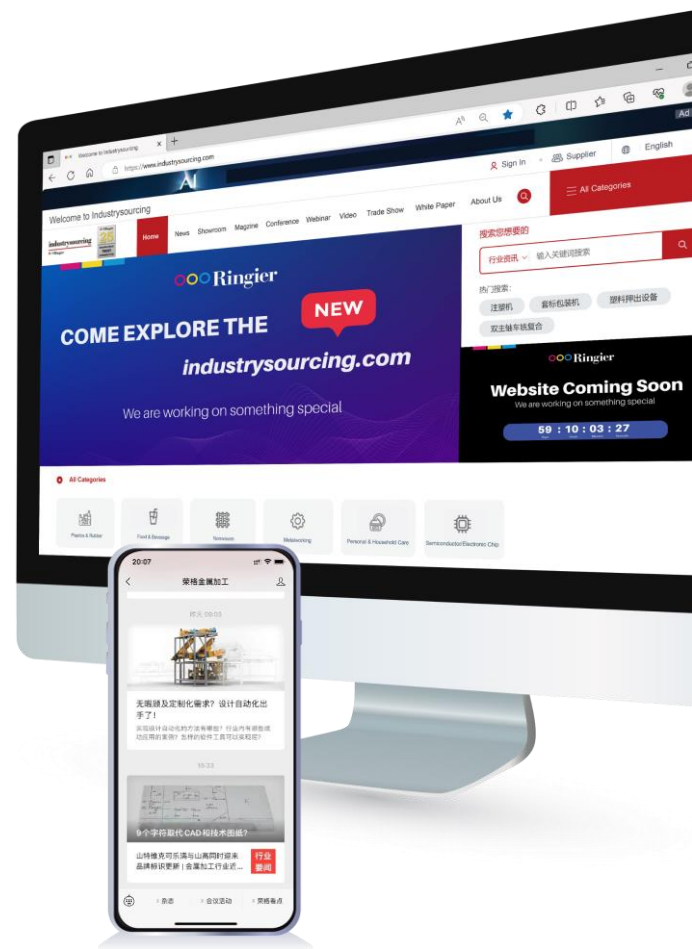


# 2024 MEDIA PLANNER



## Omnichannel Media Solutions for the *Metalworking* Industry

Magazines • Websites • Showroom • Newsletters • Email Marketing • Webinars • White Paper  
Conferences/Events • Videos • Content • Social Media • Trade Show • PR & Marketing

## China's metalworking industry maintains steady growth

China continues to lead the global machine tool consumption with a value of US\$27.4 billion. According to the data released in the first half of 2023 by China Machine Tool Industry Association (CMTIA), the operating revenues of the association's key contact enterprises increased by 2.6% year-on-year. Among them, metal cutting machine tools, metal forming machine tools, machine tool accessories, rolling functional parts and CNC devices grew year-on-year.

In 2023, industries such as aerospace, new energy vehicles, renewable energy (wind power, photovoltaic), medical devices, and moulds and dies continue to drive growth in the metalworking industry, even though China's economy is not recovering as fast as expected:

**Aerospace and Defense** - A record-breaking of 1,667 aircraft orders were placed globally in the first half of 2023, a 129% increase compared to 2022 figures, reports ADS Group. In line with this, the C919, a domestically produced large aircraft, made its official maiden flight on May 28, 2023; opening new market-oriented opportunities in operation and industrial development. The C919 already reached more than 1,200 orders, and is expected to increase annual capacity of 150,000 units in the next five years. With the growth of C919, 5-axis machining center, friction stir welding system, drilling, and riveting system, will strongly promote the development of these related equipment.

**New-Energy Vehicle (NEV)** - For the first time in decades, Chinese NEV brands overtook foreign brands in China. About 65% increase is predicted by 2030 leading to 50 million vehicles per year by 2050, according to AlixPartners. Therefore, driving rapid development of machine tools, cutting tools, fixtures, measuring tools, which are used in producing powertrain, mega-casting, and power battery processing.

**Renewable Energy(Wind Power, Photovoltaic)** - China's cumulative installed capacity of wind power in the country reached 389 million kilowatts in 2023, a year-on-year increase of 13.7%, of which 358 million kilowatts were onshore wind power and 31.46 million kilowatts were offshore wind power. This fosters the growth for blades, gears, gearboxes, and wind turbines towers, which need machining processes, such as gear processing, die-casting, forging, welding, heavy-duty cutting, surface treatment and other related equipment, allowing suppliers to boost development.

**Medical Devices** - In recent years, China's medical device industry has been growing rapidly, with a compound annual growth rate of 10.54% over the past five years, becoming the second largest market in the world. With China's medical device centralized purchasing in full swing, medical device manufacturers have begun to look for machining solutions that can stabilize mass-produced products to reduce costs, and multi-axis machining centers; while customized milling cutters and drills are favored by the growing number of users.

**Mould** - China's mould industry reached 330 billion yuan, up 1.7% year-on-year, according to China Mould Association. Customs data showed China's mould exports totaled US\$7.742 billion, an increase of 3.46% year-on-year, while imports totaled \$1.116 billion. 3D printing, laser cladding and other technologies are surging forward and are anticipated to shape the mould industry.



In a strategic editorial partnership with Germany's Werkstatt und Betrieb & FORM+Werkzeug Magazine 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 20 years - 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 top management 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.

The print and interactive digital magazines, along with a dedicated vertical website, Apps with video links, monthly e-Newsletters, and WeChat 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. The iConnect e-Newsletter covering the topics of Industrial Robotics, Metal Fabrication, Aerospace Manufacturing, Mold & Die, Additive Manufacturing, will provide up-to-date information.

**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.

**Total Readership**  
**113,400**

Language: Simplified Chinese  
8 Issues per Year

## FIGURES & READER PROFILE

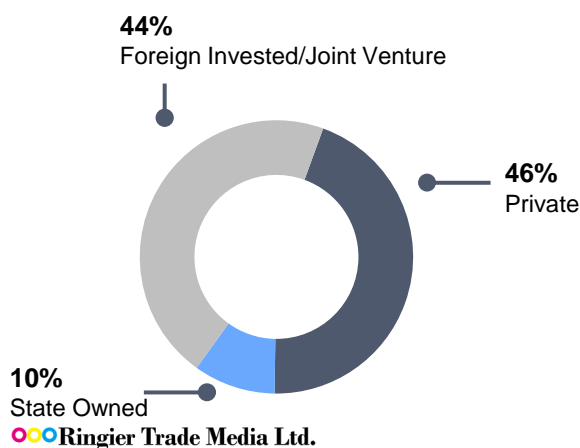
Published 8x (6x Print/Digital + 1x Digital only + 1x Buyer's Guide) a year in Simplified Chinese, **International Metalworking News for China** reaches a qualified controlled readership of 113,400 manufacturing decision makers who plan the purchase of metalworking, cutting & forming machinery, materials, software automation and execute manufacturing strategies, and plant managers & engineers who evaluate and make recommendations.

5000+ deduplicated aerospace component manufactures have been added to the circulation, coming from **Aerospace Manufacturing & design China**.

Each reader is qualified by name, job title and industry and re-qualified annually by our call center. In addition an active WeChat Metalworking and corporate channel attracts 27,000+ engaged followers.

### Geographic Distribution

Jiangsu	7,850	19%
Guangdong	7,590	19%
Shanghai	7,280	11%
Zhejiang	5,085	10%
Shandong	3,045	9%
Beijing	3,030	8%
North East of China	1,520	4%
Hebei	1,800	3%
Tianjin	1,260	3%
Sichuan	1,110	2%
Chongqing	1109	2%
Hubei	915	2%
Fujian	830	2%
Henan	925	1%
Shaanxi	680	1%
Hunan	490	1%
Rest of China	151	2%
<b>Mainland China</b>	<b>44,670</b>	<b>96%</b>
Taiwan, China	1,610	2%
Hong Kong, China	220	2%
<b>Total</b>	<b>46,500</b>	<b>100%</b>



## Total Readership

**113,400**  
Metalworking Industry  
Subscribers

**70,200**  
Active newsletter  
subscribers

**27,000+**  
WeChat followers

**110,000**  
Industrysourcing App is now installed on  
110,000 users devices

**46,500**  
Print Magazine readers

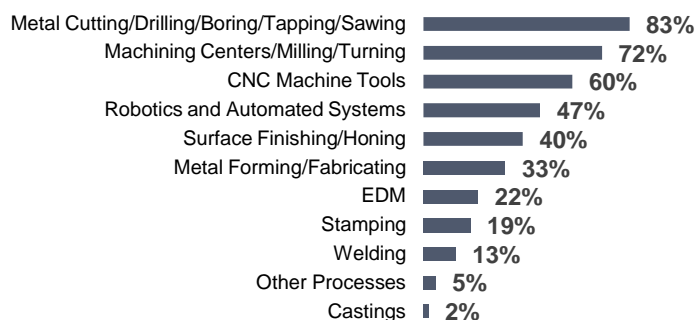
**66,900**  
Digital Magazine readers



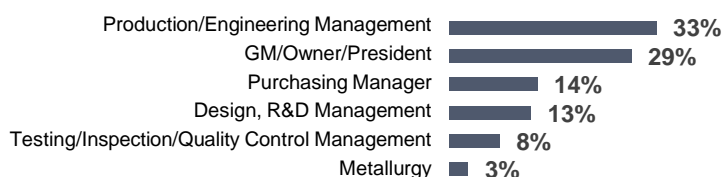
## Major Products Manufactured



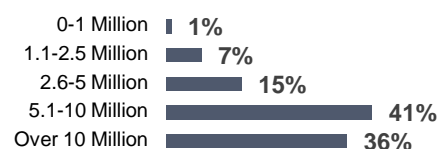
## Metalworking Processes Used



## Job Function



## Annual Business Turnover (US\$)



# 2024 Editorial Calendar

ISSUE	March	April	May Digital Only	June
AD Closing Dates	16-Jan	1-Mar	3-Apr	10-May
METAL CUTTING	Dual Spindle Machining Micro machining	Turning Turn-Milling	Titanium Alloy Machining Mixed-Material Machining	5 Axis Machining High-feed/ High-speed Milling
METAL FORMING	Laser Cutting	Punching	Robotic Welding Cell	Electrical Discharge Machining
TOOLING & FIXTURING	Grooving Tool	Precision Camping	Workpiece Camping	Threading Tool Tool Coating
AUTOMATION & SOFTWARE & CONTROL SYSTEM & INDUSTRY MEASURING	NC System	Machine Tool Linking Smart Factory	Palletizing System Flexible Manufacturing System (FMS)	CAD/CAM System On Machine Inspection
FEATURE	Mass Production Outlook 2024 (II)	Machine Tool Component CCMT 2024 Show Preview	Trends of Domestic Machine Tool Trends of Domestic Metal Cutting Tool	3D Printing/Additive Manufacturing Coolant & Lubrication
SPECIAL APPLICATIONS	Medical Equipment Industry	New-Energy Vehicle (NEV) Industry	3C & Semiconductor Industry	Mould & Die Industry
TRADE SHOWS	Feb. 28-Mar. 2, CME China Machine Tool Exhibition, Shanghai Mar. 4-6, SPS-Industrial Automation Fair Guangzhou (SIAF) 2024, Asiamold 2024, Guangzhou Mar. 6-9, Tianjin Industry Expo 2024, Tianjin Mar. 20-22, Laser World of Photonics China, Productronica China, Shanghai Mar. 20-23, Suzhou Machine Tool Exhibition, Suzhou Mar. 28-31, The 24th Shenzhen International Machinery Manufacturing Industry Exhibition 2024, Shenzhen April 8-12, CCMT 2024, Shanghai April 11-14, China International Medical Equipment Fair (CMEF 2024), International Component Manufacturing & Design Show (ICMD 2024), Shanghai April 24-26, NEPCON China 2024, Shanghai May 7-9, TCT Asia 2024, Shanghai May 13-16, The 24th Exhibition of LiJia International Machine Tool, Chongqing May, The 20th Optics Valley of China International Optoelectronic Exposition And Forum (OVC Expo 2024) , Wuhan June 5-8, Die & Mould China 2024 (DMC 2024), Shanghai June 17-21, CIMES 2024, Beijing June 19-21, South China International Industry Fair 2024, LASERFAIR SHENZHEN 2024, Shenzhen			

## How we delivery the content?

Print

Ezines

Website

Social Media  
WeChat

e-Newsletters



Follow us  
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Video



Virtual anchor  
Broadcast the content  
summary of each issue  
Scan QR CODE to watch now



2024 Editorial Calendar

ISSUE	August Buyer Guide	September	October	November	
AD Closing Dates	5-Jul	26-Jul	6-Sep	25-Sep	
METAL CUTTING	<b>2024 Buyer Guide</b> Machine tool Cutting tool Fixture & System Parts & Accessories & Automation Test, Measurement, Software & Control System Surface finishing Cooling Fluid & Lubrication 3D Printing & Material Trade Show Organizer & Association Other	Milling	Large Parts Machining	Grinding	
		Processing of Difficult-To-Machine Materials	Gantry Machining Center	Gear cutting	
METAL FORMING		Friction Stir Welding	Die Casting	Plate Processing	
TOOLING & FIXTURING		Turning Tool	Tool Handle And Holder	Drilling Tool	
		Indexable Blade	Tool Setting Gauge		
AUTOMATION & SOFTWARE & CONTROL SYSTEM & INDUSTRY MEASURING		Sensor	Predictive Maintenance	Artificial Intelligence & Machine Tools	
		Optical Measurement	Robotic Bending Cell	Process monitoring	
FEATURE		MWCS 2024 Show Preview	Trends In Machine Tool	Outlook 2025 ( I )	
		IMTS 2024 Show Preview	Complete Machining/Process Integration	JIMTOF 2024 Show Preview	
SPECIAL APPLICATIONS			Aerospace Industry	New Energy Technology and Equipment	New-Energy Vehicle (NEV) Industry
TRADE SHOWS		Jul. 3-5, Shanghai International Automotive Manufacturing Technology & Materials Show (AMTS), Shanghai International Assembly & Handling Technology Exhibition (AHTE), Shanghai Aug.8-11, BEIJING ESSEN WELDING & CUTTING FAIR, Shanghai Sept., CIOE 2024, Shenzhen Sept. 9-14, IMTS 2024, Chicago Sept. 24-28, Industrial Automation Show 2024, Metalworking and CNC Machine Tool Show 2024, Robotics Show 2024, Energy Show 2024, Shanghai Sept 25-27, Medtec China 2024, Shanghai Oct., AMTS & AHTE South China 2024, Shenzhen Oct., PTC ASIA 2024, CeMAT ASIA 2024, Shanghai Oct., South China Advance Laser Technology and Application Exhibition 2024, Shenzhen Oct., China International Medical Equipment Fair (CMEF 2024), International Component Manufacturing & Design Show (ICMD 2024) , Shenzhen Oct., NEPCON Asia, Shenzhen Nov., DMP Greater Bay Area Industrial Expo (DMP 2024) , Shenzhen Nov., CHINACOAT 2024, SFCHINA 2024, Guangzhou			

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Ringier Technology Innovation Awards 2024  
荣格技术创新奖  
金属加工行业 Metalworking Industry



Ringier Technology Innovation Awards 2024  
荣格技术创新奖  
智能制造行业 Intelligent Manufacturing Industry

2024 CONFERENCES FOR METALWORKING INDUSTRY



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

- High Efficiency Production and Lean Manufacturing Forum 2024 (Mar., Chengdu China)  
Concurrent Event: Ringier Technology Innovation Awards 2024-Metalworking Industry
- Laser Processing Technology Forum 2024 (Apr., Suzhou China)
- Gear Processing Technology and Application Online Forum 2024 (May, China, Virtual Event)
- High Efficiency Production and Lean Manufacturing Forum 2024(May., Shanghai China)
- The 14th Implantable Interventional Medical Device Innovation Summit 2024(Jul., Suzhou China)
- Semiconductor Manufacturing Process and Materials Forum 2024 (Aug., Shanghai China)
- High Efficiency Production and Lean Manufacturing Forum 2024(Aug., Beijing China)
- Smart Manufacturing Industry Development Conference 2024 (Oct., Suzhou China)  
Concurrent Event: Ringier Technology Innovation Awards 2024 - Intelligent Manufacturing Industry
- ASEAN High-Performance Machining Summit (Mar., Hanoi Vietnam)
- ASEAN Advanced Automotive Manufacturing Summit (Jun., Chonburi Thailand)
- ASEAN Advanced Automotive Manufacturing Summit (Sept., Cikarang Indonesia)
- ASEAN Additive Manufacturing Summit - Medical Device Innovation Technology (Dec., Southeast Asia, Virtual Event)



# Industry and Magazine e-Newsletters

Scheduled industry and magazine e-newsletters targeting specific industries, job functions and decision making responsibilities in China and S. E. Asia deliver relevant news to industry leaders or engineers throughout the year providing insightful and valuable content that readers rely on. It brings your message to the place your target audience visits most – their inbox. Generate immediate response and website traffic by promoting your key products and services by direct communications with your core target audiences.

Language: Simplified Chinese  
Frequency : 20x per year  
Subscriber: 70,200

ISSUE	January	February	March	April	May	June
Topic	Coolant & Lubrication	Turning	Grinding	Laser Machining	Workpieces Clamping	EDM Process
	Five-Axis Machining	Processing Of Difficult-To-Machine Materials				
	-	-	Gear cutting	Threading	Additive Manufacturing	Drilling
ISSUE	July	August	September	October	November	December
Topic	Milling	Finishing	Industrial Robot	Production Measurement Technology	Automated Production Lines	Global progress in plastic recycling technology
	CAD/CAM/CAE Software	Fixturing				
	-	-	Sheet Metal	Micro Machining	Turn-Milling	Large parts machining

## iConnect e-Newsletters

iConnect e-Newsletters bring together all of the latest and best content on a specific topic. Each e-Newsletter provides its sponsors with a cost-effective opportunity to build category thought leadership among a qualified audience of buyers.

### Metal Fabrication

Language: Simplified Chinese  
Frequency : 12x per year  
Subscriber: 23,850

ISSUE	TOPIC
Jan	Plate Processing
Feb	Punching
Mar	Laser Cutting
Apr	Robotic Bending Cell
May	Surface Finishing
Jun	Lean Production Practices
Jul	Parts Sorting
Aug	Die Casting
Sep	Durring
Oct	Plate Rolling
Nov	Additive Manufacturing
Dec	Welding Automation

### Mold Manufacturing

Language: Simplified Chinese  
Frequency : 10x per year  
Subscriber: 8,200

ISSUE	TOPIC
Jan	Forming Technology and Equipment
Feb	Materials for Molds
Mar	Mold Surface Treatment
Apr	Additive Manufacturing
May	Customized/Lightweight Molds
Jun	Electrical Discharge Machining
Jul	DMC review
Aug	Automation And Intelligent Manufacturing
Sep	Laser Machining
Oct	CAD/CAM

### Additive Manufacturing

Language: Simplified Chinese  
Frequency : 6x per year  
Subscriber: 15,100

ISSUE	TOPIC
Jan	Additive Manufacturing outlook 2024
Mar	Application of 3D Printing in Automobile
May	TCT ASIA 2024 Review
Jul	Biodegradable Materials unlock New Opportunities
Sep	Carbon Fiber Composite 3D Printing Technology
Nov	The reshaping of supply chain by additive

### Industrial Robotics

Language: Simplified Chinese  
Frequency : 6x per year  
Subscriber: 36,300

ISSUE	TOPIC
Feb	Annual Robot Industry Report/Collaborative
Apr	"Power of China" - Domestic Industrial Robots
Jun	Robotic Company Financial Report/Motion Control
Aug	Industrial Robotics Report H1 2024/Electronics
Oct	Robotics Summary/Smart Warehousing
Dec	Industrial Robot+Medical Industry

### Aerospace Manufacturing

Language: Simplified Chinese  
Frequency : 6x per year  
Subscriber: 5,200

ISSUE	TOPIC
Feb	Aircraft Lightweighting/Parts Machining
Apr	Aircraft Engine/5-Axis Machining
Jun	Robotic Cell/Digital Assembly
Aug	Composite Material/Large Parts Forming
Oct	Mill-Turn/Gantry Machining Centre
Nov	Additive Manufacturing/Maintenance, Repair, & Overhaul

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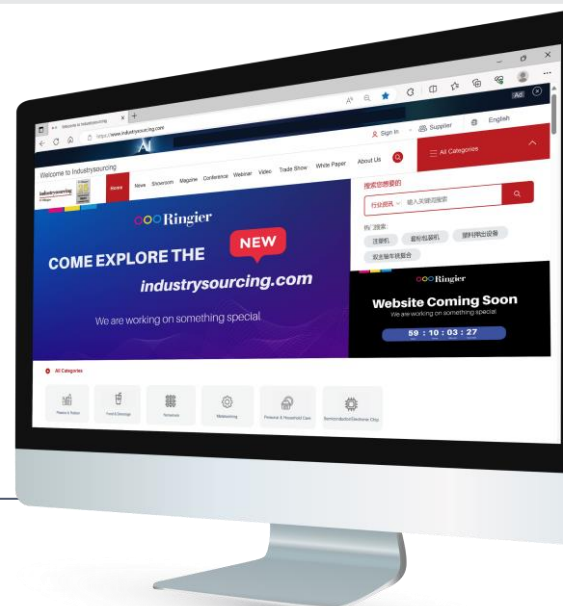
### STATISTICS\*

#### Industrysourcing.com

Monthly Page Views: **3,805,756**  
Monthly Visitors: **176,037**  
Percentage of New Visitors: **59%**

#### Industrysourcing.cn

Monthly Page Views: **5,595,253**  
Monthly Visitors: **401,164**  
Percentage of New Visitors: **62%**



## EMAIL MARKETING

"Personalized" email allows you to focus your online marketing efforts to a highly targeted geographic and/ or demographic segment of contacts in our database. Full reporting metrics provided. Privacy compliant.

## WEBINARS

Webinars are a powerful way to share your industry expertise and position your company as a thought leader in front of your industrial community.

Ringier Webinars provide a content-rich learning experience to your prospective buyers. Events are interactive. Moderators ask and answer questions fully engaging the attendee through a Q&A session.

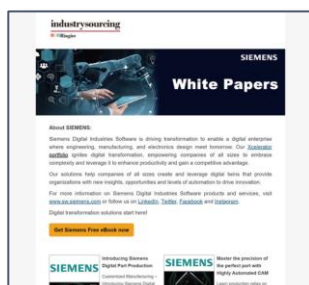


## SOCIAL NETWORKS - WECHAT

Present your company effectively - Use Ringier Social Networks sponsored posts, reach buyers as they're scrolling through social networks. Drive traffic from the biggest and most popular social media.

## WHITE PAPER

Ringier includes your white paper in industry e-newsletters, supplier website and feature item on the homepage of industrysourcing and related vertical website homepages. In addition, your white paper can be noted in ringier's magazines next to related editorial.



## SMS

Send text messages about your latest product or company news directly to your target clients' cell phones!



## VIDEO

Video is one of the most versatile and profitable digital marketing tools. From assisting you recording and editing high-quality videos, to broadcasting your events to help you get more exposure at the big trade show, we are here.



SINCE 1998

From print media to integrated multimedia solutions **Ringier Trade Media Ltd** has consistently been a front runner in the application of new communication technologies. As a leading B2B industrial information provider the company has successfully promoted industrial development for the past 26 years. With a focus on quality content, industry knowledge, excellent service to the communities we serve our various media channels connect and engage with industry experts, suppliers and users.

**Ringier Trade Media** has been shaped by its commitment to innovation, and meeting the needs of customers & readers.

知链公关 PR-Shanghai Smart Link Consulting Company Ltd. (SLC)

PR or "below the line advertising" that tells stories, positions companies as industry/thought leaders is clearly a growing effective form of communication - Our PR experts can help put a program together for you.

## Ringier Brings You A World of Opportunities !

Magazines Websites Showroom Newsletters Email Marketing Conferences Trade Show  
White Paper Videos Content Social Media Webinars PR & Marketing

### Related Magazines Covering Multiple Industries Involved in Metalworking

#### Metalworking



**Int'l Metalworking News for Asia**  
Language: English  
Frequency: 6x a year  
Readership: 47,150

#### Laser



**Industrial Laser News for China**  
Language: Simplified Chinese  
Frequency: 8x a year  
Readership: 43,000

#### Intelligent Manufacturing



**Intelligent Manufacturing News**  
Language: Simplified Chinese  
Frequency: 8x a year  
Readership: 145,810

#### Automotive



**Automotive Manufacturing & Design for China**  
Language: Simplified Chinese  
Frequency: 6x a year  
Readership: 78,710

For more promotion on global markets, please [click here](#)

## CONTACT US

Location	Name	Tel	Email
Mainland China	Maggie Liu	+86-20 2885 5121	maggieliu@ringiertrade.com
Hong Kong, China	Octavia	+852 9648 2561	octavia@ringier.com.hk
Taiwan, China	Sandra Su	+886 4 2329 7318	sandrasu@ringier.com.hk
International	Mike Hay	1-604-440-8478	mchhay@ringier.com.hk
Singapore	Annie Chin	+65 9625 7863	annie@janiamedia.com

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