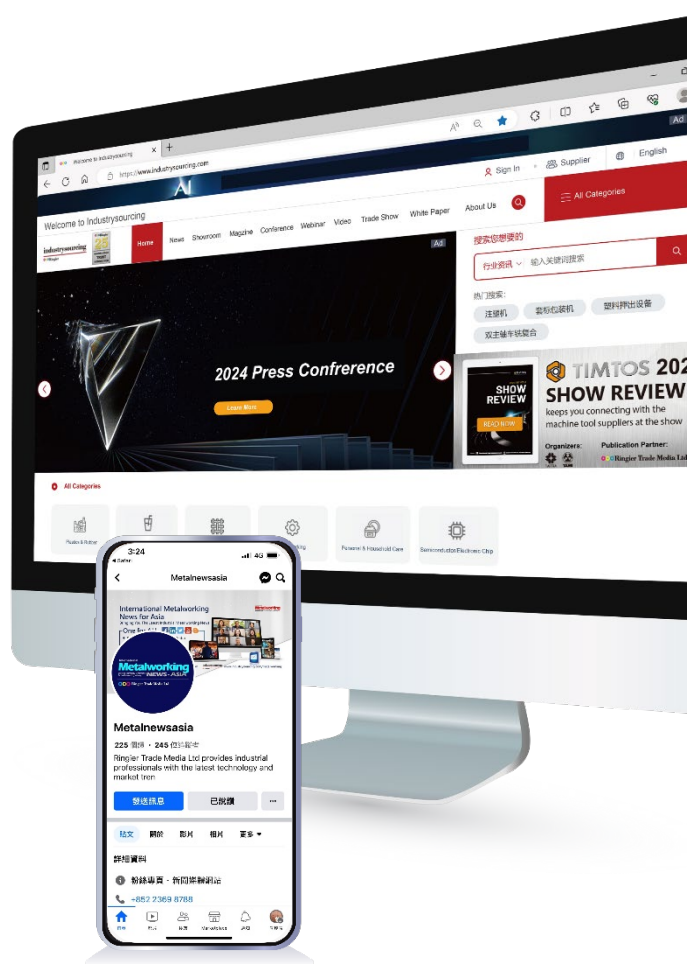


2024 MEDIA PLANNER



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

Gain your competitive metalworking edge in South East Asia's dynamic region

The metalworking industry in South East Asia is expected to grow and diversify in the next few years driven by several factors, such as the Regional Comprehensive Economic Partnership (RCEP) trade pact, the increasing demand for electric vehicles (EV), and the adoption of Industry 4.0 technologies. In fact, South East Asia is one of the fastest-growing regions for steel consumption, with a projected CAGR of 6.2% from 2023 to 2032, propelled by the construction, machinery sectors, and of course automotive, which account for more than 70% of the total steel demand.

The market for all kinds of EVs in Asia Pacific is projected to reach US\$64 billion by 2024. Nissan, Hyundai, General Motors, Ford, BMW, and other major OEMs with extensive production in the region are betting big on EVs. This will create new opportunities for the metalworking industry to supply components and materials for EVs, such as batteries, motors, and lightweight alloys. Meanwhile, the rising requirements for metal products in the aerospace and industrial manufacturing is anticipated to generate more efficient and advanced metal cutting tools, which are essential for the metalworking process. This will also drive the innovation and development of new cutting technologies, such as laser cutting, waterjet cutting, and plasma cutting, which can offer higher precision, speed, and quality.

On the other hand, Industry 4.0 technologies, such as artificial intelligence, robotics, additive manufacturing, and internet of things, are transforming the metalworking industry by enhancing productivity, quality, and innovation. South East Asian countries are investing in infrastructure and skills training to support the adoption of these technologies and move up the manufacturing value chain. For example, Singapore has launched a Smart Industry Readiness Index to help manufacturers assess their readiness for Industry 4.0. The metalworking industry in South East Asia can benefit from all these growth opportunities by expanding its product portfolio, enhancing its productivity, profitability, and gaining a competitive edge in the market.

Key investments projected in the following countries in the region:

- Thailand aims to become a regional hub for EVs and has set a target of having 1.2 million EVs on the road by 2036. Several automakers, such as Toyota, Honda, Nissan, and Hyundai, have announced plans to produce EVs in Thailand.
- Indonesia has set a target to achieve net-zero emissions by 2060 and to increase the share of renewable energy in its energy mix to 23% by 2025. Some of the potential areas for green investment include geothermal energy, waste management, electric vehicles, and green bonds.
- Vietnam is investing in various infrastructure projects, which include the North-South Expressway, the Long Thanh International Airport, the Ninh Thuan Nuclear Power Plant, and the Ho Chi Minh City Metro.
- Electronics and Electrical (E&E) is a growth driver in Malaysia. The E&E industry is targeted to contribute RM 120 billion (US\$25.38) to Malaysian GDP in 2025, as per the 12th Malaysia Plan (12MP).



English Publication
 6 Issues per Year

Total Readership
 47,150

International Metalworking News for Asia (IMNA) print magazines, digital e-magazines, and fully interactive magazine Apps with video links on iTunes and Google Play facilitate technology transfer by providing readers with industry news and trends. For over 15 years, IMNA has been providing readers in Asia practical solutions for improving productivity, reducing cost, and turning innovations into real competitive advantages to advance their operations.

These readers depend on IMNA for detailed technical information for real-world applications Metal Cutting, Lasers, Tooling & Workholding, Software & Control, Metrology, Welding and Metal Forming & Fabrication that can help them develop their business planning and strategies, product quality, process stability, equipment reliability, operator safety and business profitability, as they take advantage of the emerging opportunities from the Asia region.

Our editorial partners include Ringier's family of Metalworking magazines covering the Greater China and a team of authoritative editorial advisors throughout South East Asia.

For suppliers, International Metalworking News for Asia is an effective multimedia platform which provides the latest information on their products and services. Through a dedicated metalworking 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 stay informed. Bi-weekly E-newsletters Auto Manufacturing- Metalworking, Metal Cutting, and Smart Factory featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to the industry with your latest company information. Content Marketing-"soft" advertising that tells your company's story- positions you as industry thought leaders, demonstrates your products technical capabilities through text, video in print, online and social media- Let our experts help create an effective program for you.

FIGURES & READER PROFILE

Published 6x a year in English, International Metalworking News for Asia reaches a qualified controlled readership of **47,150** (including print and digital) 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.

In addition, an active engaged audience follow the various Metalworking social media channels on Twitter, facebook, YouTube, LinkedIn, Blogs with the average monthly page views of 75,000+.

Total Readership



47,150

Int'l Metalworking News for Asia
Subscribers

17,850

Print Magazine readers

29,300

Digital Magazine readers



31,900

Active newsletter subscribers



75,000+

Social media: Facebook,
Twitter, Blogger, Youtube, LinkedIn



110,000

Industrysourcing App is now
installed on 110,000 users devices



Geographic Distribution		
Thailand	4,320	24%
Vietnam	4,115	23%
Malaysia	3,200	18%
Indonesia	3,105	18%
Singapore	1,450	8%
Taiwan, China	605	3%
Philippines	765	4%
Cambodia/Myanmar/Laos	180	1%
HongKong, China	110	1%
Total	17,850	100%

Annual Business Turnover (US\$)	
0-1 million	2%
1.1-2.5 million	12%
2.6-5 million	34%
5.1-10 million	31%
over 10 million	21%

Job Function	
Production / Engineering Management	37%
GM / Owner / President	32%
Design, R&D Management	11%
Purchasing Manager	9%
Testing / Inspection / Quality Control Management	6%
Metallurgy	5%

Metalworking Processing	
Metal Cutting / Drilling / Boring / Tapping / Sawing	79%
Machining Centers / Milling / Turning	75%
CNC Machine Tools	69%
Industrial Lasers	47%
Robotics	30%
Surface Finishing / Honing	29%
Metal Forming / Fabricating	28%
Castings	15%
EDM	14%
Stamping	12%
Welding	5%
Other Processes	5%

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

Business Function	
Auto Parts and Components	22%
Electronics Products	16%
Communication & Computer Equipment	12%
Fabricated / Formed Metal Products	12%
Machinery & Machine Tools	9%
Electrical Components	7%
Molds & Dies	6%
Aerospace	6%
Medical Devices & Components	4%
Importers / Traders / Distributors of Machine Tools / Equipment	3%
Oil and Gas	2%
Instruments, Controls & Related Equipment	2%

2024 Editorial Calendar

Issue	February	April	June
Ad Closing Dates	20 - January	18 - March	7 - May
Machine Tools	Grinding Machines	Machining Centers	Turn-Mills
Lasers & Welding	Laser Cutting Systems	Plasma Cutting	Oxyfuel Cutting
Tooling & Work holding	Milling Tools	Turning Tools	Deburring Tools
Software & Control	CAD/CAM	CNC Machine Controls	Data-Driven Manufacturing
Metrology	Coordinate Measuring Machines (CMM) probes	Laser Scanners / Laser Trackers	Gauging System
Bending/ Forming	Tube Pipe Fabrication	Fully Automatic Metal Forming	Roll Bending
Focus	Malaysia Electrical & Electronics (E&E)	Vietnam 3C Industry (Computer, Communication and Consumer Electronics)	Thailand EV Industry, Industry 4.0
Smart Factory	AI, Machine Learning	Predictive Maintenance	Automation / Robotics
Show Preview	TMTS 2024	MetalTech Malaysia (MTM) 2024	MTA Vietnam 2024 (HCM)
Trade Shows	<ul style="list-style-type: none"> • Mar. 27-31, TMTS 2024, Taiwan • May 15-18, MTA Asia 2024 ,INTERMACH & Subcon 2024,Plastic & Rubber 2024, Thailand • May 15-18, MetalTech Malaysia (MTM) 2024,AUTOMEX 2024, Malaysia • May 28-30, SEMICON Southeast Asia, Malaysia • Jun.17-21, CIMES 2024, Beijing 		

How we delivery the content?

Print



Ezines



Website



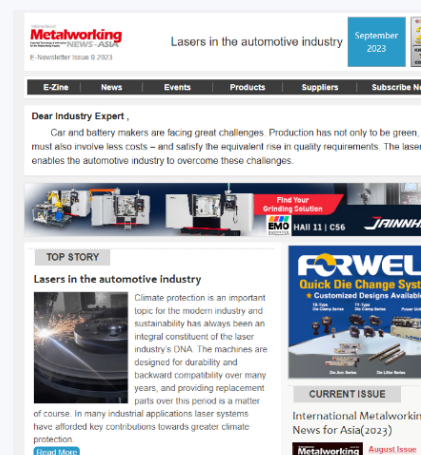
Social media



Follow Metalworking



e-Newsletters



2024 Editorial Calendar

Issue	August	October	December
Ad Closing Dates	9 - July	26 - August	11 - October
Machine Tools	Horizontal and Vertical Lathes	Single and Multi-Spindle Turning Machines	Swiss-Type Turning Machine
Lasers & Welding	CNC Punching	High-Power Laser Diodes	Smart Laser Systems
Tooling & Work holding	Holemaking Tools	Toolholders	Workholding
Software & Control	Shop Management Software	Digital Twin Technology	Manufacturing Execution Systems (MES)
Metrology	Portable Measuring Arms	3D Metrology Software	Probing and Tool Measurement
Bending/ Forming	Incremental Sheet Forming (ISF)	Rotary Bending	Thin-Walled Metal Forming
Focus	Indonesia 2-Wheeler/ Automotive	Singapore Digital Industries	Philippines Precision Manufacturing
Smart Factory	Supply Chain Restructuring	Microfactories	Outlook 2024
Show Preview	Industrial Transformation ASIA-PACIFIC 2024	METALEX Thailand 2024	
Trade Shows	<ul style="list-style-type: none"> • Jul. 2-5, MTA Vietnam 2024 (HCM), Vietnam(HCM) • Jul. 3-5, Electric Vehicle Asia, Thailand • Aug., VME 2024 (Vietnam Manufacturing Expo), Vietnam(Hanoi) • Aug.21-24, Automation Intelligence and Robot Show, Taiwan • Sept.9-14, IMTS 2024, Chicago • Oct., METALEX 2024, Vietnam(HCM) • Oct., MTA Hanoi 2024 Vietnam(Hanoi) • Oct., Industrial Transformation ASIA-PACIFIC, Singapore • Nov, METALEX 2024, Thailand • Dec., Manufacturing Indonesia, Jakarta 2024, Indonesia 		

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.

Mar. 6	2024 ASEAN Electronics & Semiconductor Manufacturing Summit - Smart Manufacturing & Supply Chain (Virtual Event)	Southeast Asia Region
Mar. 12-13	2024 ASEAN High-Performance Machining Summit —Autoparts, Electronics , Assembly automation	Hanoi, Vietnam
Jun. 13-14	2024 ASEAN Advanced Automotive Manufacturing Summit - EV Solutions & Automation Production	Chonburi Thailand
Sep. 05-06	2024 ASEAN Advanced Automotive Manufacturing Summit - Flexible Production & EV Solutions	Cikarang Indonesia
Nov. 19	2024 ASEAN Electronics & Semiconductor Manufacturing Summit - IoT, AI and Embedded Systems (Virtual Event)	Southeast Asia Region
Dec. 13	2024 ASEAN Additive Manufacturing Summit:Medical Device Innovation Technology (Virtual Event)	Southeast Asia Region

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: English, Frequency: 18X Subscriber: 31,900

ISSUE	January	February	March	April	May	June
Topic	Outlook 2024 Report	Digital Twin in Automotive Production	How 5-Axis Machining Can Improve the Performance and Efficiency of Cutting Tools and Materials	AI Applications in Automotive Assembly and Production Lines	How Metrology Can Support the Development of New Materials for Industrial Manufacturing	Using 3D Printing to Fabricate Production Parts
	-	Handling Various Types of Metals Using Laser Cutting	-	Automation and Dark Factories	-	Components and Functions of CNC Machine Controls
ISSUE	July	August	September	October	November	December
Topic	Personalization and Customization of Products and Components Using Laser Cutting	Robots and Cobots to Achieve Greater Efficiencies	Supporting the Quality Control and Inspection of Manufacturing Processes using CMM Probes	The Concept and Characteristics of Metal Forming 4.0	Streamline and Automate Your Manufacturing Business Using Shop Management Software	New Machining Methods and Technologies
	-	Creating Complex, Precise Shapes and Geometries Using 5-Axis Machining	-	How Milling Tools Can Improve the Quality and Productivity of Machining Operations	-	Outlook 2025: Metalworking Trends in Asia

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.

Semiconductor/Electronics

Language: English, Frequency: 6X Subscriber: TBC

ISSUE	January	March	May	July	September	November
Topic	Design Automation/Analog Devices	Memory ICs/ Embedded Systems/PCB	Optoelectronics/Wireless and Networking/ Programmable Logic	Test & Measurement/ Industrial Automation/ Power Management	FPGAs/ PLDs/ Sensors/MCU	RFICs/ Processors/ Controllers

Metal Cutting

Language: English, Frequency: 3X Subscriber: 7,100

ISSUE	April	August	December
Topic	Creating Complex Shapes and Structures Using Laser Metal Deposition and Cutting	Different Types of Cutting Tools and Techniques	Metal Cutting Innovations and Trends Shaping the Future of Industrial Manufacturing

Automation

Language: English, Frequency: 6X Subscriber: 10,100

ISSUE	January	March	May	July	September	November
Topic	Improving Quality, Productivity, and Efficiency of Manufacturing Using AI	Cloud Computing to Increase Flexibility, Scalability, and Reliability of Manufacturing	Creating Complex and Customized Shapes and Geometries Using Additive Manufacturing	How Robots and Cobots Integrate Different Departments In the Manufacturing Value Chain	Evaluating Various Scenarios and Alternatives with Digital Twin	IIoT Enable Data Collection, Analysis, and Optimization of Manufacturing Activities Thru IIoT

Auto Manufacturing-Metalworking

Language: English, Frequency: 6X Subscriber: 6,300

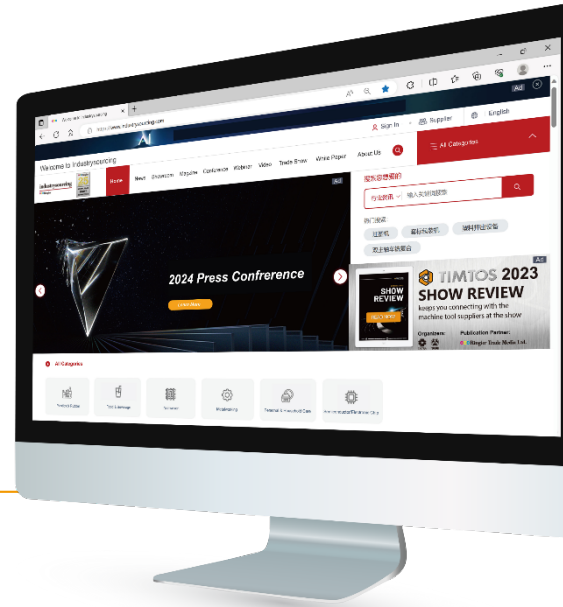
ISSUE	January	March	May	July	September	November
Topic	How Metal Cutting Reduces Waste and Emissions of Cars by Using Recycled Materials and Minimizing Scrap	Exploring Different Metalworking Processes to Create Lightweight and Durable Components for Evs	How Metal Additive Manufacturing can Enable Innovative and Customized Designs for Evs	High-Speed Machining Parts to Create Fine Features and Details	Reduce Waste and Emissions of Materials and Energy Using Hybrid Machining	How Metal Cutting Tools Can Adapt to the Changing Demands of EV Manufacturing

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Promote awareness of your brand across **industrysourcing.com** and **industrysourcing.cn**. Reach your target audience with highly visible ads.

Getting more leads begins with having your Product Showrooms in the websites trade marketplace.

STATISTICS*	Industrysourcing.com	Industrysourcing.cn
	Monthly Page Views: 3,805,756	Monthly Page Views: 5,595,253
	Monthly Visitors: 176,037	Monthly Visitors: 401,164
	Percentage of New Visitors: 59%	Percentage of New Visitors: 62%



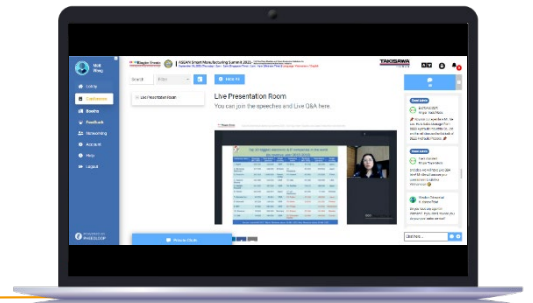
EMAIL MARKETING

“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.

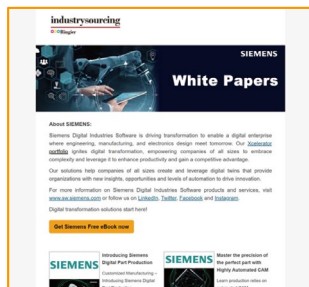


Social media

Leverage Ringier's social media network to expand your reach, boost brand awareness, and promote your products and services. The content that our experienced editors post on the on Facebook, Twitter, LinkedIn, Blog, YouTube, WhatsApp, Zalo and other social media platforms will help the buyers to learn about industry news, industry trends, applications, and related events and etc.

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 4K videos, to broadcasting your events to help you get more exposure at the big trade show, we are here.