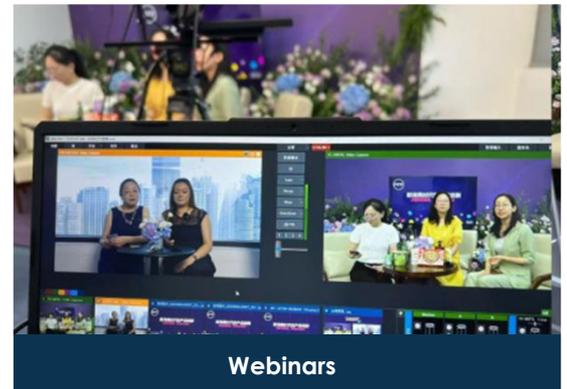


Multimedia Solutions 2026 Media Kit

-  Lead Generation
-  Branding
-  Direct Contact



Conferences, Custom Events, Conventions



Webinars



Newsletters, Email Marketing



Content Marketing, Videos, PR



Web, Showroom, Whitepaper



Social Media, APP

International Metalworking News for Asia enables strong client engagement on a continuous basis by utilizing its deep, qualified databases and leading content that generates leads, fosters client engagement, and drives revenue growth.

Metalworking Momentum: Southeast Asia's 2026 Roadmap

The South East Asian metalworking industry is entering 2026 with strong momentum, driven by infrastructure development, automotive innovation, and the rapid adoption of advanced manufacturing technologies. Key markets—Indonesia, Vietnam, Thailand, Malaysia, and Singapore—are all intensifying investments in industrial upgrades, making the region one of the most dynamic hubs for metalworking globally. According to Frost & Sullivan, Southeast Asia's machine tools and metalworking equipment market is projected to grow at a CAGR of 6.8% through 2026, with the automotive, aerospace, and construction sectors as the primary growth engines.

Automotive & EV Expansion

The automotive industry continues to shift toward electric vehicles (EVs), with Thailand and Indonesia positioning themselves as key EV production centers. This transition is spurring demand for precision machining, lightweight alloys, and advanced welding technologies to meet new vehicle architectures. Local suppliers are also integrating more automation to remain competitive in the EV supply chain.

Aerospace & Precision Manufacturing

Singapore and Malaysia are strengthening their aerospace clusters with new investments in aircraft component manufacturing and MRO (maintenance, repair, and overhaul). These sectors rely heavily on CNC machining, high-performance alloys, and additive manufacturing. Demand for five-axis machining centers and metal 3D printing is expected to rise by over 10% in 2026 as manufacturers seek faster prototyping and complex geometries.

Infrastructure & Smart Cities

Mega infrastructure projects—from Indonesia's new capital city (Nusantara) to Vietnam's industrial parks—are fueling demand for steel, aluminum, and high-strength composites. The construction sector's reliance on fabricated metal products will grow in tandem with government-backed projects across transportation, energy, and housing.

Industry 4.0 & Digital Transformation

The adoption of Industry 4.0 technologies is accelerating across Southeast Asia. IoT-enabled machine tools, AI-driven predictive maintenance, and robotics are now central to improving productivity and reducing downtime. Cloud-based monitoring systems are allowing SMEs to compete with larger manufacturers through real-time data insights.

Sustainability & Green Manufacturing

Sustainability is no longer optional. Companies are investing in low-carbon processes, recycled materials, and energy-efficient furnaces to align with carbon reduction goals set by ASEAN governments. Circular economy principles are reshaping supply chains, while innovations in electric arc furnaces (EAF) are reducing steelmaking emissions and energy costs.

Looking Ahead

The Southeast Asian metalworking industry in 2026 is poised for transformational change. By embracing automation, sustainability, and regional collaboration, companies can secure a competitive edge. The convergence of smart technologies, advanced materials, and regional manufacturing practices will define the roadmap forward, ensuring the industry not only meets the demands of today but also sets the foundation for long-term global leadership.



English Publication
 6 Issues per Year

Total Readership
 48,150

International Metalworking News for Asia (IMNA) print magazines, digital e-magazines, 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 **48,150** (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 85,000+.

Total Readership



48,150

Int'l Metalworking News for Asia Readers

18,150

Print Magazine readers

30,000

Digital Magazine readers



31,900

Active newsletter readers



85,000+

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



108,000

Industrysourcing App is now installed on 108,000 users devices



Geographic Distribution		
Thailand	4,220	24%
Vietnam	4,115	23%
Indonesia	3,405	18%
Malaysia	3,300	18%
Singapore	1,450	8%
Philippines	765	4%
Taiwan, China	605	3%
Cambodia/Myanmar/Laos	180	1%
HongKong, China	110	1%
Total	18,150	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	11%
Metal Hardware	10%
Machinery & Machine Tools	7%
Electrical Components, Semiconductor	7%
New Energy Vehicle	6%
Aerospace	6%
Molds & Dies	4%
Medical Devices & Components	4%
Importers / Traders / Distributors of Machine Tools / Equipment	3%
Oil and Gas	2%
Instruments, Controls & Related Equipment	2%

2026 Editorial Calendar

Issue	February	April	June
Ad Closing Dates	19-Jan	06-Mar	27-Apr
Machine Tools	Smart Manufacturing: Integrating IoT and AI in Machine Tools	Sustainable Machining: Green Practices in the Machine Tools Industry	Advances in 5-Axis Machining: Precision and Efficiency Redefined
Lasers & Welding	Laser Applications In Indonesia's Growing Manufacturing Sector	Laser Surface Treatment For Corrosion and Wear Resistance	Robotics-assisted Welding for Precision and Scale
Tooling & Work holding	IoT-enabled Adaptive Tooling for Precision Machining	Digitally Monitored, Modular Fixturing Setups	Workholding For Aerospace Components And Composites
Software & Control	Smart CAM with AI-driven Programming and Integration	Edge-to-Cloud Monitoring and Remote Diagnostics	Cybersecurity for Connected CNC and IOT Systems
Metrology	Automation in Optical & Inline Quality Checking	Real-time, Inline Metrology for High-throughput Operations	Portable and Flexible Metrology for On-site QC
Bending/ Forming	Flex Forming for High-strength Automotive Parts	Smart Bending for EV Battery Housing And Energy Sectors	Tube Forming Innovations for Energy Infrastructure
Focus	Indonesia's Precision Sector Growth Trends	Vietnam's Medical Device/tool Manufacturing Boom	Thailand Accelerating Automotive Supply Chain & EV Mandates
Smart Factory	Robotics and Automation to Mitigate Labor Shortages	IoT and AI in Process Optimization	Predictive Maintenance Using AI/IoT
Show Preview	TMTS 2026	MetalTech Malaysia (MTM) 2026	MTA Vietnam 2026 (HCM)
Trade Shows	Mar. 25-28, TMTS 2026, Taiwan April. 21-25, CCMT 2026, Shanghai May. 5-7, SEMICON Southeast Asia, Malaysia May. 14-17, MTA Asia 2026, INTERMACH & Subcon 2026, Plastic & Rubber 2026, Thailand May. 20-23, MetalTech Malaysia (MTM) 2026, AUTOMEX 2026, Malaysia 'June 17-20, InterPlas Thailand 2026/Automotive Manufacturing, Thailand		

Print



Ezines



Website

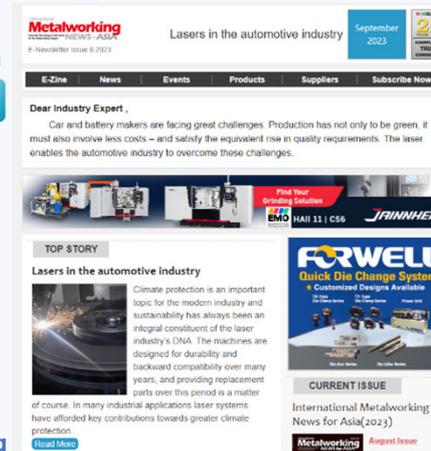


Social media



Follow Metalworking

e-Newsletters



2026 Editorial Calendar

Issue	August	October	December
Ad Closing Dates	03-Jul	25-Aug	10-Oct
Machine Tools	Advanced Machine Tools for Semiconductors & EV Parts	Hybrid Machining (Additive + Subtractive) for Flexibility	Fully Autonomous, Lights-out Machining Trends
Lasers & Welding	Laser Micro-machining for Electronics & Medical Segments	Next-gen Welding Consumables for Efficiency & Durability	Integration of Lasers Into AI-led Robotic Platforms
Tooling & Work holding	Smart Clamping for Micro-Precision Manufacturing	Modular, Plug-and-play Tooling Systems	Smart Tooling for Advanced Alloys
Software & Control	Digital Twins for Toolpath Simulation and Optimization	Open Platforms & Cybersecurity in Manufacturing Software	Human-Machine Collaboration via AR/VR Control Systems
Metrology	Nanometrology for Micro-Components	Blockchain for QA traceability	High-precision QA in Smart Factories
Bending / Forming	Sheet Metal Forming for Housing & Infrastructure	High-strength Alloy Forming for Aerospace	Future of Automated Bending Lines with AI
Focus	Malaysia's Electronics and Semiconductor Expansions	Singapore's R&D leadership in Industry 4.0	Philippines Entering Aerospace & Shipbuilding Niche
Smart Factory	AR-Driven Operator Interfaces for Smart Lines	Smart Factories Powered by Low-Latency 5G/TSN Networks	Outlook 2026
Show Preview	Industrial Transformation ASIA-PACIFIC 2026	METALEX Thailand 2026	
Trade Shows	July., M'SIA-PACK & FOODPRO, M'SIA-PLAS 2026, Malaysia July. 1-4, MTA Vietnam 2026 (HCM), Vietnam Sept., Industrial Automation Show 2026, Metalworking and CNC Machine Tool Show 2026, Robotics Show 2026, Energy Show 2026, Shanghai Sept. 14-19, IMTS 2026, Chicago Oct., METALEX Vietnam 2026, Vietnam Oct. 21-23, MTA Vietnam 2026 (HCM), Vietnam Nov., METALEX Thailand 2026, Thailand		

2026 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

- 2026 ASEAN High-Performance Machining Summit —Autoparts, Electronics, Assembly automation (Mar 10-11, Ho Chi Minh, Vietnam)
- Advanced Manufacturing Industry Development Conference 2026 (Apr 10-11, Chengdu China)
- AI Intelligent Manufacturing Innovation Application Summit 2026 (June, Suzhou China)
- 2026 eVTOL Key Technology and Manufacturing Industry Development Conference (Jul, Chongqing China)
- The 16th Implantable Interventional Medical Device Innovation Summit 2026 (Aug, Suzhou China)
- Aircraft Manufacturing and Component Processing Technology Forum 2026 (Aug, Xi'an China)
- Humanoid Robot Precision Manufacturing and Materials Innovation Forum 2026 (Oct, Shanghai China)
- 2026 ASEAN Advanced Automotive Manufacturing Summit - Flexible Production & EV Solutions (Nov. 3-4, Cikarang, Indonesia)

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 Readership: 31,900

ISSUE	January	February	March	April	May	June
Topic	2026 Outlook: How AI, Green Manufacturing, and Regional Policies Are Reshaping Metalworking	Generative AI in Manufacturing: From Design Optimization to Shop Floor Execution	Next-Gen Materials: Lightweight Alloys and Composites for EV and Aerospace Applications	Robotics + Additive: Hybrid Systems Driving Efficiency in Automotive and Aerospace	Green Machining: Decarbonizing Metalworking Through Circular Economy Practices	Cybersecurity by Design: Protecting Smart Factories From Evolving Threats
	-	Green Steel & Low-Carbon Metals: How EAF and Hydrogen Are Reshaping Metalworking	-	5G-Enabled Smart Factories: Unlocking Real-Time Control and Edge Connectivity	-	Cobots in Metalworking: Scaling Human-Machine Collaboration for SMEs
ISSUE	July	August	September	October	November	December
Topic	Edge AI in CNC: Real-Time Analytics for Precision Machining		Advanced Metrology in EV Manufacturing: Digital Twins for Quality Assurance	Sustainable Welding: AI, Laser, and Materials Innovation for Energy Efficiency	Workforce 5.0: Reskilling for Human + AI Collaboration in Smart Factories	The Autonomous Factory Vision 2030: Where Southeast Asia Stands
	-	Robotics-as-a-Service (RaaS): Unlocking Affordable Automation for SMEs	-	AI-Powered Predictive Maintenance: Reducing Downtime in Metalworking Operations	-	Additive Manufacturing 2.0: From Prototyping to Full-Scale Metal Production

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 Readership: 2,830

ISSUE	January	March	May	July	September	November
Topic	Beyond Moore's Law: Scaling Chips With 2D Materials and Advanced Packaging	Sustainability in Electronics: Green Factories and Carbon-Neutral Semiconductors	AI Chips and Edge Computing: Powering the Next Industrial Revolution	Semiconductor Supply Chains in Southeast Asia: Building Resilience Amid Global Shifts	Chiplets & Heterogeneous Integration: Redefining Semiconductor Design	Quantum-Ready Electronics: Preparing Infrastructure for the Next Leap

Intelligent Automation Language: English, Frequency: 10X Readership: 9,860

ISSUE	January	March	Apr	May	June	July	September	October	November	December
Topic	Industrial Generative AI: Transforming Decision-Making in Factories	Autonomous Mobile Robots (AMRs) in Warehousing and Production Lines	From Cloud to Edge: Enabling Low-Latency Intelligence in Smart Factories.	Digital Twins + AI: Unlocking Predictive Manufacturing at Scale	Securing OT & IT Convergence in the Era of Connected Factories	Human-Centric Automation: AR/VR Training and Cobots for Workforce Enablement	Energy-Aware Automation: Balancing Efficiency and Sustainability	AI-Powered Quality Control: Moving from Reactive to Predictive Manufacturing	AI Governance in Automation: Ethics, Security, and Regulation	Self-Healing Factories: The Rise of Autonomous Manufacturing Systems

Auto Manufacturing-Metalworking Language: English, Frequency: 6X Readership: 5,900

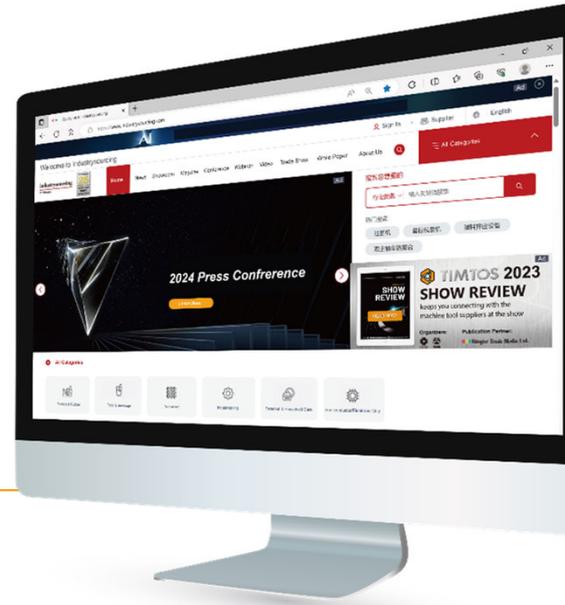
ISSUE	January	March	May	July	September	November
Topic	EV-Ready Manufacturing: Lightweighting and Battery-Integrated Structures	Next-Gen Steel & Aluminum Alloys for Safety and Sustainability	Welding 4.0: Robotics and AI in Automotive Joining Technologies	Additive Manufacturing for Automotive Tooling and Spare Parts	EV Powertrain Manufacturing: Precision Machining for Motors and Inverters	Smart Assembly Lines: AI and IoT for Flexible Automotive Production

DIGITAL ADS & SHOWROOM
on **industrysourcing.com** & **industrysourcing.cn**

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: 5,122,905	Monthly Page Views: 6,518,998
	Monthly Visitors: 213,972	Monthly Visitors: 535,739
	Percentage of New Visitors: 79%	Percentage of New Visitors: 70%



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.

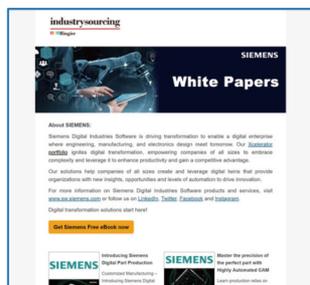


SOCIAL NETWORKS - WECHAT

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

Ringer 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 since 1998. 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.



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.

Events

- Conferences(Hybrid events) - China/S.E. Asia
- Webinars- China/S.E. Asia
- Innovation Awards
- Custom Events
- Virtual Conferences
- Workshops

B2B Media

- Magazines - China/S.E. Asia
- Digital Media
- Social Media
- International Media Partners
- Content Marketing

Data Base-Direct Marketing

- 20+Vertical Industries
- 30+ Industry Newsletter
- China + S.E. Asia Markets
- Integrated Media Strategies
- White Papers
- Webcasts
- Podcasts

PR

- Article Content/Press release/Application story/Brand story
- Media management/ Press Release/Mass media
- Video Shooting/Editing
- WeChat Account Operation

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@janianmedia.com

FOLLOW US ON

FACEBOOK



LINKEDIN



TWITTER



BLOGGER



YOUTUBE



2026 ad rates EUR € - China&Asia

6x

IMNA	6x	3x	1x
1 page 4C	2130	2340	2520
1 page b&w	1490	1650	1760
2/3 page 4C	1820	1990	2130
2/3 page b&w	1280	1390	1490
1/2 island 4C	1630	1760	1880
1/2 island b&w	1130	1220	1330
1/2 4C	1400	1570	1670
1/2 b&w	1000	1090	1160
1/3 4C	1140	1230	1340
1/3 b&w	770	870	950
1/4 4C	1000	1090	1160
1/4 b&w	700	750	810