国际 International Metalworking News for China
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Ringier

# Multimedia Solutions for International Metalworking News for China

## 2026 Media Kit

- Lead Generation
- Branding
- Direct Contact

Magazine

Conferences, Custom Events, Conventions

Webinars

Newsletters, Email Marketing

Content Marketing, Videos, PR

Web, Showroom, Whitepaper

Social Media, APP

**International Metalworking News for China** 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.

# New Growth Drivers Propel China's Machine Tool Industry to "Take Off"

According to the 2024 World Machine Tool Survey statistical report by Gardner Intelligence, the global machine tool market's total production value reached $83.4 billion in 2024, with China leading the world at $27.3 billion. China ($8.2 billion) surpassed Germany ($8.0 billion) to become the world's largest machine tool exporter. China's accumulated experience and technological advantages in drone manufacturing, humanoid robots, and new energy vehicles (NEVs) have made domestically-produced machine tools favored by international customers.

**Aerospace:**
The "China Civil Aviation Market Forecast Annual Report 2024-2043" released by the Aviation Industry Corporation of China (AVIC) projects that China's civil aviation market will require an additional 8,278 civil aircraft of various types between 2024 and 2043. The sustained growth of China's civil aviation industry will inevitably drive upstream manufacturing towards higher precision, greater efficiency, and increased intelligence.

**Drones:**
Drone industry is developing rapidly. As reported by Guangming Daily, by the end of 2024, China had over 3,000 drone manufacturers, forming a complete chain encompassing composite materials, power systems, sensor technology, flight control systems, and whole-machine manufacturing. It is projected that by 2035, China's drone market size could reach 3.5 trillion yuan.

**Humanoid Robots:**
The global humanoid robot market size is projected to exceed $8.5 billion in 2025, while China's market is expected to reach 8.239 billion yuan, accounting for 50% of the global total. The Gaogong Robot Industry Research Institute (GGII) forecasts global humanoid robot sales to reach 12,400 units in 2025, with a market value of 6.339 billion yuan, of which China's sales could hit 7,300 units.

Long-term prospects for the humanoid robot market are vast. The Humanoid Robot Industry Research Report predicts China's market size will be approximately 2.76 billion yuan in 2024, surge to 10.471 billion yuan in 2026, reach 75 billion yuan in 2029 (capturing 32.7% of the global market and ranking first worldwide), and potentially hit 300 billion yuan by 2035.

**Artificial Intelligence (AI):**
Data shows China will continue to lead AI market development in the Asia-Pacific region, accounting for over 50% of the region's total AI spending. International Data Corporation (IDC) projects China's total AI investment will exceed $100 billion by 2028, with a five-year compound annual growth rate (CAGR) of 35.2%.

The 2025 Government Work Report, for the first time, dedicated a separate policy section to "AI+," explicitly calling for the continuous advancement of the "AI Plus" initiative. This aims to combine China's digital strengths with its manufacturing foundation and market scale to promote the application of large model technology in more fields. The report also identified intelligent connected NEVs and AI terminal devices (such as smartphones, robots) as key development directions. It emphasized strengthening national computing power infrastructure and building competitive digital industrial clusters through optimized resource allocation.

**New Energy Vehicles (NEVs):**
According to data from the China Association of Automobile Manufacturers (CAAM), China's total vehicle sales in 2024 reached 31.436 million units, with NEV sales hitting 12.866 million units, surpassing the 10-million mark for the first time.

The core engine for NEV sales growth in 2025 will be hybrid vehicles. Range-extended electric vehicles (REEVs), with lower entry barriers, will also become a major growth driver. The sales ratio between pure electric vehicles (BEVs) and hybrids is expected to shift from 7:3 in 2023 and 6:4 in 2024 to 5:5 in 2025.

The explosive growth of intelligent driving technology was undoubtedly the biggest surprise in China's auto market in 2024. The key focus of intelligent driving has rapidly evolved: from "corner cases" and high-precision maps two years ago, to Bird's Eye View (BEV) and Occupancy Networks a year ago, and now to end-to-end systems, world models, Vision-Language Models (VLM), and even Vision-Language-Action models (VLA).

**Opportunities for Machine Tool Industry:**
These burgeoning fields present significant opportunities for the machine tool industry. For instance:

**Humanoid Robots:** Require micro-machining and precision grinding technologies to produce high-precision, low-friction joint components.

**Drones:** Frames, propellers, and motor mounts necessitate five-axis machining technology for efficient processing, along with advanced surface treatment technologies to enhance corrosion and wear resistance.

**AI:** Machine tool makers can provide high-precision machining services for components used in semiconductor manufacturing equipment (like lithography machines and wafer processing tools), ensuring the precision and stability of chip production.

**Language: Simplified Chinese**
**7 Issues per Year (Includes 1 Buyer's Guide)**

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
115,100

# FIGURES & READER PROFILE

Published 7x (6x Print/Digital + 1x Buyer guide) a year in Simplified Chinese***, International Metalworking News for China*** reaches a qualified controlled readership of 115,100 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.

3,800 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 31,000+ engaged followers.

## *Total Readership*

**115,100**
Metalworking Industry Readership

**46,300**
Print Magazine readers

**68,800**
Digital Magazine readers

**69,900**
Active newsletter Readership

**31,000+**
WeChat followers

**108,000**
Industrysourcing App is now installed on 108,000 users devices

## Geographic Distribution

| | | |
|---|---|---|
| Shanghai | 7,350 | 11% |
| Jiangsu | 7,670 | 19% |
| Guangdong | 7,490 | 19% |
| Zhejiang | 5,395 | 10% |
| Shandong | 3,045 | 9% |
| Beijing | 3,030 | 8% |
| North East of China | 1,520 | 4% |
| Hebei | 1,800 | 3% |
| Tianjin | 1,160 | 3% |
| Sichuan | 1,010 | 2% |
| Chongqing | 1209 | 2% |
| Hubei | 915 | 2% |
| Fujian | 830 | 2% |
| Henan | 925 | 1% |
| Shaanxi | 680 | 1% |
| Hunan | 490 | 1% |
| Rest of China | 151 | 2% |
| **Mainland China** | **44,670** | **96%** |
| Taiwan, China | 1,610 | 2% |
| Hong Kong, China | 200 | 2% |
| **Total** | **46,300** | **100%** |

## Major Products Manufactured

*Note：Total tab to more than 100% due to multiple responses

## Metalworking Processes Used

*Note：Total tab to more than 100% due to multiple responses

## Job Function

## Annual Business Turnover (US$)

# 2026 Editorial Calendar

| ISSUE | March | April | June |
|---|---|---|---|
| AD Closing Dates | 20-Jan | 27-Feb | 28-Apr |
| METAL CUTTING | Grinding<br>Micro machining | Gear cutting<br>5 Axis machining | Large parts machining |
| METAL FORMING | Fricition stir welding<br>MIG/MAG welding | Die casting<br>Punching | Electrical discharge machining<br>TIG welding |
| TOOLING & FIXTURING | Milling tool<br>Tool coating | Artificial Intelligence & tool selection<br>tool life monitoring | Tool handle and holder<br>Tool setting gauge |
| AUTOMATION & SOFTWARE & CONTROL SYSTEM & INDUSTRY MEASURING | Artificial Intelligence & machine tools<br>process monitoring | NC System<br>Smart factory | Artificial Intelligence & measurement<br>Cutting fluid and lubrication |
| FEATURE | Outlook 2026(Ⅱ) | CCMT 2026 show preview | CCMT 2026 show review |
| SPECIAL APPLICATIONS | New energy vehicles machining<br>Humanoid robots machining | Low-altitude drone machining | Mould & Die manufacturing |
| TRADE SHOWS | Mar 18-20.,Laser World of Photonics China 2026,Shanghai<br>Mar 23-26.,CME China machine tool exhibition,Shanghai<br>Mar 25-27.,Vision China 2026, Productronica China 2026,Shanghai<br>Mar 25-28.,TMTS 2026,Taiwan<br>Mar 31-Apr.3.,The 26th Shenzhen International Machinery Manufacturing Industry Exhibition 2026,Shenzhen<br>Apr 8-11.,China International Medical Equipment Fair (CMEF 2025), International Component Manufacturing & Design Show (ICMD 2025),Shanghai<br>Apr 9-12.,Suzhou International Machine Tool Exhibition,Suzhou<br>Apr. 21-25.,CCMT 2026,Shanghai<br>May.,The 21st Optics Valley of China International Optoelectronic Exposition And Forum (OVC Expo 2026),Wuhan<br>May.,The 26th Exhibition of LiJia International machine tool Chongqing,Chongqing<br>May 13-15.,18th China Int'l Battery Fair,Shenzhen<br>May 25-29.,CIMES 2026,Beijing<br>June.,Die & Mould China 2026 (DMC 2026),Shanghai<br>Jun 3-5.,19th (2026) Int'l Photovoltaic Power Generation and Smart Energy Conference & Exhibiton,Shanghai<br>Jun 10-12.,South China International Industry Fair 2026 · LASERFAIR SHENZHEN 2026,Shenzhen | | |

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

## How we delivery the content?

**Print**

**Ezines** **Website**

**Video**

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

**Social Media WeChat**

Follow us on WeChat

**e-Newsletters**

# 2026 Editorial Calendar

| ISSUE | August<br>Buyer Guide | September | October | November |
|---|---|---|---|---|
| AD Closing Dates | 01-July | 27-July | 15-Sep | 27-Oct |
| METAL CUTTING | Buyers' Guide<br>Cutting Tools<br>Fixtures & System<br>Parts & Accessories & Automation<br>Test, Measurement, Software & Control System<br>Cooling Fluid & Lubrication<br>Surface Finishing<br>Machine Tool<br>3D Printing Machine & Materials<br>Trade Show Organizer & Association, Others | Turning/Milling | Processing of difficult-to-machine materials | Turn-milling<br>Titanium Cutting |
| METAL FORMING | | Plate processing<br>Laser welding | Welding Robot system | Laser Cut |
| TOOLING & FIXTURING | | Turning tool | Threading tool<br>Precision clamping | Drilling tool<br>Indexable blade |
| AUTOMATION & SOFTWARE & CONTROL SYSTEM & INDUSTRY MEASURING | | Robotic bending cell | Artificial Intelligence & machine tools | Sensor<br>Predictive maintenance |
| FEATURE | | IMTS 2026 Show Preview | MWCS 2026 Show Review | Outlook 2027(Ⅰ) |
| SPECIAL APPLICATIONS | | Humanoid robots machining | 3C & Semiconductor machining | Aerospace machining |
| TRADE SHOWS | Jul 8-10., Automotive Manufacturing Technology & Materials Show（AMTS 2026）· The 18th International Assembly & handling Technology Exhibition (AHTE 2026),Shanghai<br>Sept.,Industrial Automation Show 2026, Metalworking and CNC Machine Tool Show 2026,Robotics Show 2026,Energy Show 2026,Shanghai<br>Sept 1-3.,Medtec China 2026,Shanghai<br>Sept.,China International Medical Equipment Fair (CMEF 2026), International Component Manufacturing & Design Show (ICMD 2026),Guangzhou<br>Oct.,PTC ASIA 2026,CeMAT ASIA 2026,Shanghai<br>Nov.,DMP Greater Bay Area Industrial Expo (DMP 2026),Shenzhen | | | |

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

## Win the industry's leading award!

To enter your company or sponsor this event
Contact: innovation@ringiertrade.com

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

## 2026 CONFERENCES FOR METALWORKING INDUSTRY

Ringier Events
Connecting industry through information exchange!

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,Chengdu China)
- AI Intelligent Manufacturing Innovation Application Summit 2026(June,Suzhou China)
- 2026 eVTOL Key Technology and Manufacturing Industry Development Conference(Jul .,Chongqing China)
- Aircraft Manufacturing and Component Processing Technology Forum 2026(Aug,Xi'an 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: Simplified Chinese
Frequency : 20x per year
Readership: 69,900

| ISSUE | January | February | March | April | May | June |
|---|---|---|---|---|---|---|
| Topic | Five-axis machining | Turning | Micro machining | Gear cutting | Processing of difficult-to-machine materials | Milling |
| | - | - | Grinding | Drilling | Fixturing | Finishing |

| ISSUE | July | August | September | October | November | December |
|---|---|---|---|---|---|---|
| Topic | Production Measurement Technology | Turn-milling | Automated production lines | CNC System | Threading | Industrial Robot |
| | | | Sheet Metal | Large parts machining | CAD/CAM/CAE Software | Coolant & Lubrication |

# 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*
*Readership: 24,650*

| ISSUE | TOPIC |
|---|---|
| Jan | Die casting |
| Feb | Lean production practices |
| Mar | Laser cutting |
| Apr | Welding automation |
| May | Surface finishing |
| Jun | Durring |
| Jul | Robotic bending cell |
| Aug | Punching |
| Sep | Plate processing |
| Oct | Plate rolling |
| Nov | Additive manufacturing |
| Dec | Laser welding |

### Robotics

*Language: Simplified Chinese*
*Frequency : 6x per year*
*Readership: 38,500*

| ISSUE | TOPIC |
|---|---|
| Feb | Industrial Robotics Market 2026 Outlook |
| Apr | Humanoid Robot +Dexterous Hand |
| Jun | Embodied AI & Robotics Joint module & Reducer |
| Aug | Cobots+AI in Industrial Applications |
| Oct | Industrial Robot+ Automobile Manufacturing + Electronics Manufacturing/Medical– New Technologies and Case Studies |
| Dec | Year-End Robotics Review Smart Warehousing |

### Aerospace Manufacturing

*Language: Simplified Chinese*
*Frequency : 6x per year*
*Readership: 9,800*

| ISSUE | TOPIC |
|---|---|
| Feb | Aircraft engine<br>Composite material |
| Apr | Low-altitude drone machining<br>5-axis machining |
| Jun | Additive manufacturing<br>Maintenance, Repair & Overhaul |
| Aug | Robotic cell<br>Digital assembly |
| Oct | Aircraft lightweighting<br>Low-altitude drone machining |
| Nov | Composite material |

### Additive Manufacturing

*Language: Simplified Chinese*
*Frequency : 6x per year*
*Readership: 15,200*

| ISSUE | TOPIC |
|---|---|
| Jan | Artificial Intelligence in Additive Manufacturing |
| Mar | Innovative Applications of Metal 3D Printing |
| May | Advanced Composite 3D Printing |
| Jul | 3D Printing Polymer Consumables and Forming Technology |
| Sep | Customized Solutions for Additive Manufacturing of Medical Devices |
| Nov | 3D Printing Injection Molds and Applications |

## 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**

Monthly Page Views：**5,122,905**
Monthly Visitors:**213,972**
Percentage of New Visitors: **79%**

**Industrysourcing.cn**

Monthly Page Views: **6,518,998**
Monthly Visitors: **535,739**
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.

Ringier

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.

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.

## 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**

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## FOLLOW US ON

## 2026 ad rates EUR € - China&Asia

5x+1x(digital only)+1BG)

| IMN | 7x | 6x | 3x | 1x |
|---|---|---|---|---|
| **1 page 4C** | 3050 | 3440 | 3770 | 4130 |
| **1 page b&w** | 2140 | 2410 | 2660 | 2880 |
| **2/3 page 4C** | 2590 | 2920 | 3210 | 3500 |
| **2/3 page b&w** | 1800 | 2060 | 2230 | 2450 |
| **1/2 island 4C** | 2590 | 2920 | 3210 | 3500 |
| **1/2 island b&w** | 1800 | 2060 | 2230 | 2450 |
| **1/2 4C** | 2010 | 2270 | 2480 | 2730 |
| **1/2 b&w** | 1400 | 1600 | 1750 | 1910 |
| **1/3 4C** | 1630 | 1820 | 2000 | 2200 |
| **1/3 b&w** | 1130 | 1280 | 1390 | 1550 |
| **1/4 4C** | 1390 | 1590 | 1750 | 1890 |
| **1/4 b&w** | 990 | 1120 | 1200 | 1320 |

*Special Notes for 1/2 island page
1. Only appear in the 2nd half of the magazine
2. The special position in the 1st half of the magazine(not including covers, the first 20 pages), the rate is charged as a full page.