in Hong Kong in 1998, Ringier Trade Media Ltd. is a division of Ringier AG of Switzerland.

The company has offices in 14 locations across China, plus Taiwan, Singapore and the Philippines.

Ringier Trade Media Ltd. has been a leading B2B industrial information provider for 16 years, providing industrial leaders in China, Asia, the Middle East and Africa with the technical information, solutions and applications they need to improve their manufacturing and marketing capability through multiple media platforms that includes print (industry trade journals), online (www.industrysourcing.com), events, digital marketing, and mobile devices.

With award-winning editorial content, Ringier publishes 31 industry trade journals and holds over 20 conferences every year that successfully link buyers and suppliers in Greater China and the rest of the world to the mutual benefits of all parties.
Trade Journals are the most effective media to build your company’s brand image

Purchasers in the manufacturing sector have more avenues to obtain information due to our multiple media environment. The buying process of purchasers is continuous including information search, information input, and processing to determine the final purchasing decision. In order to understand the influence of different media types on brand image and purchase intention, a recent study measured the important role of multiple media (trade magazines, industry websites, industry E-newsletters, and conferences).

The study collected data by conducting an Internet survey in China, Malaysia, Indonesia, Thailand, Singapore, Vietnam and the Philippines. Responses from 302 completed questionnaires were analyzed.

The conclusions of the study were as follows:

1. Trade magazines and industry websites have the most significant influence on creating a company’s brand image. Other effective marketing tools are conferences.

2. The media that is used, the information source & its trustworthiness play a significant role on the brand image. Simply put, if the medium is trusted, so is the brand being promoted.

3. A company’s brand image has the most significant influence on purchase intentions in the manufacturing sector.

Social Media

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weibo.com/ringierevents
weibo.com/innovationawards
weibo.com/ringiermultimedia

WeChat

2014 Academic Survey: Survey on the influence of industrial media on purchasing decisions in the manufacturing sector.
Testimonials

Providing readers with quality content through Ringier’s multiple platforms and events that help them in their business.

The subject matter is comprehensive with conference of unity, fully the efficient processing embodies.

Excellent organizer, professional high-tech talents, is able to achieve win-win situation.

Mr. Han Dang-Sun, Director, Zibo Geer Gear Co., Ltd.
Mr. Run Bao-Peng, Chief, Hong Fu Jin Precision Industry Co., Ltd.

Clients

These leading companies trust International Mold & Die Making News for China magazine to help them gain market share, develop new sales leads and increase their product's exposure in the market both in print and in digital media. To find out how we can help you achieve your marketing objectives please contact your local Ringier representative.

To learn how you can get more quality sales leads, please email to crm@ringiertrade.com or contact:

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Hangzhou +86-571 8704-7521
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