Integrated Media Platform for Lead Generation & Branding
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Market Introduction

The China metalworking industry has regained momentum in the market, with the machine tool market in particular posting tremendous growth. By 2015, the annual consumption of metalworking industry is expected to reach RMB 850 billion ($137.5 billion) of which demand for CNC systems alone will number about 400,000 units. The annual CNC machine tool production capacity will be over 250,000 units, 70% of which will serve the domestic market. Machine tools and their accessory products remaining for export is estimated to be worth $11 billion.

Demands for high precision, specialty and automation equipment are always on the rise and “China-made” equipment will cover both high-end and intelligent categories. By 2020, such high-end equipment will account for 25% of the equipment market and it will be a major sub-sector in the China manufacturing industry. By 2015, the intelligent equipment market will be valued over RMB 1 trillion ($162 billion) for 25% growth year-on-year.

Strong growth industries in China, including automotive, mold & die, aerospace and medical, have become major driving forces of the Metalworking industry recovery.

- From 2018 to 2020, the China automotive market demand is expected to meet its peak; at over 50 million units, electric car sales is seen to exceed demand in the US by 2018.
- Sales of molds is expected to reach RMB 350 billion ($56.6 billion) by 2015. High demand for precision molds is accelerating the installation of advanced machinery.
- China’s civilian air industry is currently entering the aircraft replacement phase, and the resulting aviation materials market and the related processing equipment will reach RMB 120 billion ($19.4 billion).
- A still growing medical devices market, valued at $53.7 billion by 2015, will increase demand for high precision machinery and components.

Further supporting the metalworking industry’s growth is that China’s 12th five-year plan stipulates that the machine tool market will be kept at 10% growth year-on-year from 2011 to 2015. Strong government support, together with the above-mentioned drivers, means that the metalworking industry will continue to post positive performance in the near term.

Magazine Profile

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

In a strategic editorial partnership with Germany’s Werkstatt und Betrieb and a team of authoritative editorial advisors in China, International Metalworking News for China has been the leading trade media for China metalworking industry for over a decade - and remains committed to informing our readers of transformative solutions and technologies. International Metalworking News for China provides an interactive multimedia platform for our readers - the decision makers who include project engineers, R&D managers, purchasing managers, and marketing managers from the Aerospace & Aviation, Rail Transportation, Medical, Automobile, Energy, Mould & Die, Military, Electronics and Shipbuilding industries. The magazine provides in-depth coverage ranging from latest R&D, emerging market trends, updates on metal cutting and metal forming processes, the latest in machinery and use of materials, all in an interactive multimedia format for readers on the go. The magazine’s multimedia format includes an interactive digital e-magazine containing many links to additional content, bilingual Metalworking verticals (www.metalworking.industrysourcing.com in Chinese and English) with daily updates and online exclusives, bi-weekly industry e-newsletters. Readers can also access this content through the “Industry Sourcing” Apps for both iPad/iPhone and Android mobile devices with video links on iTunes and Google Play. With such current, informative and attractive content in both digital and printed forms, International Metalworking News for China offers the most effective communication package to suppliers for improving productivity, reducing cost, and turning innovations into real competitive advantages.

Scan this QR code to get interactive with your magazine
## 2015 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AD CLOSING DATES</strong></td>
<td>December 5</td>
<td>January 5</td>
<td>January 30</td>
<td>March 6</td>
<td>Volume 1</td>
<td>Volume 2</td>
</tr>
<tr>
<td><strong>THEME OF E-NEWSLETTER</strong></td>
<td>Cutting Tool</td>
<td>Cutting Fluid and Lubrication</td>
<td>Metal Cutting Machine Tool</td>
<td>Industry Automation</td>
<td>Laser Cutting</td>
<td>Cutting Tool</td>
</tr>
<tr>
<td><strong>METAL CUTTING</strong></td>
<td>EDM/Wire Cutting</td>
<td>Boring</td>
<td>Grinding</td>
<td>Multi-spindle Machining</td>
<td>Gear Cutting</td>
<td>Laser Cutting</td>
</tr>
<tr>
<td><strong>METAL FORMING</strong></td>
<td>3D Print</td>
<td>Waterjet Cutting</td>
<td>Pressroom Automation</td>
<td>Sheetmetal FMS</td>
<td>End Milling</td>
<td>Hot Stamping</td>
</tr>
<tr>
<td><strong>TOOLING &amp; FIXTURING</strong></td>
<td>Thread Cutting Tool</td>
<td>Toolholder</td>
<td>Tap</td>
<td>Drilling Cutter</td>
<td>Milling Cutter</td>
<td>Hard Alloy Cutter</td>
</tr>
<tr>
<td><strong>SOFTWARE &amp; CONTROL SYSTEM &amp; INDUSTRY MEASURING</strong></td>
<td>CAD/CAM Software</td>
<td>Robotics, Handling Systems</td>
<td>Dynamic Production System</td>
<td>Coordinate and Mobile Measuring</td>
<td>CAD/CAM Software</td>
<td>Servo Drive Control System</td>
</tr>
<tr>
<td><strong>FEATURE</strong></td>
<td>Automation &amp; System Integration</td>
<td>Workpiece Clamping Technology</td>
<td>MQL</td>
<td>CIMT Special Report (Ⅰ)</td>
<td>Show Preview (Focus on Europe, North America)</td>
<td>CMT Special Report (Ⅲ)</td>
</tr>
<tr>
<td><strong>SPECIAL APPLICATIONS</strong></td>
<td>3C Electronic</td>
<td>Ocean Engineering</td>
<td>Automobile Industry Intelligent Manufacturing</td>
<td>Military and Aerospace Industries</td>
<td>Mould &amp; Die Industry</td>
<td>Industrial Robotics</td>
</tr>
</tbody>
</table>

### Regular Features
- Industry Updates
- Boardroom Connection
- Leaders' View
- Buyer Alert
- Tooling & Fixturing

### 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
## 2015 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>Buyers Guide Issue</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme of E-Newsletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metal Cutting</td>
<td>Cutting Tool</td>
<td>Metal Cutting Machine Tool</td>
<td>Fixturing</td>
<td>Industry Measuring</td>
<td>3D Print</td>
<td>NC System</td>
<td>Cutting Tool</td>
</tr>
<tr>
<td>Metallurgicalutting</td>
<td>Titanium Cutting</td>
<td>Heavy Roughing</td>
<td>5-Axis Machining</td>
<td>Turning / Milling</td>
<td>Bar Processing</td>
<td>Multi-process Machining</td>
<td>Multi-spindle Machining</td>
</tr>
<tr>
<td>Tooling &amp; Fixturing</td>
<td>P/C/CBN Cutting Tools</td>
<td>Tool Management</td>
<td>Chuck</td>
<td>Reamer</td>
<td>Band Saw Blade</td>
<td>Cutting Tools</td>
<td>Groove Cutter</td>
</tr>
<tr>
<td>Special Applications</td>
<td>Aerospace &amp; Aviation Industries</td>
<td>Shipping Industry</td>
<td>Equipment Industry</td>
<td>Aerospace &amp; Aviation Industries</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade Shows</td>
<td></td>
<td></td>
<td></td>
<td>August 14-17, EASTPO Machine Tool Exhibition 2015, Shanghai</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ringer Conferences</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

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

For editorial submissions and inquiries, please contact: Shadow Yang
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website: [www.industrysourcing.com/metalworking](http://www.industrysourcing.com/metalworking)

Follow me on Sina Weibo: [weibo.com/tringiermetalworking](http://weibo.com/tringiermetalworking)
Published 13x (14 Volumes) a year in Simplified Chinese, *International Metalworking News for China* reaches a qualified controlled readership of **36,430** manufacturing decision makers who plan the purchase of metalworking, cutting & forming 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 33,500 via the E-magazine & E-newsletter, and can reach even more readers on the iPad/iPhone versions, and Android App versions.

### Geographic Distribution

<table>
<thead>
<tr>
<th>Location</th>
<th>Readership</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guangdong</td>
<td>6557</td>
<td>18%</td>
</tr>
<tr>
<td>Zhejiang</td>
<td>4372</td>
<td>12%</td>
</tr>
<tr>
<td>Jiangsu</td>
<td>5100</td>
<td>14%</td>
</tr>
<tr>
<td>Shanghai</td>
<td>4736</td>
<td>13%</td>
</tr>
<tr>
<td>Shandong</td>
<td>2550</td>
<td>7%</td>
</tr>
<tr>
<td>Beijing</td>
<td>2185</td>
<td>6%</td>
</tr>
<tr>
<td>Sichuan</td>
<td>1193</td>
<td>3%</td>
</tr>
<tr>
<td>Tianjin</td>
<td>985</td>
<td>3%</td>
</tr>
<tr>
<td>Chongqing</td>
<td>964</td>
<td>3%</td>
</tr>
<tr>
<td>Fujian</td>
<td>758</td>
<td>2%</td>
</tr>
<tr>
<td>Hubei</td>
<td>710</td>
<td>2%</td>
</tr>
<tr>
<td>Henan</td>
<td>696</td>
<td>2%</td>
</tr>
<tr>
<td>Hebei</td>
<td>1100</td>
<td>3%</td>
</tr>
<tr>
<td>North East of China</td>
<td>1905</td>
<td>5%</td>
</tr>
<tr>
<td>Rest of China</td>
<td>829</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Mainland China</strong></td>
<td><strong>34640</strong></td>
<td><strong>95%</strong></td>
</tr>
<tr>
<td>Hong Kong</td>
<td>310</td>
<td>1%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>1480</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>36430</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

### Metalworking Processes Used

<table>
<thead>
<tr>
<th>Process</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metal Cutting/Drilling/Boring/Tapping/Sawing</td>
<td>85%</td>
</tr>
<tr>
<td>Machining Centers/Milling/Turning</td>
<td>70%</td>
</tr>
<tr>
<td>CNC Machine Tools</td>
<td>59%</td>
</tr>
<tr>
<td>Surface Finishing/Honing</td>
<td>45%</td>
</tr>
<tr>
<td>Metal Forming/Fabricating</td>
<td>25%</td>
</tr>
<tr>
<td>EDM</td>
<td>18%</td>
</tr>
<tr>
<td>Stamping</td>
<td>18%</td>
</tr>
<tr>
<td>Presses/Press Brakes</td>
<td>16%</td>
</tr>
<tr>
<td>Welding</td>
<td>10%</td>
</tr>
<tr>
<td>Other Processes</td>
<td>5%</td>
</tr>
<tr>
<td>Castings</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

### Major Products Manufactured

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Machinery &amp; Machine Tools</td>
<td>29%</td>
</tr>
<tr>
<td>Transportation/Automotive</td>
<td>18%</td>
</tr>
<tr>
<td>Fabracted/Formed Metal Products</td>
<td>12%</td>
</tr>
<tr>
<td>Electronics Products</td>
<td>8%</td>
</tr>
<tr>
<td>Communication &amp; Computer Equipment</td>
<td>6%</td>
</tr>
<tr>
<td>Electrical Components</td>
<td>6%</td>
</tr>
<tr>
<td>Molds &amp; Dies</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture Machinery</td>
<td>3%</td>
</tr>
<tr>
<td>Instruments, Controls &amp; Related Equipment</td>
<td>3%</td>
</tr>
<tr>
<td>Furniture &amp; Fixtures</td>
<td>2%</td>
</tr>
<tr>
<td>Importers/Traders/Distributors of Machine Tools/Equipment</td>
<td>2%</td>
</tr>
<tr>
<td>Primary Metal Products</td>
<td>2%</td>
</tr>
<tr>
<td>Medical</td>
<td>2%</td>
</tr>
<tr>
<td>Other Manufacturing Processes</td>
<td>2%</td>
</tr>
</tbody>
</table>

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

### Annual Business Turnover (US$)

<table>
<thead>
<tr>
<th>Turnover Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1 million</td>
<td>3%</td>
</tr>
<tr>
<td>1.1-2.5 million</td>
<td>10%</td>
</tr>
<tr>
<td>2.6-5 million</td>
<td>10%</td>
</tr>
<tr>
<td>Over 10 million</td>
<td>41%</td>
</tr>
<tr>
<td>5.1-10 million</td>
<td>36%</td>
</tr>
</tbody>
</table>

### Organization Type

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private</td>
<td>30%</td>
</tr>
<tr>
<td>State Owned</td>
<td>17%</td>
</tr>
<tr>
<td>Foreign Invested /Joint Venture</td>
<td>53%</td>
</tr>
</tbody>
</table>

### Job Function

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production/Engineering Management</td>
<td>36%</td>
</tr>
<tr>
<td>GM/Owner/President</td>
<td>28%</td>
</tr>
<tr>
<td>Design, R&amp;D Management</td>
<td>13%</td>
</tr>
<tr>
<td>Purchasing Manager</td>
<td>12%</td>
</tr>
<tr>
<td>Testing/Inspection/Quality Control Management</td>
<td>6%</td>
</tr>
<tr>
<td>Metallurgy</td>
<td>5%</td>
</tr>
</tbody>
</table>

### Print

- **36,430**

### Digital

- **33,500**

Total Readership **69,930**
Annual Cutting Tools and Auxiliary Equipments Buyers Guide

Contains the most comprehensive listing of suppliers that are actively serving the China’s metalworking industry searchable by name and product category. Your ad and listings will be exposed in both print and digital versions including desk top, Apps and mobile devices.

Six Major Sections:
• Cutting Tools
• Parts & Accessories
• Surface Finishing
• Fixtures
• Measurement & Control System
• Coolant and Lubrication

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 Metalworking News for China, delivered to 69,930 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 metalworking industry decision makers to preview upcoming trends to boost their business in 2016. Reach 69,930 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 BEIJING 2015, May 13-15, Beijing
16,000 print distribution/55,940 Show Daily eNewsletter distribution
• Industrial Automation Shenzhen 2015, July 1-3, Shenzhen
20,000 print distribution/77,720 Show Daily eNewsletter distribution
• PTC ASIA 2015, CeMAT ASIA 2015, Oct.27-30, Shanghai
40,000 print distribution/111,220 Show Daily eNewsletter distribution
• 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 iPhone/iPad and Android Mobile Devices
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 metalworking industry.

2015 Ringier Conferences for Metalworking Industry
- Mar 26-27, High Performance Machining Technology Conference 2015, Shanghai
- Apr. 21, International Mechanical Processing Technology Development Forum 2015, Beijing
- May 21-22, 3D Printing Technology Innovative Application Conference 2015, Shenzhen
- Jul 9-10, International Implantable and Interventional Medical Devices Emerging Technology Application Conference 2015, Shanghai
- Aug 3-4, 2015 ASEAN World Class Manufacturing Summit, Jakarta

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.
Buyers will search for your Product Showrooms via their smart phones!

The mobile version of the website allows a clear easy viewing and navigation on any mobile devices.

**Website Traffic/Average/Month, January-June, 2014**

- Visitors Sessions: **1,840,000**
- Unique Visitors: **516,000**
- Page Views: **5,390,000**

**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.

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**

Website Traffic/Average/Month, January-June, 2014

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- Unique Visitors: **516,000**
- Page Views: **5,390,000**

**Supplier Profile Pages**

- Key Words Search
- Mobile Friendly

Buyers will search for your Product Showrooms via their smart phones!

**Product Showrooms**

- Showroom Video Service

- Website Traffic/Average/Month, January-June, 2014

- Visitors Sessions: **1,840,000**
- Unique Visitors: **516,000**
- Page Views: **5,390,000**

**Mobile Friendly**

Buyers will search for your Product Showrooms via their smart phones!
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.
Ringier APPs

For Android Mobile Devices and iPad/iPhone

Ringier Industry Sourcing App on Google Play and iTunes.com App Store delivers product information to buyers:

- Magazine Library - Includes all 31 Ringier industry trade magazines for China, Asia, the Middle East and Africa
- Buyers can effectively search, extract your product demonstrations, industry news and more
- Buyers can now source conveniently from their iPad/iPhone and Android mobile devices, anytime/anywhere
- The Apps works hand in hand with your online Supplier Profile Pages & Product Showrooms and Video Showroom hosted on industrysourcing.com
- Your advertisement will also include live links which direct a buyer to your Supplier Profile Pages or Product Showrooms

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**

- Supplier Website & Product Pages
- Interview Video and Article & Company Video- factory tour
- Article on related Ringier industry vertical websites
- Company Profile Page on Youku, Youtube and Facebook
- Webinars
- Article in Industry eNewsletters
- Customized eNewsletter about the company
- Article on iPhone/iPad
- Innovations Awards
- Industry News & Online Product Showrooms on all mobile devices
- Your Company Blog
- Article in relevant Ringier printed magazine with QR code
- White paper on Industrysourcing.com
RINGIER BRINGS YOU A WORLD OF OPPORTUNITIES

China
- International Metalworking News for China
  - Language: Simplified Chinese
  - Controlled readership: 69,930 China
  - Frequency: 13x (14 Volumes)
- Automotive Engineering, Chinese edition
  - Language: Simplified Chinese
  - Controlled readership: 32,680 China
  - Frequency: 6x a year
- International Mold & Die Making News for China
  - Language: Simplified Chinese
  - Controlled readership: 41,640 China
  - Frequency: 6x a year
- Industrial Laser Solutions China
  - Language: Simplified Chinese
  - Controlled readership: 34,700 China
  - Frequency: 7x a year

S.E. Asia
- International Metalworking News for Asia
  - Language: English
  - Controlled readership: 30,084 Asia
  - Frequency: 6x a year

Middle East & Africa
- International Metalworking News, Middle East & Africa
  - Language: English
  - Controlled readership: 18,950 Middle East & Africa
  - Frequency: 6x a year

German
- Werkstatt und Betrieb
  - Language: German
  - Controlled readership: 14,744 Germany
  - Frequency: 10x a year
- Bander/Bleche/Rohre
  - Language: German
  - Readership: 14,000 Germany, IVW audit
  - Frequency: 7x a year
- FORM+Werkzeug
  - Language: German
  - Controlled readership: 11,000 Germany, IVW audit
  - Frequency: 6x a year

Global
- International SheetMetal Review
  - Language: English
  - Controlled readership: 13,597 Global
  - Frequency: 10x a year
- Automotive Engineering International Chinese Edition
  - Language: English
  - Controlled readership: 71,618 North America, BPA audit
  - Frequency: 8x a year
- Auto Monitor- E-newsletter
  - Language: English
  - Controlled readership: 63,000 India
  - Frequency: Five issues per week

Latin America
- Metalmecanica
  - Language: Spanish
  - Controlled readership: 15,000 Latin America, BPA audit
  - Frequency: 6x a year

North America
- American Machinist (Digital)
  - Language: English
  - Monthly page views: 84,247 North America

Russia
- ITO Metalworking Russia
  - Language: Russian
  - Controlled readership: 5,000 Russia
  - Frequency: 12x a year

Turkey
- MetalMakina
  - Language: Turkish
  - Controlled readership: 3,500 Turkey
  - Frequency: 6x a year

Japan
- SEISANZAI (production equipment) Marketing Magazine
  - Language: Japanese
  - Controlled readership: 17,000 Japan

India
- Efficient Manufacturing
  - Language: English
  - Controlled readership: 25,000 India
  - Frequency: 6x a year
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 than 80 internet and mobile platforms.

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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Testimonials

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

The conference was very personal and nice, we got a lot of industrial knowledge. I hope to bring more our member and visit again in the future!

Mr. Thanawat Koomsin
President of Thai Automotive Industry Association

This conference was very informative, awesome!

Chi-Jay, Huang,
CAE Manager,
Ningbo Changhua Auto Products Co., Ltd.

Clients

These leading companies trust *International Metalworking 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.

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

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