Integrated Media Platform for Lead Generation & Branding
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China Composite Market Growth Accelerates

Market Introduction

China’s composite industry, according to global market researchers Lucintel, will soar to $11.5 billion in 2017 with compound annual growth rate up to 7.3 percent. Moreover, within the next five years, China will account for 45% of the growth in the global composite industry.

Already, China is the biggest applications market of reinforced composite materials. Cited in the 12th Five-Year Plan as a strategic emerging industry, the composites sector has benefited from national incentives to promote the development and application of high performance fibers, high strength and high modulus carbon fibers, and their composite materials. Even more new applications of composite materials are expected in the future, and consequently accelerate composite market growth.

Demand for high performance composites in various sectors, such as aerospace, construction, oil & gas, transportation, energy, industrial machinery, marine, and sports equipment, will even be more intense with China’s economic momentum. Industry developments that experts and analysts have cited include the dominance of thermoplastic fiber composites because of their recyclability; an increase in new carbon fiber-based high performance composites; integration of computer-aided process technology in designing composite materials; widespread adoption of low-cost, low-emission manufacturing technology; and the use of environmental concepts in product design, manufacture, use and other aspects popular applications.

Magazine Profile

Reinforced Plastics China (RPC), in a strategic editorial partnership with Reinforced Plastics of Elsevier Ltd., UK and a team of authoritative editorial advisors in China, has been the leading media for the China composites industry for the past 9 years. The quarterly print and digital magazines, along with a dedicated vertical, bi-weekly e-newsletters, and magazine apps with video links on iTunes and Google Play, are source of up-to-date reports on machinery as well as process technologies, R&D, industry trends and market developments. For materials and machinery suppliers, Reinforced Plastics China is an effective interactive platform which provides the latest information on their products and services to decision makers in commercial R&D, composite parts makers and end users in China. Through a dedicated Plastics vertical, the industry community can find daily news updates and exclusive online features, videos and reports on major industry events - including live updates from trade shows as they happen - to keep the industry informed. Bi-weekly E-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to the industry with your latest company information.

Total Readership: 28,625

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

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## 2015 EDITORIAL CALENDAR

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<td>Special Report</td>
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<td>Closeup: Increasing the Scope of Composites Material Applications</td>
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<td>Trade Shows</td>
<td>• May 13-15, Shanghai International Nonwovens Conference &amp; Exhibition (SINCE), Asia Nonwovens Exhibition and Conference (ANEX), Shanghai</td>
<td>• Aug. 26-28, The 7th China (Shanghai) International Petrochemical Technology and Equipment Exhibition 2015, Shanghai</td>
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<td>• May 20-23, Chinaplas 2015, Guangzhou</td>
<td>• Aug. 26-28, Shanghai Automotive Manufacturing Technology &amp; Materials Show 2015, Shanghai</td>
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<td>Ringier Conferences</td>
<td>• May 21-22, 3D Printing Technology Innovative Application Conference 2015, Shenzhen</td>
<td>• Jul. 23-24, Composite Materials Innovative Application Summit 2015, Qingdao</td>
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### Regular Features

- Industry News
- Technology Features

### 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

### Trade Shows

- Sept. 1-4, APPLAS 2015, Shanghai
- Sept. 2-4, China Composites Expo 2015, Shanghai
- Sept. 16-18, The 14th China International Chemical Industry Fair (ICIF China 2015), Shanghai
- Sept. 16-19, Aviation Expo China 2015, Beijing
- Sept. 21-24, The 15th China Plastics Exhibition & Conference, Taizhou
- Oct. 14-16, China Wind Power 2015, Beijing
- Oct. 27-29, 2015 SAE-China Congress & Exhibition, Shanghai
- Nov. 6-9, The 17th China Plastics Expo, Yuyao
- Nov., 17th China Dongguan International Mould and Metalworking Exhibition Plastics, Packaging & Rubber Exhibition (DMP 2015), Dongguan

### Ringier Conferences

- Oct. 29-30, Plastics Industrial Design & Application Conference 2015, Shanghai

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

For editorial submissions and inquiries, please contact: **Yolanda Cai**

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Website: www.industrysourcing.com/plastics

Follow me on Sina Weibo: [weibo.com/ringierplastics](http://weibo.com/ringierplastics)
Published 4x a year in Simplified Chinese, *Reinforced Plastics China* reaches a qualified controlled readership of **15,725** manufacturing decision makers who plan the purchase of 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 **12,900** via the E-magazine & E-newsletter, and can reach even more readers on the iPad/iPhone and Android App versions.
Annual Reinforced Plastics Material and Technology Buyers’ Guide

Contains the most comprehensive listing of suppliers that are actively serving the China’s composites 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.

Three Major Sections:
• Material
• Equipment and Service
• Technology

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 Reinforced Plastics China, delivered to 28,625 potential customers across China in print and digitally via industriesourcing.com and e-newsletters. Direct links to your own event in the digital versions for each box bought.

Annual Global Industry Outlook

This will be a valuable reference for composite material industry decision makers to preview upcoming trends to boost their business in 2016. Reach 28,625 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.

Maximize your brand exposure

The print journals are also available on website and Android Mobile Devices and iPhone/iPad
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 conference bringing industry leaders together for information exchange and networking opportunities in the composites industry.

2015 Ringier Conferences for Composites Industry

- May 21-22, 3D Printing Technology Innovative Application Conference 2015, Shenzhen
- Jul. 23-24, Composite Materials Innovative Application Summit 2015, Qingdao
- Oct. 29-30, Plastics Industrial Design & Application Conference 2015, Shanghai

To attend these conferences or become a sponsor please visit www.ringierevent.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 - COMPOSITES 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 composites 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 composites industry.

Entries Close: May 24, 2015
Awards Ceremony: Jul. 24, 2015

To enter your company or sponsor this event contact:
Innovation@ringiertrade.com
Sina Weibo: weibo.com/innovationawards

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](http://www.industrysourcing.com) (IS.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 in the [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 Ringier representatives for details

Industry E-newsletter

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.
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.
RINGIER BRINGS YOU A WORLD OF OPPORTUNITIES

China

Reinforced Plastics China
- Language: Simplified Chinese
- Controlled readership: 28,825 China
- Frequency: 4x a year

Rubber World for China
- Language: Simplified Chinese
- Controlled readership: 19,800 China
- Frequency: 6x a year

Medical Manufacturing and Design for China
- Language: Simplified Chinese
- Controlled readership: 27,080 China
- Frequency: 6x a year

International Plastics News for China
- Language: English
- Readership: 100,380 China
- Frequency: 13x a year

2015 Local language editions - Indonesia, Thailand, Vietnam

South East Asia

International Plastics News for Asia
- Language: English
- Readership: 28,910 South East Asia
- Frequency: 6x a year
- 2015 Local language editions - Indonesia, Thailand, Vietnam

Middle East & Africa

International Plastics News – Middle East & Africa
- Language: English
- Readership: 19,320 Middle East & Africa
- Frequency: 6x a year

Latin America

Tecnologia del Plastico
- Language: Spanish
- Readership: 17,500 Latin America
- Frequency: 6x a year

Germany

Kunststoffe
- Language: German
- Readership: 16,500 Germany/Europe, IVW audit
- Frequency: 12x a year

Global

Kunststoffe International
- Language: English
- Readership: 2,000 Worldwide
- Frequency: 10x a year

Global

Reinforced Plastics
- Language: English
- Readership: 20,000 Global, BPA audit
- Frequency: 6x a year

North America

Rubber World
- Language: English
- Readership: 11,500 North America
- Frequency: 12x a year

Russia

Polymer Materials Products Equipment Technology
- Language: Russian
- Readership: 4,000 Russia
- Frequency: 12x a year

Turkey

Plasfed, Plastics, Turkey
- Language: Turkish
- Readership: 5,000
- Frequency: 4x a year

India

Plastics News
- Language: English
- Readership: 20,000
- Frequency: 12x a year

India

The Economic Times POLYMERS
- Language: English
- Controlled readership: 22,000 India
- Frequency: 6x a year

Japan

Japan Plastics
- Language: Japanese
- Controlled readership: 25,000 Japan
- Frequency: 12x a year
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 enter prise 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.

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 office in 14 locations across China, plus Taiwan, Singapore & 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, 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

Follow me on:

Sina Weibo
weibo.com/ringerplastics
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.
Testimonial

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

Reinforced Plastics China targets the world’s latest composite materials technology and development trends, delivering in-depth and cutting-edge coverage on the hot topics of the industry. It is quite worth reading.

Jinnan Zhang
Deputy General Manager / Chief Engineer / Professorate Senior Engineer of Shanghai FRP Research Institute Co., Ltd.

Reinforced Plastics China covers the latest global industry trends and technology applications, giving us a great chance to get to know the market and acquire fresh first-hand information of the industry.

Rongbo Shi
Non-metallic Materials Manager of Chery Automobile Co., Ltd.

Clients

These leading companies trust Reinforced Plastics 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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Suzhou +86-512 6512-9765
Dongguan +86-769 2202-3058
Wenzhou +86-577 8818-2609
Ningbo +86-574 8717-6315
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