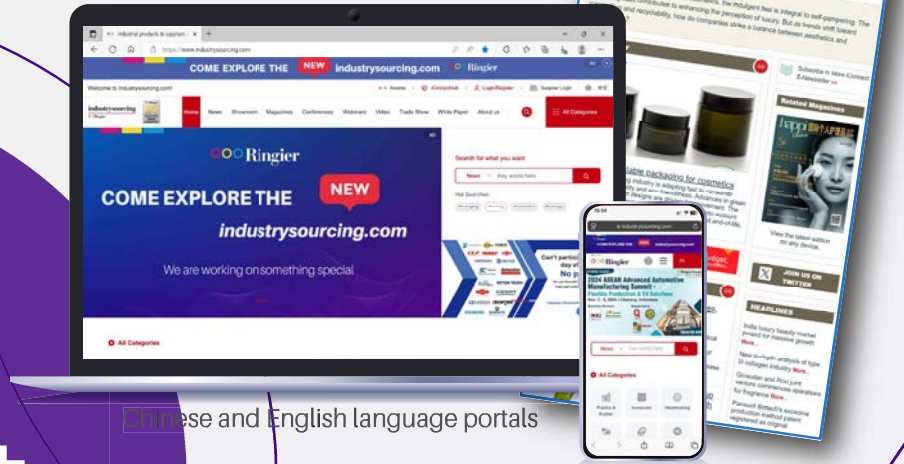


Digital Media Kit 2025



Chinese and English language portals



Multi-channel digital marketing to promote your business



Build Brand and Product Awareness

365 days of non-stop promotion



Generate positive sales leads

Direct access to your potential buyers with precise databases.



Drive Web Traffic

with our online ads campaigns and social network.

HOW WE CAN HELP YOU

We make business happen!

Solutions	Page
BRANDING & TRAFFIC DRIVING SOLUTIONS	
Supplier and Product Showroom	4
Supplier and Product Video Hosting	5
Keywords - Supplier/Product Search	6
Online Banner Advertising - Website, Apps	7
Social Network	22
SMS	25
LEAD GENERATION SOLUTIONS / CONTENT CREATION	
Industry e-Newletter Sponsorships	27
EDM / e-Blast	35
Webinars	36
Whitepaper Bundles	39
Video Content Marketing	40

PROVEN RESULTS ARE THE REASONS MORE CLIENTS TRUST US



Partical partners, listed in no particular order.

BRANDING & TRAFFIC DRIVING SOLUTIONS

- Supplier and Product Showroom
- Supplier and Product Video Hosting
- Keywords - Supplier/Product Search
- Online Banner Advertising - Website, Apps
- Social Network
- SMS



About *industrysourcing*

Ringier's industry marketplace, *industrysourcing*, is a resource center for manufacturers and suppliers in China, Asia and the rest of the world. Our websites provide the latest information about products, technologies and market trends in Chinese and English for industrial professionals. The Chinese website (industrysourcing.cn) links buyers and suppliers within China, while the English version website (industrysourcing.com) offers an effective export channel for suppliers to sell in South East Asia, China and around the world.



Your Target Audience

Ringier industry website serves manufacturing decision-makers who plan the purchase of machinery, materials and execute manufacturing strategies, R&D, technical engineers and plant managers who evaluate and make recommendations.



23 Industry Verticals (including specific **17** Chinese & **6** English websites)

Each website features video interviews and editorial content designed to engage visitors and showcase your online promotions, as decision-makers consistently turn to our site for the latest solutions for their manufacturing processes.



Leading online marketplace **100%** Specialised online platform for industrial machinery, parts, raw materials, materials, components and equipments.



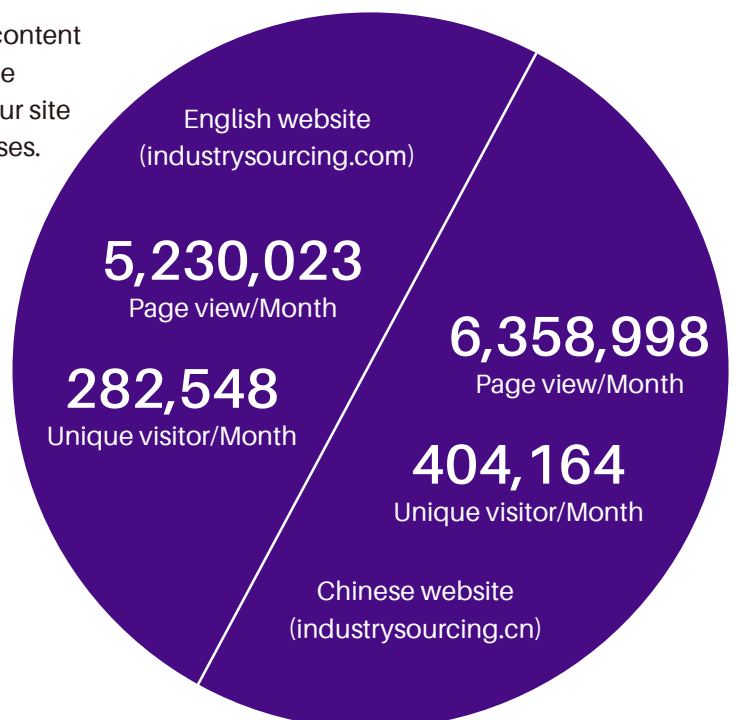
Ringier digital marketing tools put you in touch with an ever-growing industry marketplace who use *industrysourcing* in China and the rest of the world.



Marketing solutions on *industrysourcing* sites are suitable for new business development.

76% visitors of *industrysourcing.com* are new visitors

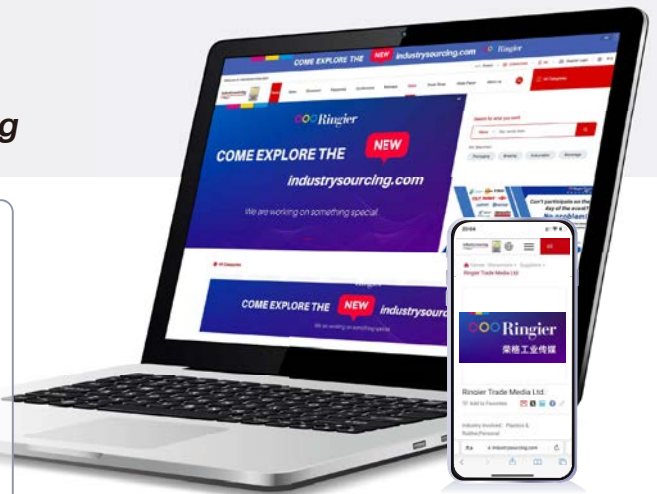
66% visitors of *industrysourcing.cn* are new visitors



* Data source: Analytics Jan-Jul, 2024

Supplier & Product Showroom

Connect to a world of opportunities at *industrysourcing*



Create a fully customized Supplier & Product Showrooms for your company that is hosted at *industrysourcing*.

- You will be connected with potential buyers when they source at *industrysourcing* using the powerful built-in search engine within the site.
- Your supplier profile & product pages are all designed for maximum SEO results on search engines such as Baidu, Google.
- A decision to enhance your Supplier & Product Showrooms can make or break your prospect's decision to spend time in your showroom, generate leads, or contact you. Not only can you improve the information in your showroom, but also drive traffic to it with an extended advertising bundle.

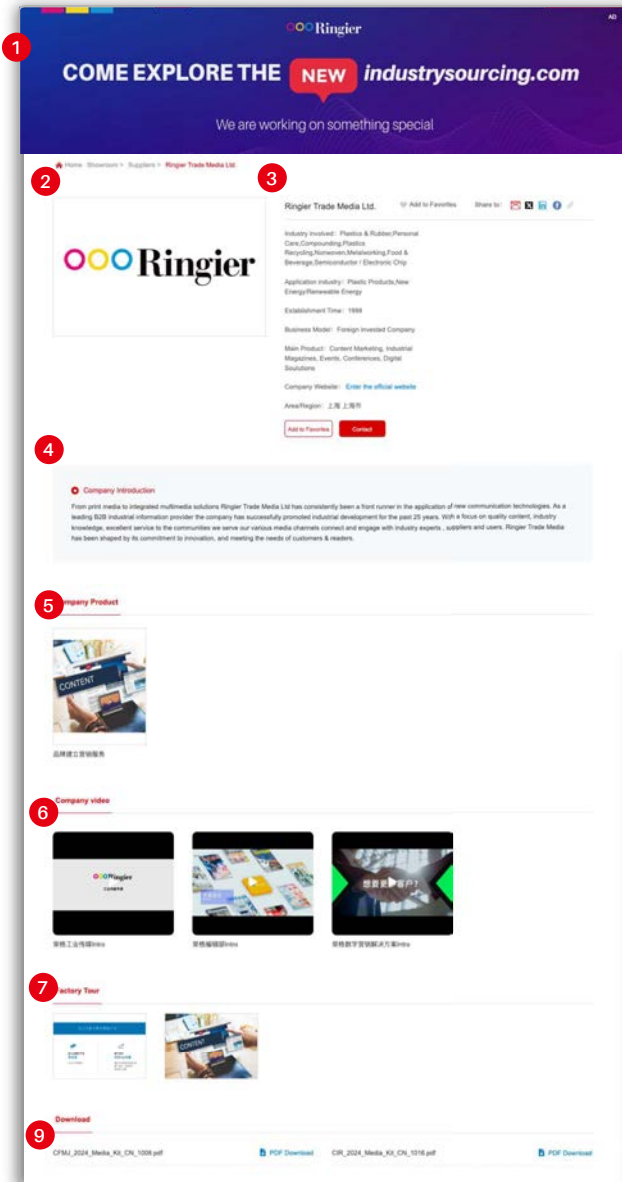
Use Showroom to explain your unique value proposition and help visitors understand why they should consider you.

		Platinum	Gold	Silver	Bronze	Paid Product
Supplier Showroom Features						
1. Company Profile	Company Logo*1	√	√	√	√	√
	Slide Banner*4	√	√	√	√	√
	Basic Company Info: Name, Business Model, Establishment Time, Area, Main Product, Industry, Website	√	√	√	√	√
	Company Introduction 3000 characters limited	√	√	√	√	√
	Contact: Company Name, Company Tel, Company Email, Company Address, Website, Contacts, Email, Telephone	√	√	√	√	√
2. Products & Services	Product Pages	20	15	10	5	Number of paid products
	Product Gallery: image+text	√	√	√	√	√
	Basic Product Info: Name, Images, Industry	√	√	√	√	√
	Product Introduction:500 word limited	√	√	√	√	√
	Contact: Company Name, Company Tel, Company Email, Company Address, Website, Contacts, Email, Telephone	√	√	√	√	√
3. Pictures(10 pieces)	√	√	√	√	√	
4. Downloads	√	√	√	√	√	
5. Press Release	√	√	√	√	√	
6. Contact & Enquiry	√	√	√	√	√	
7. Interactive Functions	Check buyer's inquires	√	√	√	√	√


Promotion Bundle Packages						
1. SEO	SEO specialist consultant support	√	√	√	√	√
2. Industrysourcing	As Hot supplier/product on <i>industrysourcing</i>	Two month	One month	One month	--	--
	Product keywords on one related vertical site	4 keywords, each one run 3 months	2 keywords, each one run 3 months	1 keyword two months	One keyword one month	--
	Article pages of your company in related vertical site will link to showroom pages	√	√	√	√	--
3. eNewsletter	Selected supplier or product in related e-newsletter	9x	6x	3x	1x	--
	Text ad in e-newsletter	4	3	2	1	--
4. Social Network	You can choose our social media networks to get more exposure	2	1	--	--	--
5. EDM	Special EDM (with paid products) to selected reader/buyer database	1 (2000 names)	--	--	--	--

Rates (USD)						
12 months	Chinese version or English version	4,400	3,200	2,400	1,300	See rates for showroom paid products, based on number of consecutive months booked
	Chinese version+English version	5,400	4,000	3,000	1,500	
6 months	Chinese version or English version	2,650	2,250	1,700	900	
	Chinese version+English version	3,800	2,800	2,100	1,100	
Time/Service reduced by half						

Sample of supplier showroom



Supplier Showroom Features

- 1 **Slide Banner*4**
Slide images gallery.
- 2 **Company Logo**
- 3 **Basic Company Info**
:Name, Business Model, Establishment Time, Area, Main Product, Application industry, Industry involved. Company Website, Contacts
- 4 **Company Description**
Describes your company background to position you as a strong and reliable supplier in this market.(3000 characters limited)
- 5 **Products Gallery**
Allows your company to showcase all kinds of products, including a brief description and product images.
- 6 **Video Hosting** 
- 7 **Factory Tour**
Images Gallery (10 pieces)
- 8 **Related News**
Display related articles about you.
- 9 **Downloads**
Company and product brochures, Certifications, Specification sheets (title, thumbnail & PDF file)



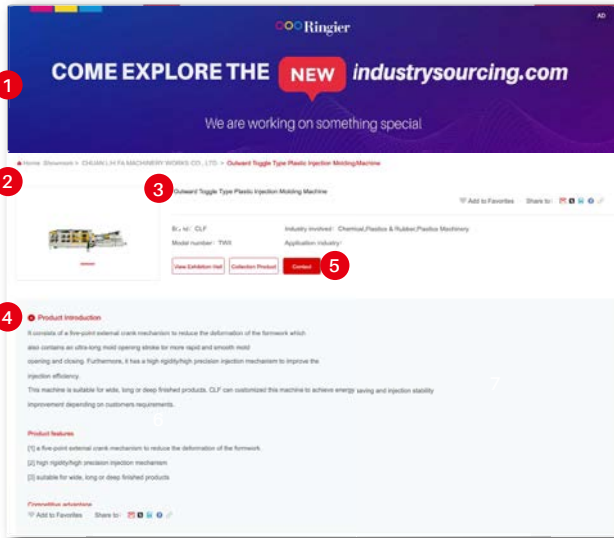
- 9 **Video Hosting** 
You can choose optional upgrade service for video hosting at industrysourcing

Rates (USD/Month), based on number of consecutive months booked

	Duration	6 Months	12 Months
Per video, Per Month Paid video hosting for six months at least, for Chinese or English Site	0-240 seconds	170	160

Contact your Ringier representative for more information.

Sample of product showroom



Product Showroom Features

- 1 Slide Banner*4
Slide images gallery.
- 2 Product Images
3 images rotation.
- 3 Basic Product Info
Name, Model Number, Industry
- 4 Product Description
Free Style Text (3000 characters limited)/ HTML if provided
- 5 Interactive Function
Buyers can directly contact you, or purchase online. And you could check the buyers' inquires.

Ask your Ringier representative for more information.

Rates (USD/Month), based on number of consecutive months booked

Options	IS.cn Chinese			IS.com Chinese			IS Chinese + English		
	3x	6x	12x	3x	6x	12x	3x	6x	12x
1st product show room (per month)	80	70	70	80	70	70	100	90	90
2-19 products (per product/month)	60	60	50	60	60	50	70	70	60
20 or more (per product/month)	50	50	40	50	50	40	60	60	50

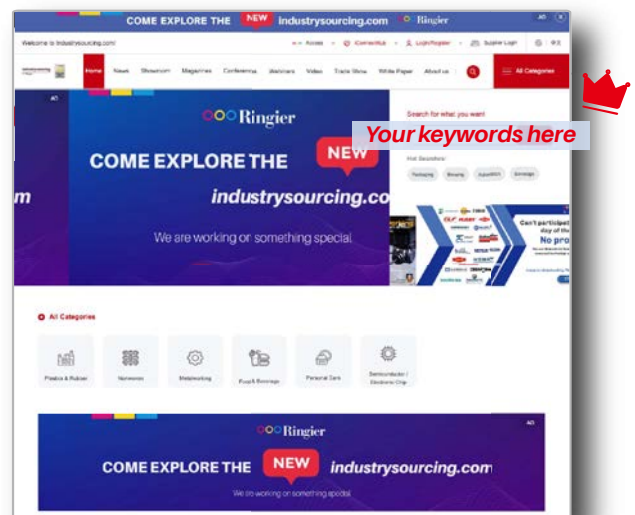
Keywords - Supplier/Product Search

Buyers will find you!

Every day on **industysourcing**, buyers search for products and suppliers, performing over 410,000 searches each month. Our robust search function seamlessly connects buyers with all relevant suppliers in the IndustrySourcing.com marketplace. Buyers can search directly from the IndustrySourcing homepage and vertical websites! Buyers search from the **industysourcing** homepage, Vertical websites!

Rates (USD/per month), based on number of consecutive months booked

Options	Chinese or English Site	Notes
Homepage	250	Only 4 keywords
Vertical Sites	230	Only 4 keywords

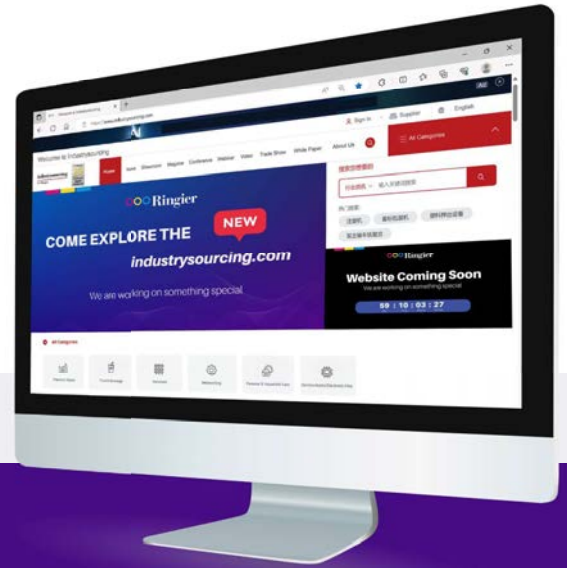
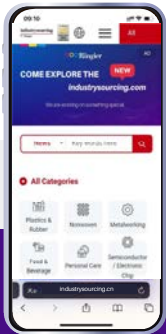


Banner Advertising at *industrysourcing*

industrysourcing.cn
industrysourcing.com

Drive buyers to your Supplier & Product Showroom and Company official website.

NEW



Reach your best prospects on the Web.

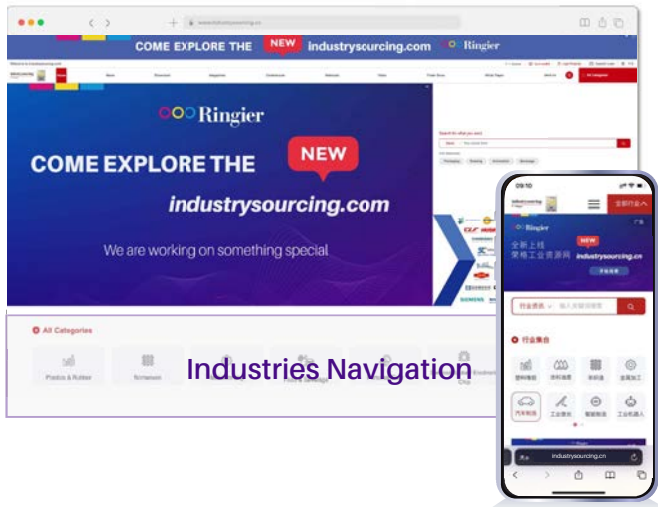
- Reach one million industry professionals each month in China, Southeast Asia, and beyond!
- Use strategically positioned banner ads to target your customers at industrysourcing
- Enhance your brand & product awareness
- Drive traffic directly to your Supplier & Product Showroom at Industrysourcing or your company website
- Maximize online presence
- Your banner ads can be targeted by selecting a specific sector of the website
- You will receive a monthly summary report detailing your banner traffic

- *industrysourcing* Homepage
- Vertical Site Homepage
- Suppliers Homepage
- Products Homepage
- Article Details Page
- Whitepaper Listing Page
- Whitepaper Page
- Webinar Homepage
- Tradeshow Site Homepage
- e-Magezine Page
- Contextual Advertising

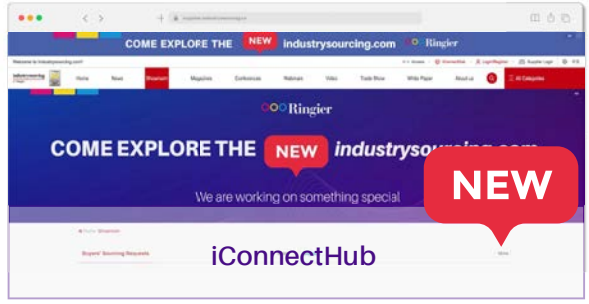
NEW

New industrysourcing.com!

The new industrysourcing (industrysourcing.cn | industrysourcing.com) will bring users unprecedented experience!

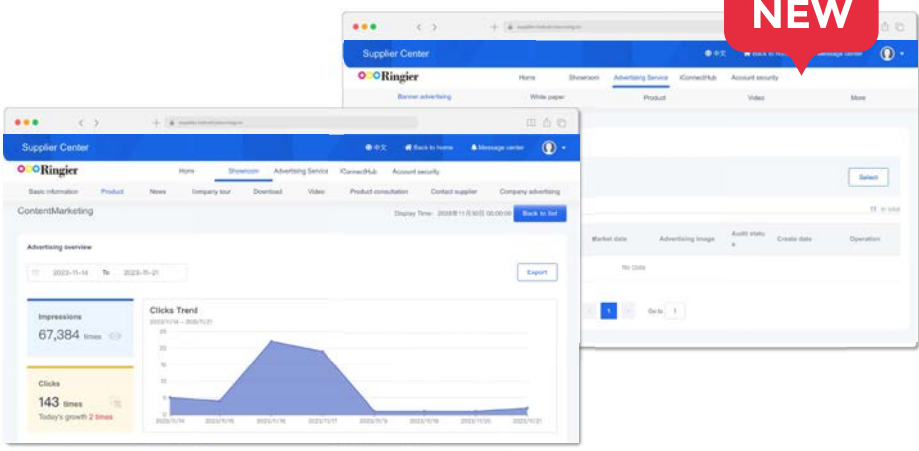


iConnectHub provides online matching platform for industrial B2B enterprises!



Widescreen and full-screen design for larger visuals and more options.
 Site-wide adaptability for multiple devices and browsers.
 Quick navigation focused on industry information.

NEW



- New Ringier Supplier Center**
- √ Easy to upload advertising materials
 - √ View the report at any time
 - √ Strong report charts
 - √ Quickly identify active user areas

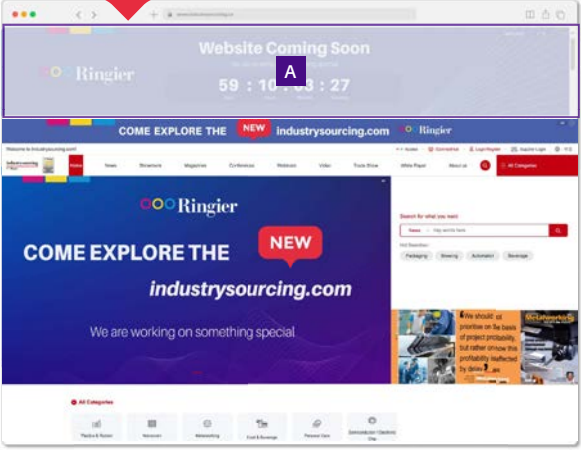
NEW



- New Ringier Member Center**
- √ Log in anytime for easy browsing
 - √ Release supply and demand information via iConnectHub
 - √ Collect information, events, and videos anytime
 - √ Subscribe to magazines and newsletters
 - √ Register for conferences and webinars
 - √ Click and share content directly to social media with a click

industrysourcing Top Banner

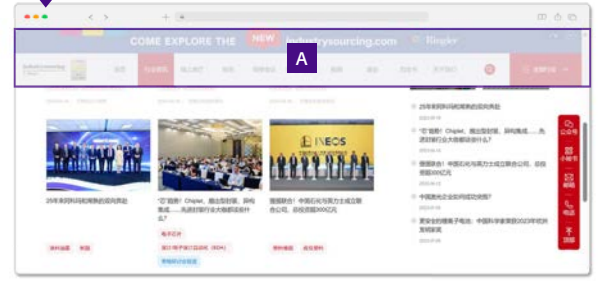
NEW Exclusive Expand from the top when you first open the page



Back to Navigator Banner after 5 seconds



Keep with the Navigator if not closed



A Top banner

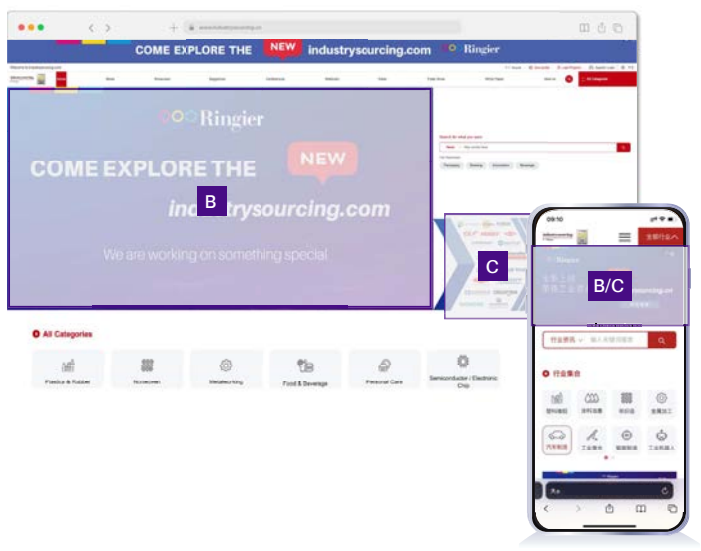
Exclusive! Only 1 position available. 2 positions with same link for 1 client
 1920*300 px | 1920*100 pixel
 JPG 200k

2 positions with same link for 1 client

Rates (USD/Month), based on number of consecutive months booked

Options	Size	Notes	IS.com English			IS.cn Chinese		
			3x	6x	12x	3x	6x	12x
Top Pop-up Banner	1920*300px	Only 1 position	8,090	7,710	7,290	12,140	11,550	11,110
Top Navigator Banner	1920*100px	Only 1 position						

Sample of Homepage



industrysourcing.cn industrysourcing.com

B Slide Banner - Left/Big*3

3 positions rotation
 1300*680 pixel
 JPG 40k

C Slide Banner - Under search box/Right

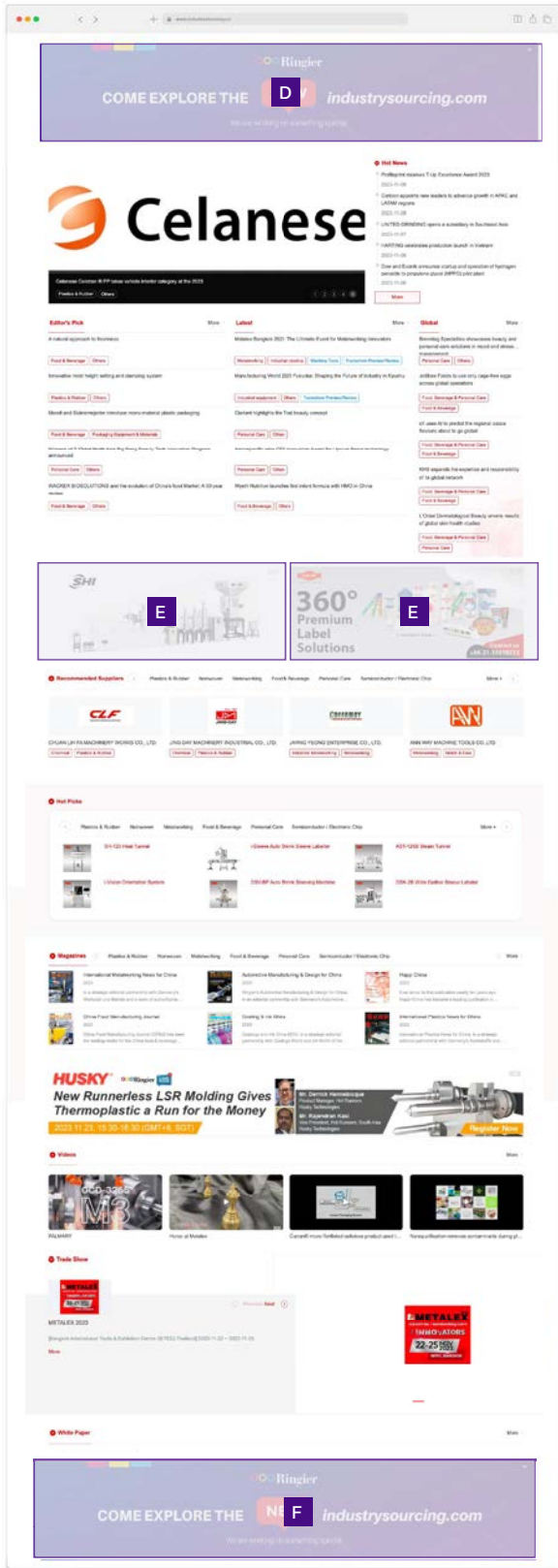
3 positions rotation
 650*340 pixel
 JPG 40k

*For mobile, B/C is displayed in the same area

Rates (USD/Month), based on number of consecutive months booked

Options	Size	Notes	IS.com English			IS.cn Chinese		
			3x	6x	12x	3x	6x	12x
Slide Banner - Left/Big	1300*680px	3 positions rotation	4,860	4,620	4,370	7,290	6,930	6,670
Slide Banner - Under search box/Right	650*340 px	3 positions rotation	3,240	3,090	2,920	4,860	4,620	4,450

Sample of Homepage



industrysourcing.cn
industrysourcing.com

D Full-width Banner - 1st place*2

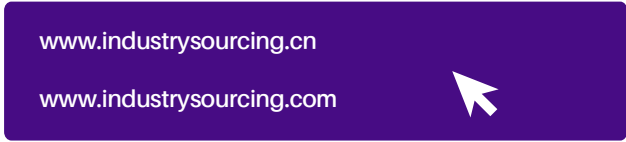
2 positions rotation
1560*300 pixel
JPG 40k

E Display Banner*2

2 positions rotation
760*300 pixel
JPG 40k

F Full-width Bottom Banner*2

2 positions rotation
1560*300 pixel
JPG 40k

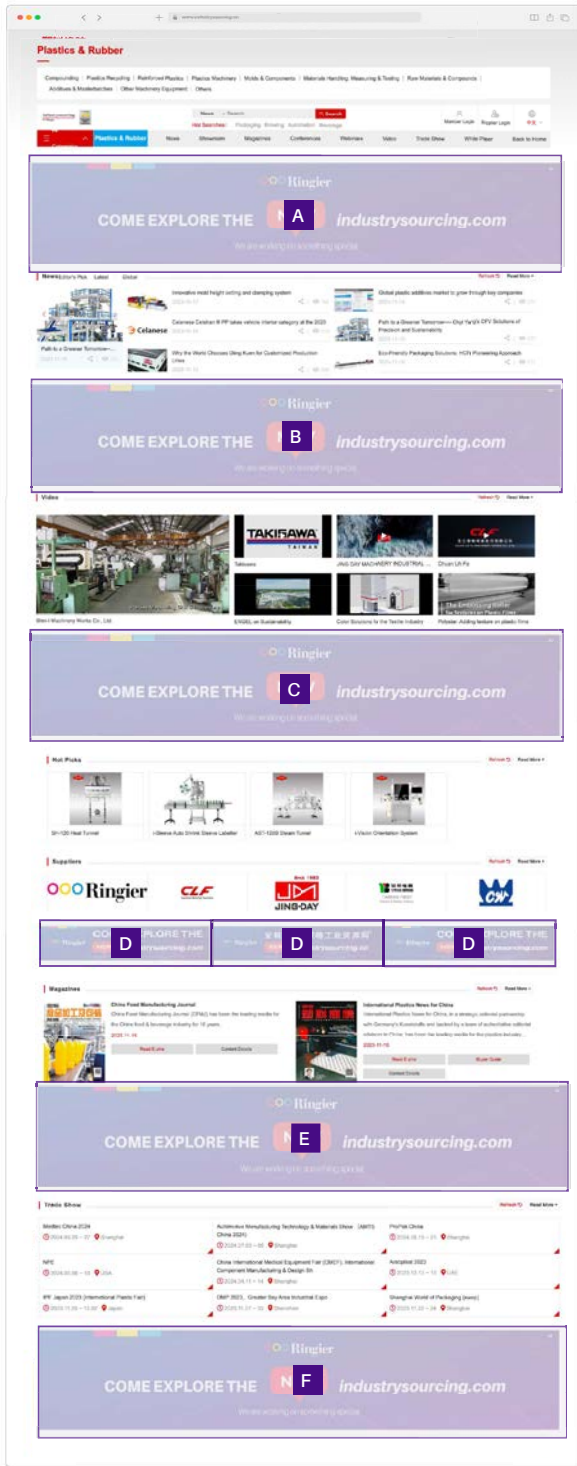


Rates (USD/Month), based on number of consecutive months booked

Options	Size	Notes	IS.com English			IS.cn Chinese		
			3x	6x	12x	3x	6x	12x
D Full-width Banner -1st place	1560*300px	2 positions rotation	3,210	2,820	2,570	4,760	4,520	4,480
E Display Banner	760*300px	2 positions	1,930	1,730	1,540	2,050	1,930	1,730
F Full-width Bottom Banner	1560*300px	2 positions rotation	2,080	1,830	1,660	2,860	2,710	2,690

Vertical Site Homepage

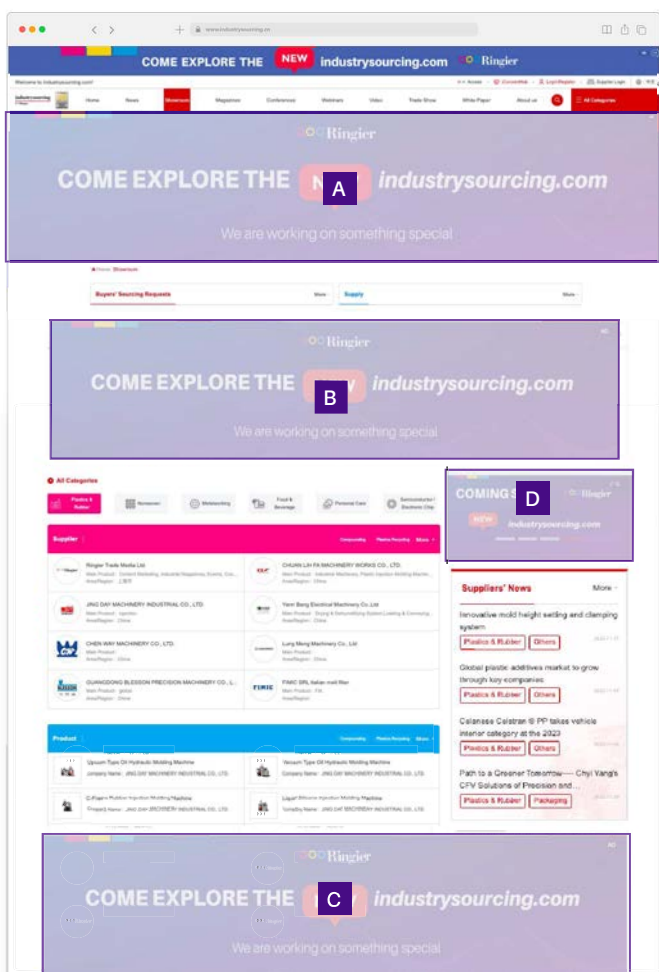
- A Slide Banner*3**
3 positions rotation, 2 seconds
1400*350 pixel
JPG 40k
 - B Full-width Banner - 1st place**
Only 1 position
1400*300 pixel
JPG 40k
 - C Full-width Banner - 2nd place**
Only 1 position
1400*300 pixel
JPG 40k
 - D Display Banner*3**
3 positions
460*110 px
GIF/JPG 40k
 - E Full-width Banner-3rd place*1**
Only 1 position
1400*300 pixel
JPG 40k
 - F Full-width Bottom Banner*1**
Only 1 position
1400*300 pixel
JPG 40k
- ★ **Additional discount:**
You can obtain 50% discount to book Full-width Bottom Banner*1 (options-F) when you have booked Slide Banner*1 (options-A) .



Rates (USD/Month), based on number of consecutive months booked

Options	Size	Notes	IS.com English			IS.cn Chinese		
			3x	6x	12x	3x	6x	12x
A	Slide Banner	1400*350 px 3 positions rotation	2,630	2,500	2,360	4,050	3,860	3,610
B	Full-width Banner-1st place	1400*300 px Only 1 position	1,410	1,290	1,170	1,840	1,710	1,540
C	Full-width Banner-2nd place	1400*300 px Only 1 position	1,130	1,030	940	1,470	1,370	1,230
D	Display Banner	460*110 px 3 positions	580	520	480	650	580	550
E	Full-width Banner-3rd place	1400*300 px Only 1 position	710	650	590	920	860	770
F	Full-width Banner	1400*300 px Only 1 position	920	830	760	1,200	1,110	1,000

Sample of Showroom Homepage



Showroom Homepage

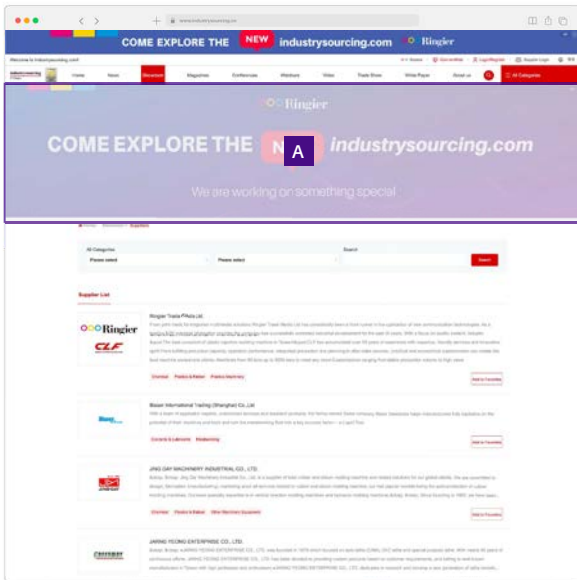
- A** Slide Banner*3
3 positions rotation, 2 seconds
1920*450 pixel
JPG 40k
- B** Full-width Banner - 1st place
Only 1 position, no rotating
1560*300 pixel
GIF/JPG 40k
Animation 15s
- C** Full-width Bottom Banner
Only 1 position, no rotating
1560*300 pixel
GIF/JPG 40k
Animation 15s
- D** Button Banner*2
3 positions rotation, 2 seconds
435*200 pixel
JPG 40k
Animation 15s

Contact your Ringier representative for more information.

Rates (USD/Month), based on number of consecutive months booked

Options	Size	Notes	IS.com English			IS.cn Chinese		
			3x	6x	12x	3x	6x	12x
A Slide Banner	1920*450 px	3 positions rotation	990	885	800	1,090	1,010	870
B Full-width Banner	1560*300 px	Only 1 position	790	710	650	870	810	693
C Full-width Banner	1560*300 px	Only 1 position	650	580	530	710	660	560
D Botton Banner	435*200 px	3 positions rotation	500	450	400	550	510	440

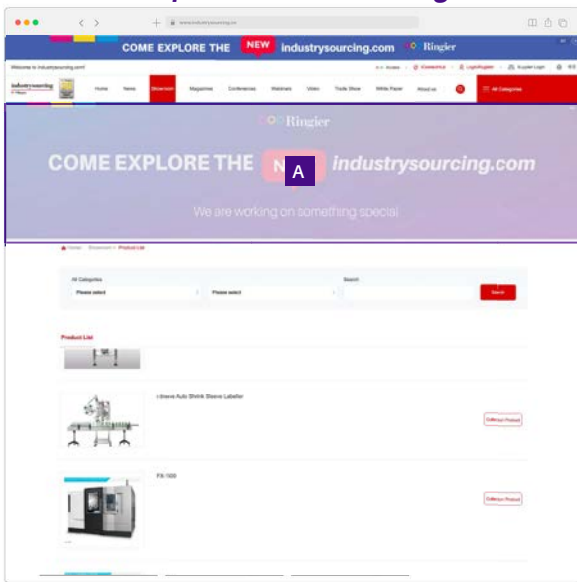
Sample of Supplier List Page



Supplier List Page

- A** Slide Banner*3
3 positions rotation, 2 seconds
1920*450 pixel
JPG 40k

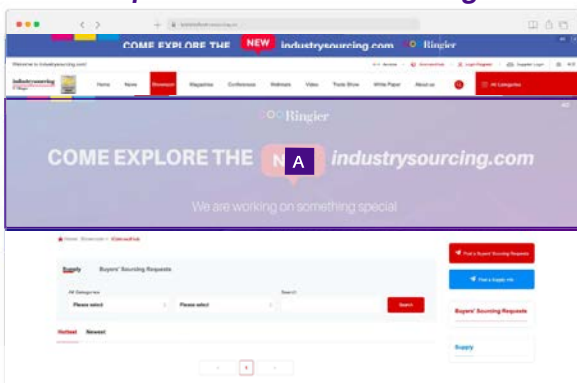
Sample of Product List Page



Product List Page

- A** Slide Banner*3
3 positions rotation, 2 seconds
1920*450 pixel
JPG 40k

Sample of iConnectHub List Page



iConnectHub List Page

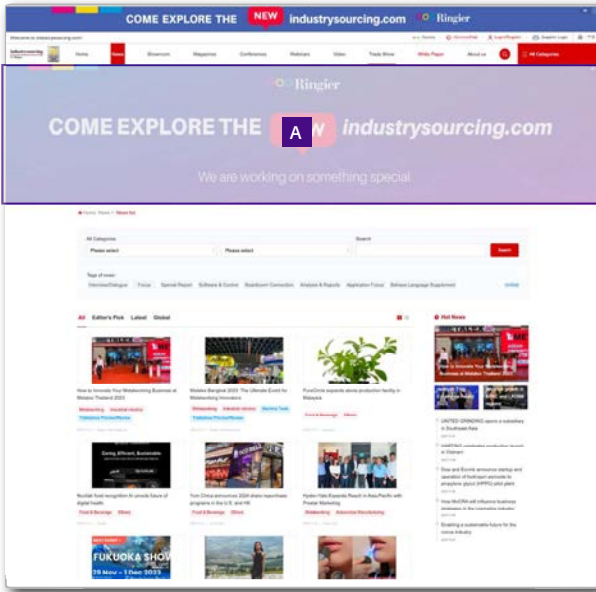
- A** Slide Banner*3
3 positions rotation, 2 seconds
1920*450 pixel
JPG 40k

Contact your Ringier representative for more information.

Rates (USD/Month), based on number of consecutive months booked

Options	Size	Notes	IS.com English			IS.cn Chinese		
			3x	6x	12x	3x	6x	12x
A Slide Banner	1920*450 px	3 positions rotation	990	890	800	1,090	1,010	870

Sample of Article List Page



Article List Page

- A** Slide Banner*3
3 positions rotation, 2 seconds
1920*450 pixel
JPG 40k

Contact your Ringier representative for more information.

Rates (USD/Month), based on number of consecutive months booked

Options	Size	Notes	IS.com English			IS.cn Chinese		
			3x	6x	12x	3x	6x	12x
A Slide Banner	1920*450 px	3 positions rotation	990	885	800	1,085	1,010	865

Sample of Article Details Page



Article Details Page

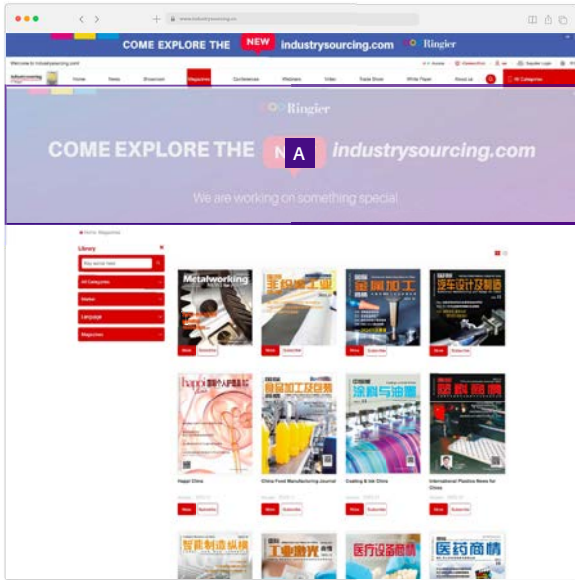
- A** Medium Rectangle Banner*3
3 positions, no rotating
435*200 pixel
GIF/JPG 40k
Animation 15s

Contact your Ringier representative for more information.

Rates (USD/Month), based on number of consecutive months booked

Options	Size	Notes	IS.com English			IS.cn Chinese		
			3x	6x	12x	3x	6x	12x
A Medium Rectangle	435*200 px	3 positions	1,020	980	840	1,170	1,020	970

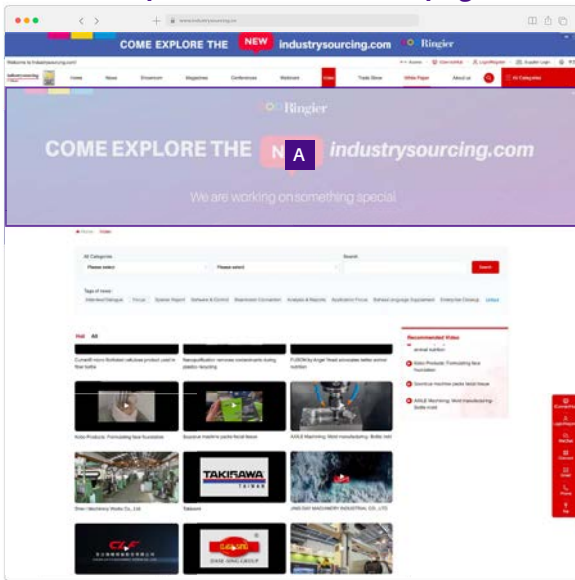
Sample of Magazine List Homepage



Magazine List Homepage

- A** Slide Banner*3
3 positions rotation, 2 seconds
1920*450 pixel
JPG 40k

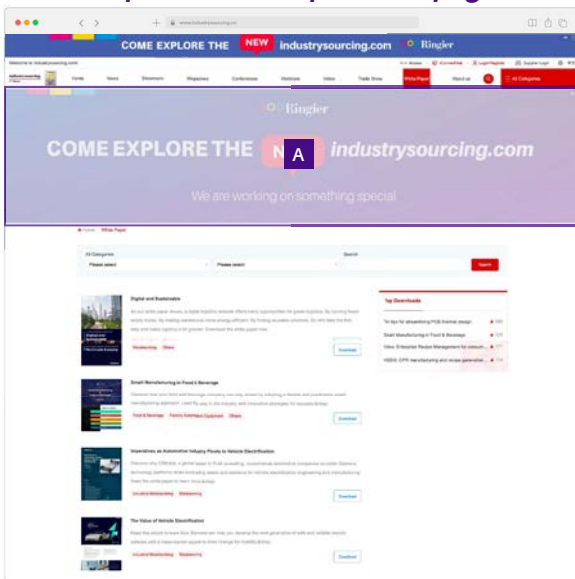
Sample of Video List Homepage



Video List Homepage

- A** Slide Banner*3
3 positions rotation, 2 seconds
1920*450 pixel
JPG 40k

Sample of White Paper Homepage



White Paper Homepage

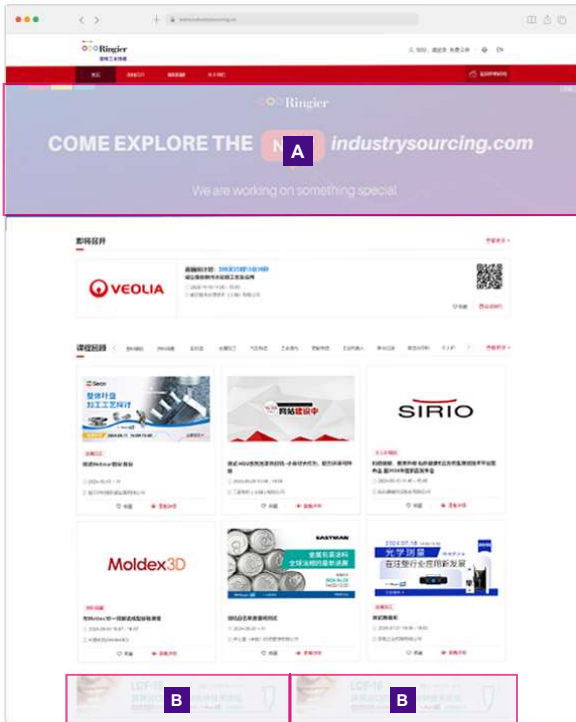
- A** Slide Banner*3
3 positions rotation, 2 seconds
1920*450 pixel
JPG 40k

Contact your Ringier representative for more information.

Rates (USD/Month), based on number of consecutive months booked

Options	Size	Notes	IS.com English			IS.cn Chinese		
			3x	6x	12x	3x	6x	12x
A Slide Banner	1920*450 px	3 positions rotation	990	890	880	1,090	1010	870

Sample of Webinar Homepage



Webinar Homepage

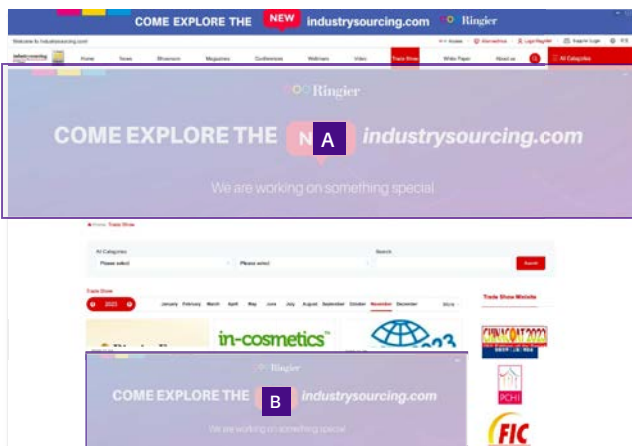
- A Slide Banner*3**
3 positions rotation, 2 seconds
1920*450 pixel
JPG 40k
- C Half Banner*2**
2 positions, no rotating
685*140 pixel
JPG 40k
Animation 15s

Contact your Ringier representative for more information.

Rates (USD/Month), based on number of consecutive months booked

Options	Size	Notes	IS.com English			IS.cn Chinese		
			3x	6x	12x	3x	6x	12x
A Slide Banner	1920*450 px	3 positions rotation	1,620	1,450	1,290	1,785	1,610	1,420
B Half Banner	1430*300 px	3 positions	500	450	400	550	510	440

Sample of Trade show Homepage



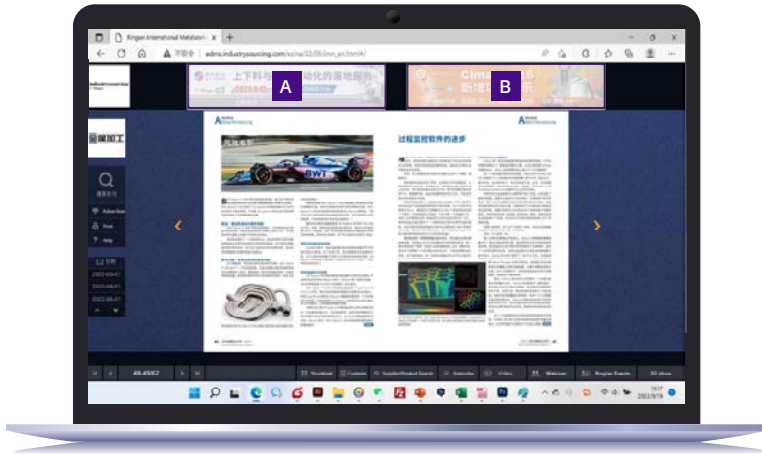
Trade show Homepage

- A Slide Banner*5**
5 positions rotation, 2 seconds
1920*450 pixel
JPG 40k
- B Full-width Banner*3**
3 positions rotation, 2 seconds
1240*300 pixel
GIF/JPG 40k
Animation 15s

Rates (USD/Month), based on number of consecutive months booked

Options	Size	Notes	IS.com English			IS.cn Chinese		
			3x	6x	12x	3x	6x	12x
A Slide Banner	1920*450 px	5 positions rotation	1,620	1,450	1,290	1,790	1,610	1,420
B Full-width Banner	1240*300 px	3 positions rotation	1,050	950	860	1,170	1,050	950

Sample of e-Magazine Page



The e-Magazines' extended readership increases your exposure!

e-Magazine Page

- A B** A/B Top Banner*2
2 positions, no rotating
Only for 2 customers each month, also can be combined for 1 client
420*90 pixel
GIF/JPG 40k
Animation 15s

Ringier E-magazines reach internet savvy industrial professionals via a media that enables online and offline readership and facilitates supplier-buyer interaction.

Now available on iPads, iPhones and Android mobile devices!



Contact your Ringier representative for more information.



- International Plastics News for China
- happi China
- International Metalworking News for China

Rates (USD/Month), based on number of consecutive months booked

	Options	Size	Notes	IMN/IRN/IHN		
				3x	6x	12x
A	Top Bannre A or B	420*90 px	2 positions	1,080	990	870
B	Top Bannre A + B	840*90 px	Only 1 positions	1,610	1,470	1,295

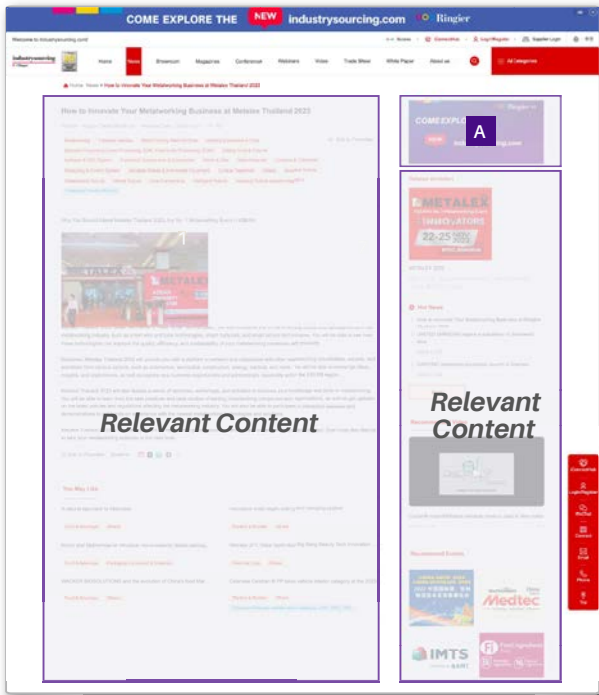


- Automotive Manufacturing & Design for China
- Industrial Laser News for China
- Medical Manufacturing & Design for China
- Coating & Ink China
- China Food Manufacturing Journal
- Nonwovens Industry China
- Intelligent Manufacturing News
- International Metalworking News for Asia
- FoodPacific Manufacturing Journal
- International Plastics News for Asia

Rates (USD/Month), based on number of consecutive months booked

	Options	Size	Notes	SE. ASIA and other China titles		
				3x	6x	12x
A	Top Bannre A or B	420*90 px	2 positions	865	790	705
B	Top Bannre A + B	840*90 px	Only 1 positions	1,285	1,190	1,030

Sample of Contextual Advertising page



With no wasted impressions, targeted marketing has become the gold standard.

Contextual Advertising Page

A Medium Rectangle Banner

No rotating
320*200 pixel
GIF/JPG 40k
Animation 15s

What is Ringier Contextual Advertising ?

Ringier **Contextual Advertising** offers banner advertising at **IndustrySourcing** that align with the page's content. This ensures that viewers of your banner are actively interested in your industry, increasing the likelihood of clicks.

This advertising service is designed to achieve a predetermined number of targeted page views from visitors interested in specific topics. There is no fixed duration for how long your banner will remain on the site; it depends on how quickly the agreed number of views is reached.

Why Ringier Contextual Advertising ?

- A minimum of **20,000 Page Views is guaranteed**
Your banner will remain on the site until the agreed number of views is achieved.
- **Targeted Marketing, No Wasted Impressions**
Your banner will be placed on pages containing content relevant to the industry segment keywords you select. This approach ensures it reaches more interested audiences, ultimately boosting your click-through rates and conversions.
- **Easy to work**
Select the industry segments keywords you want to target, and you're set! At the time of booking, your Ringier representative will advise how many pages are available.

* Note: **industrysourcing** Homepage or Vertical Homepages home is not available for contextual banner placement.



Ensure the right audience sees the right ad.

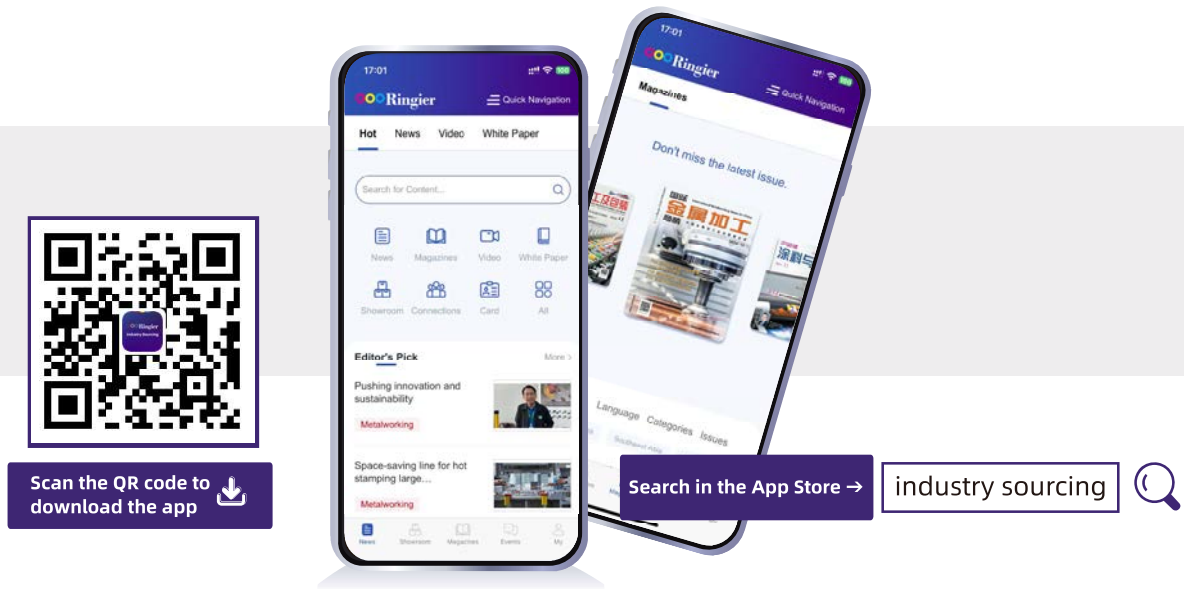
Contact your Ringier representative for more information.

Rates (USD/Month), based on number of consecutive months booked

	Options	Size	Notes	Rates	Extra
A	Medium	320*200 px	20,000 Page Views	1,280	65 / 1,000 Page Views

Industry Sourcing App

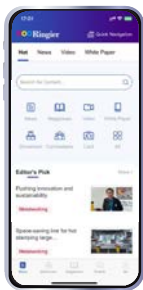
industrysourcing in your pockets | Insight highlights, discover at a touch | iOS & Android Devices



With the free **Industry Sourcing App**, you have all the information you need at your fingertips.

The English App extends the IndustrySourcing web platform, it mainly focuses on several industry segments covers Auto-motive, Plastics & Rubber, Personal care, Nonwoven, Metalworking, Food & Beverage, Packaging, Semiconductor and etc., with relevant news, technology updates, and product information.

It provides an efficient platform for industrial suppliers and buyers in China, Southeast Asia, and around the world.



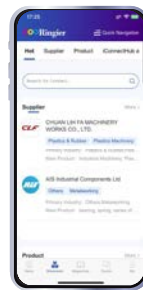
Hot/Recommend



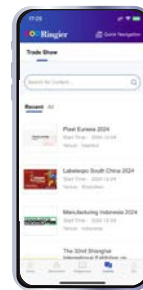
News



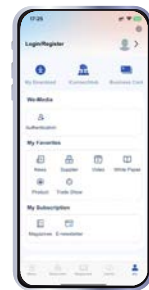
Magazines



Showroom



Events



My

Functional Features:

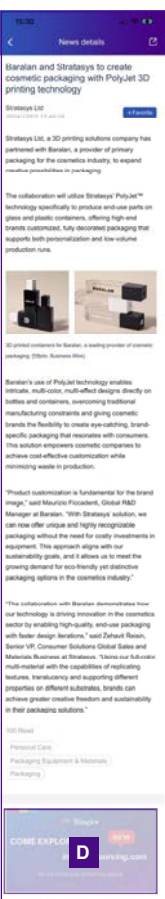
- **Tailored content - align with visitors' needs**
 Select the contents in different section with industry updates/insights collection, magazine, conference, and showroom.
- **Magazine | Insights Collection**
 You can read e-Magazine with text and video via APP. More cutting-edge insights for exploring.
- **iConnectHub & Connection**
 Visitor can post information to meet client/resource/network
- **Supplier & Products Search**
 Visitors can read the information via your Showroom at APP

NEW Exclusive

APP Launch Screen

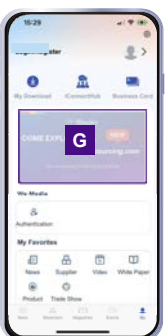


- A** Launch Screen Banner * 1
1 position display when App launched
1090*2338 pixel
JPG 500k



Article/News Page

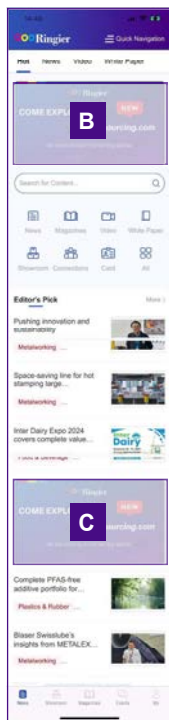
- D** Slide Banner * 1
1 position, display on the bottom of each news
980*550 pixel
JPG 40k



"My" Personal center

- G** Slide Banner * 1
1 position, display on "My" personal center
980*300 pixel
JPG 40k

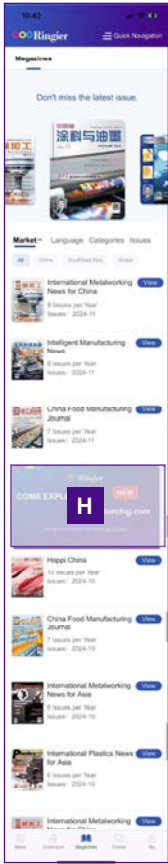
Hot /Recommend Page



- B** Top Slide Banner * 3
3 positions rotation, 2 seconds
980*550 pixel
JPG 40k
- C1** Slide Banner
- C2** 3 positions
- C3** 980*550 pixel
JPG 40k

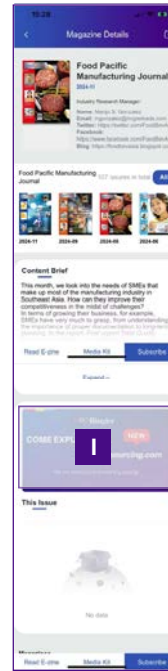


- E** Top Slide Banner
3 positions on each page rotation, 2 seconds
980*550 pixel
JPG 40k
each page includes below pages,
News Homepage
Video List Page
White Paper List Page
Self-Media Homepage
Showroom Hot / Supplier/
Product / iConnectHub &
Connection Page
- F** Slide Banner
1 position on each page
980*550 pixel
JPG 40k
each page includes below pages,
News Homepage
Showroom Hot / Supplier/
Product / iConnectHub &
Connection Page



Magazine List Page

H Slide Banner *1
1 position
980*550 pixel
JPG 40k



Magazine Page

I Slide Banner *1
1 position
980*550 pixel
JPG 40k

Rates (USD/Month), based on number of consecutive months booked

Options	Sizes	Notes	3x	6x	12x
A APP Launch Screen Banner	1080*2338 pixel	only 1 position	2,800	280	1,840
B Hot /Recommend Page - Top Slide Banner	980*550 pixel	3 positions rotation	1,000	900	820
C1 Hot /Recommend Page - Slide Banner*1st Place	980*550 pixel	3 positions	840	750	680
C2 Hot /Recommend Page - Slide Banner*2nd Place			680	600	550
C3 Hot /Recommend Page - Slide Banner*3rd Place			540	480	440
D Article/News - Slide Banner	980*550 pixel	only 1 position	840	750	680
E Other - Top Slide Banner	980*550 pixel	3 positions on each page rotation	840	750	680
F Other - Slide Banner	980*550 pixel	1 position on each page	680	600	550
G "My" Personal center - Slide Banner	980*300 pixel	only 1 position	1,000	900	820
H Magazine List Page - Slide Banner	980*550 pixel	only 1 position	840	750	680
I Magazine Page - Slide Banner	980*550 pixel	only 1 position	680	600	550

Social Networks

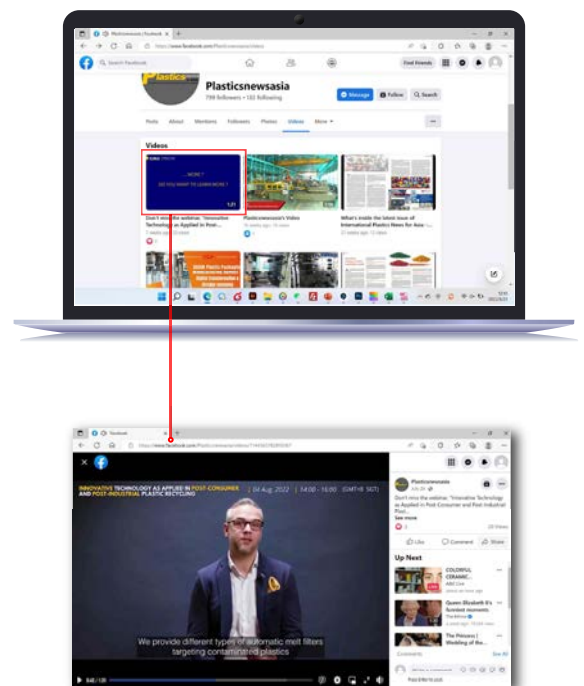
Be seen by targeted prospects on the most popular social channels.

Effectively present your company with Ringier's sponsored posts on social networks. Reach buyers as they scroll through their feeds!

Ringier Social Networks

? Why Ringier *Social Networks Sponsored Post*?

- **Real-time content** to Attract a **Targeted Audience**
Ringier's professional editors consistently create real-time information to engage more industry followers.
- **China Market** - Ringier manages 17 WeChat accounts, including 16 vertical accounts and 2 corporate account, along with a series of WeChat groups in 20+ industry segments that reach **220,000** industry users.
- **SE. Asia Market** - Ringier operates several social media channels and 7 industry groups (WhatsApp, Zalo, Line, etc.) on mainstream platforms, engaging more than **21,000** industry users.
- **Drive Traffic from Popular Social Media:**
The sharing features of social media allow your brand and product promotions to be integrated with editorial content, maximizing your reach. This approach effectively targets new prospects and builds your sales pipeline.
- **Multiple Content Formats:**
Utilize various formats—images, articles, and videos with active links—on social media networks to meet the needs of your targeted audience.



Facebook/X/LinkedIn/Youtube/Blog

Reach buyers in the Southeast Asia market through the most popular social media platforms!

Leverage Ringier's social media network to expand your reach, boost brand awareness, and promote your products and services.

Ringier Industrial Media's social media presence in Southeast Asia and international markets spans three major industries: Metalworking, Plastics, and Food & Beverage manufacturing. Our experienced editors share valuable content on platforms like Facebook, X (formerly Twitter), LinkedIn, Blogs, YouTube, WhatsApp, Zalo, LINE, and more. This content keeps buyers informed about industry news, trends, applications, and related events.



Ringier's Social Media Network in Southeast Asia Market

Ringier's Social Media Network of Southeast Asia at a glance



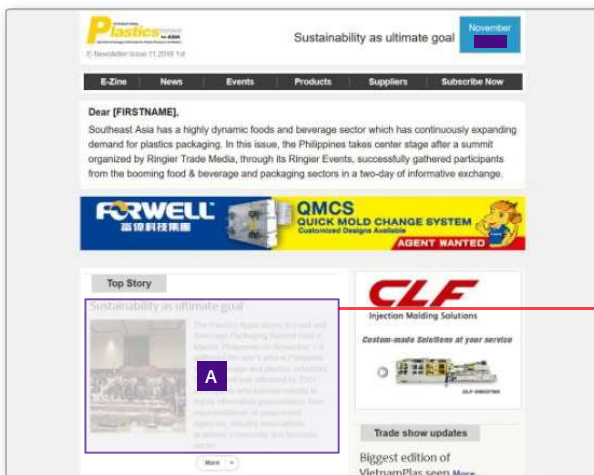
Ringier's Social Media Network in Southeast Asia Market



	Metalworking	75,000 Page view/Month
	Plastics	100,000 Page view/Month
	Food & Beverage Manufacturing	47,000 Page view/Month

* Data source: Results of Jan.-Jul., 2024

Use SE. Asia Social Media Bundles to maximize and simplify your marketing investment.



Enjoy promotional bundles with ONLY 50% additional budget!

Choose text ad sponsorship in any e-newsletter targeting the Southeast Asia market, and you can access promotional bundles in the Southeast Asia social media network for just 50% more.

Gain more exposure across relevant Ringier Southeast Asia social media channels!



Contact your Ringier representative for more information.

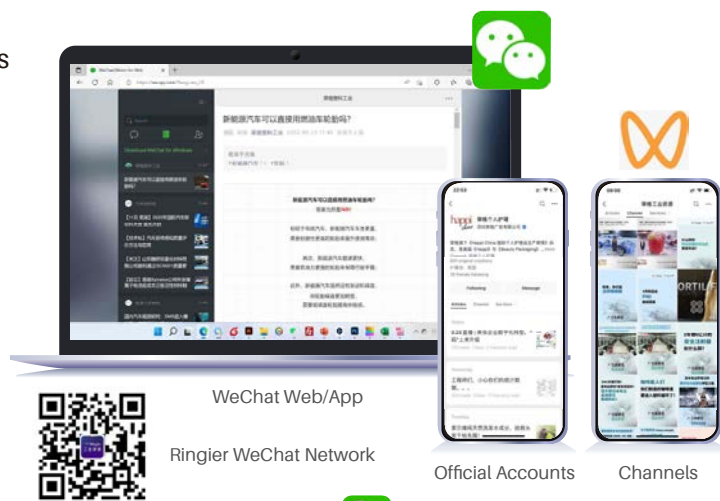
WeChat Sponsored Post

Connect with buyers as they scroll through WeChat!

WeChat is the largest social media platform in China and ranks among the top 10 social networks worldwide.

Features:

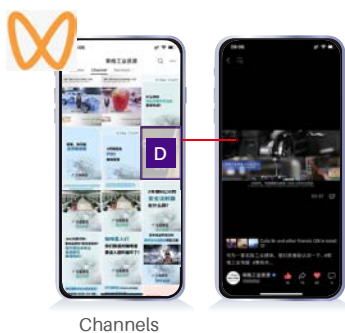
- Monthly Active Users: **13.71billion**
* Source: Tencent's quarterly results, Q1, 2024
- The total usage time of Channels Video** has increased by over **80%** year-on-year
* Source: Tencent's quarterly results, Q1, 2024
- 90% of China's population use WeChat**



Sample of WeChat Post page



Sample of Channels video post page



WeChat Sponsored Post

- A Top Story**
Only 1 position/post
- B Basic Story**
7 positions/post
- C Top Banner**
up to 2 positions per article
381*130 pixel
Slide Banner | Insert
381*130 pixel
- D Video on Ringier WeChat Channels**
Up to 30mins
HD, MP4 source file video within 1GB
- E Live streaming via Ringier WeChat Channels**
Up to 60mins
Promote to relevant industry wechat groups

Channels

Industry Sourcing	Plastics
Personal Care	Metalworking
Coating & ink	Smart Manufacturing
Automotive manufacturing	

Ringier WeChat Followers

Accounts	Followers
Industry Sourcing	18,500
happi China	38,000
Food & Beverage	18,800
Plastics	25,200
Metalworking	25,800
Smart Manufacturing	22,500
Automotive Manufacturing	13,500
Laser	14,500
Nonwovens	20,500
Coatings & Ink	18,600
Medical Devices	15,500
Pharmaceuticals	10,000
Composites	3,200
Additive Manufacturing	3,500
Renewable Energy	3,500
Electronic Chip	3,500
Pet Food	3,000

* Source: as of Jul. 31st, 2024

Contact your Ringier representative for more information.

Rates (USD)

	Post Position	Rate	Notes
A	Top Story	740 / article per account	The materials are supplied by the client. Limit 1000 words, 3-5 images.
B	Basic Story	670 /article per account	
C	Top Banner	960/ 4 weeks per account	
D	Video	1,100 per account	Up to 30 minutes, HD, MP4 source file video within 1GB.
E	Video Rebroadcast	1,200 per account	Up to 60 minutes
Optional Upgrade Service Writing and editing		Rate	iPhone
	300-500 words	710	*More than 1,000 Chinese words: USD 1.00 per Chinese word
	500-1000 words	1,030	

SMS - Short Message Marketing Service

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

Why Ringier *Short Message Marketing Service* ?

- **Qualified Reader Database**

Reach your target buyers with Ringier's qualified reader database, covering 19 industries in China. Our platform allows you to tailor your mobile campaigns by industry type, geographical location, and job title, ensuring you connect with the right audience.

- **Just-in-time Reading**

Your messages will be delivered instantly, ensuring potential buyers read them the moment they're sent—NO delays!

- **Clutter-free**

It's all about you! Your messages stand out without any competing ads, ensuring your audience's full attention.

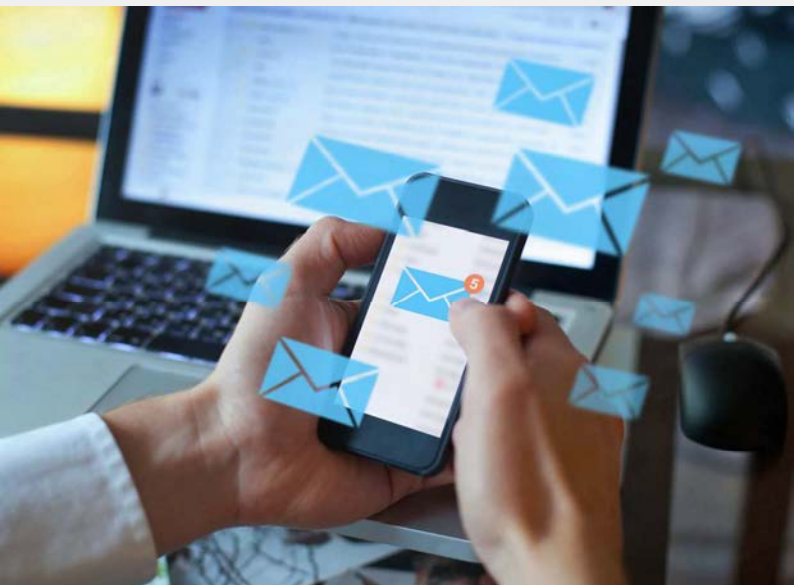


Personalize text messages with a first name

Effectively Use SMS to Drive Sales Results

With Ringier's brand-new SMS service, you can keep your targeted clients informed of your latest information:

- Announce new products, offerings, services, and solutions
- Distribute press releases
- Invite attendees to PR events and trade shows
- Share important company announcements
- Conduct polls and SMS opinion surveys to gather buyer feedback on specific products and offers
- Leverage SMS for impactful communication and valuable insights!



How It Works

- **Set Sending Criteria:** Define your target audience by selecting specific criteria to reach the right buyers.
- **Edit Your Message:** Customize your text (up to 58 Chinese characters). For personalized SMS, there's no character limit!
- **Send Your Messages:** Dispatch your short messages with utilizing Ringier's high-quality reader database to targeted-reaching

Rates (USD, based on number of names to be sent)			
Type	Rate	Minimum order	Set up fee
Regular SMS	390/1000 names	2000 names	90
Personalized SMS	810/1000 names		



LEAD GENERATION SOLUTIONS

CONTENT CREATION

- Industry e-Newsletter Sponsorships
- EDM/E-Blasts
- Webinars
- Whitepaper Bundles
- Video Content Marketing

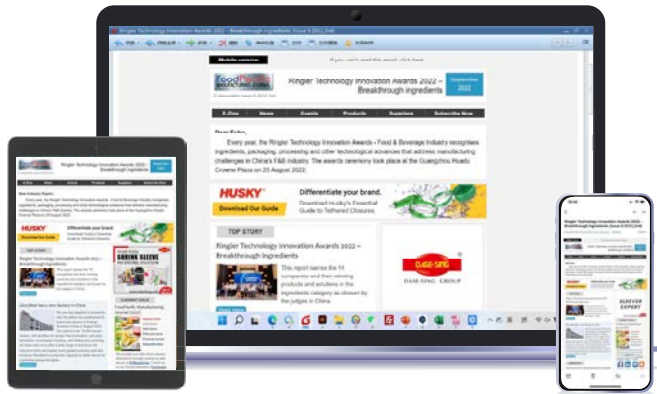


Generate **Leads** Year-Round

Our rich database and digital products empower marketers to connect with the right prospects effectively.

Industry e-Newsletters Sponsorships

Sponsor ads in Ringier's Industry e-Newsletters to effectively target your clients!
Drive engagement and response with a variety of e-Newsletters designed to engage your customers



e-Newsletters are **MOBILE FRIENDLY** for viewers on Android mobile devices and iPhone/iPad

? Why Ringier *e-Newsletters Sponsorships* ?

- Targeted Audience and Expanded Brand Exposure**
 Leverage our extensive database of over 500,000 qualified subscribers engaged in manufacturing across China, South east Asia, and beyond. Reach professionals and individuals who have opted in for specific editions, ensuring your messages resonate with the right audience.
- Measurable Results to Achieve Your Marketing Goals**
 Our comprehensive metrics—such as successful delivery rates and open rates—provide valuable feedback to measure your campaign's efficiency and effectiveness.
- Professional Editorial Content Guaranteed**
 Ringier's experienced editorial team upholds the highest standards of quality. With over a decade of editorial integrity and excellence in B2B press, our journalists deliver compelling content that enhances your brand's credibility and impact.

Magazine e-Newsletters

Content Focused:

- Summary of articles from the latest magazine issue
- The latest industry news and product reviews
- Relevant industry white papers
- Featured supplier company information
- Trade show coverage
- Upcoming conferences and webinars

Issues:

- China: 11 Chinese magazines
- Southeast Asia: 3 English magazines

iConnect e-Newsletters

Content Focused:

- Specific topics to provide solutions, such as packaging, test and measurement, motion control, etc.
- Content from industry experts and company case histories.
- Latest product and case studies

Issues:

- China: 16 Chinese topics
- Southeast Asia: 6 English topics

Trade Show e-Newsletters

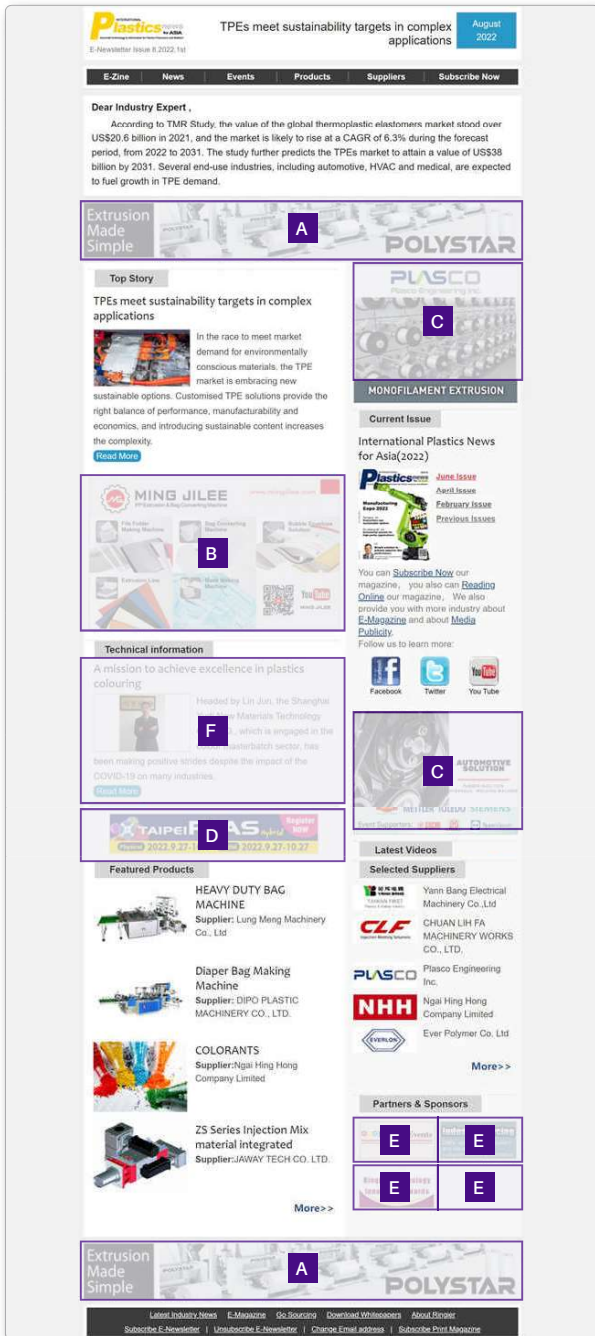
Content Focused:

- Special coverage of major exhibitions in the industry, focusing on exhibition news, new technologies, products, and including live video from the exhibition
- Delivery before, during and after the exhibition to professional buyers
- Drive trade show traffic to your booth

Issues:

- Mainland China: 8 trade shows
- Taiwan China: 1 trade show
- Southeast Asia: 1 trade show

Sample of magazine e-Newsletter



For reference only

Magazine e-Newsletter

- A** **Leaderboard Banner*2**
 2 positions with same link for 1 client
 728*90 pixel
 GIF/JPG 50k
 Animation 15s
- B** **Special Banner*1**
 Only 1 position, no rotating
 420*250 pixel
 GIF/JPG 50k
 Animation 15s
- C** **Display Banner*4**
 4 positions, no rotating
 300*250 pixel
 GIF/JPG 50k
 Animation 15s
- D** **Inner Banner*2**
 2 positions, no rotating
 468*60 pixel
 GIF/JPG 40k
 Animation 15s
- E** **Button Banner*4**
 4 positions, no rotating
 120*60 pixel
 GIF/JPG 30k
 Animation 15s
- F** **Text Ad*4**
 4 positions, image+title+content
 Image - 160*95 pixel, JPG 40K
 Title - Maximum 40 English or 20 Chinese characters
 Content - Maximum 140 English or 70 Chinese characters
 with link to your article or video landing page

Contact your Ringier representative for more information.

Language: English Controlled readership: Southeast Asia

Magazine e-Newsletters	Issues	Dist.	Magazine e-Newsletters	Issues	Dist.
Food Pacific Manufacturing Journal	18	26,100	International Plastics News For Asia	24	25,450
International Metalworking News for Asia	18	31,900	Successful Rate: 94.78% Open Rate: 13.23%		

Rates (USD/Month)

Magazine e-Newsletters	Text ads 4 positions	Leaderboard- 728*90px 2 positions with same link for 1 client	Special Banner- 420X250 px Only 1 position	Display Banner- 300*250px 4 positions	Inner Banner- 468x60px 2 positions	Button banner- 120*60px 4 positions
FoodPacific Manufacturing Journal	630	940	920	840	780	300
International Metalworking News	450	670	650	600	560	240
International Plastics News for Asia	350	590	580	540	500	210

Language: Chinese (Simplified)

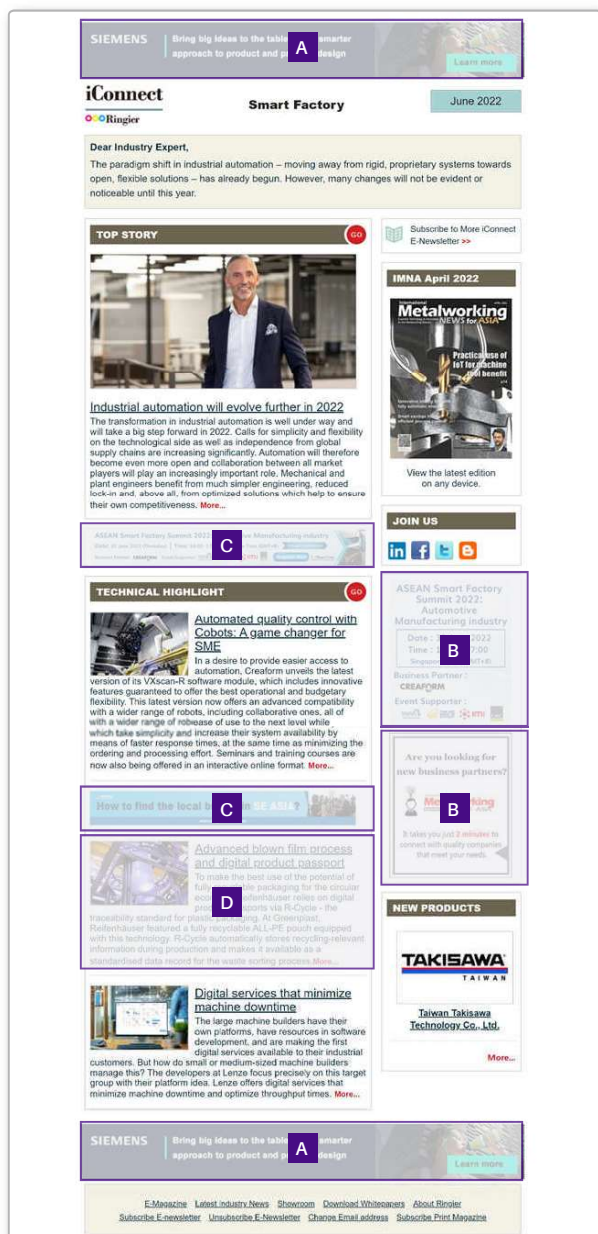
Controlled readership: China

Magazine e-Newsletters	Issues	Dist.	Magazine e-Newsletters	Issues	Dist.
happi China	12	25,900	Nonwovens Industry China	6	12,300
China Food Manufacturing Journal	20	63,800	Coatings & Ink China	12	21,500
International Plastics News for China	20	56,300	Medical Manufacturing & Design for China	12	29,800
International Metalworking News for China	20	69,900	International Pharmaceutical News for China	12	26,000
Intelligent Manufacturing News	12	113,600	Successful Rate: 92.69% Open Rate: 10.86%		
Automotive Manufacturing & Design for China	16	48,000			
Industrial Laser News for China	12	23,500			

Rates (USD/Month)

Magazine e-Newsletters	Text ads 4 positions	Leaderboard- 728*90px 2 positions with same link for 1 client	Special Banner- 420X250 px Only 1 position	Display Banner- 300*250px 4 positions	Inner Banner- 468x60px 2 positions	Button banner- 120*60px 4 positions
China Food Manufacturing Journal	980	1,640	1,590	1,460	1,330	530
Intelligent Manufacturing News	1,320	1,830	1,730	1,660	1,530	540
Coatings & Ink China	300	540	520	490	420	210
HAPPI China	340	540	510	480	440	280
Industrial Laser News for China	520	870	830	770	700	280
International Metalworking News for China	980	1,640	1,590	1,460	1,330	530
Nonwovens Industry China	240	400	380	360	310	180
International Pharmaceutical News for China	280	480	460	420	380	180
International Plastics News for China	1,030	1,760	1,700	1,580	1,420	550
Automotive Manufacturing & Design for China	670	1,140	1,100	1,010	920	350
Medical Manufacturing & Design for China	500	830	790	740	680	280

Sample of iConnect e-Newsletter



For reference only

iConnect e-Newsletter

- A Leaderboard Banner*2**
1 position for 1 client exclusive
728*90 pixel
GIF/JPG 50k
Animation 15s
- B Vertical Banner*3**
3 positions, no rotating
300*250 pixel
GIF/JPG 50k
Animation 15s
- C Inner Banner*3**
3 positions, no rotating
468*60 pixel
GIF/JPG 50k
Animation 15s
- D Text Ad*4**
4 positions, image+title+content
Image - 160x95 pixel, JPG 40K
Title - Maximum 40 English or 20 Chinese characters
Content - Maximum 140 English or 70 Chinese characters

with link to your article or video landing page

Contact your Ringier representative for more information.

Language: English
Controlled readership: Southeast Asia

Topics	Issues	Dist.	Topics	Issues	Dist.
Auto Manufacturing- Metalworking	6	6,300	Automation	6	10,100
Auto Manufacturing- Plastics and Composites	6	5,280	Circular Economy	8	7,500
Semiconductor/Electronics	6	7,100	Beauty and Personal Care	9	4,950

Rates (USD/Month)

iConnect	Text ads 4 positions	Leaderboard-728*90px 2 positions with same link for 1 client	Vertical Banner-200*240 px 3 positions	Inner Banner- 468x60px 3 positions
Auto manufacturing- Plastics and composites	2,000	3,200	2950	2,750
Auto manufacturing- metalworking	2,000	3,200	2950	2,750
Metal Cutting	2,450	3,800	3400	3,150
Automation	2,700	4,350	3950	3,600
Circular Economy	2,000	3,200	2950	2,750
Beauty and Personal Care	2,000	3,200	2950	2,750
Semiconductor Electronics	3,400	5,350	4850	4,350

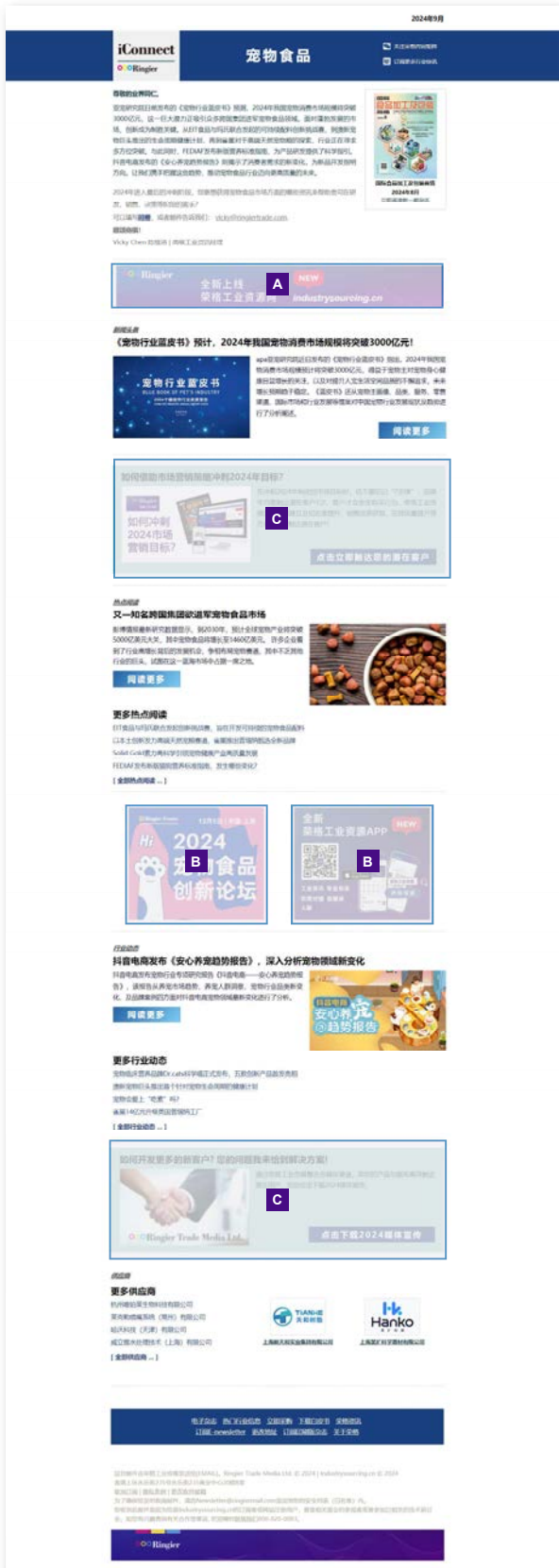
Language: Chinese (Simplified)
Controlled readership: China

Topics	Issues	Dist.	Topics	Issues	Dist.
Automation in F&B	6	18,020	Industrial Robotics	6	36,300
Packaging	12	22,050	Motion Control	4	26,520
Plastics in Automotive	6	7,530	Metal Fabrication	12	23,860
Compounding	6	11,000	Sensors Design & Application	4	32,830
Plastics Recycling	12	11,200	Aerospace Manufacturing	6	5,200
Additive Manufacturing	6	15,100			

Rates (USD/Month)

iConnect	Text ads 3 positions	Leaderboard-728*90px 2 positions with same link for 1 client	Vertical Banner-200*240 px 3 positions	Inner Banner- 468x60px 3 positions
Industrial Robotics	1,290	1,780	1620	1,490
Motion Control	1,080	1,560	1420	1,290
Metal Fabrication	1,080	1,560	1420	1,290
Packaging	1,080	1,560	1420	1,290
Plastics in Automotive	960	1,360	1220	1,080
Automation in F&B	1,080	1,560	1420	1,290
Compounding world-China	960	1,360	1220	1,080
Sensor Design & application	1,150	1,640	1490	1,360
Aerospace Manufacturing	970	1,400	1260	1,170
Additive Manufacturing for China	1,080	1,560	1420	1,290
Plastics Recycling World - China	1,080	1,560	1420	1,290

NEW TOPIC



iConnect e-Newsletter

- A** **Leaderboard Banner* 1**
1 position with same link for 1 client exclusive
728*90 pixel
GIF/JPG 50k
Animation 15s
- B** **Display Banner* 4**
4 positions, no rotating
300*250 pixel
GIF/JPG 50k
Animation 15s
- C** **Text Ad* 4**
4 positions, image+title+content
Image - 160x95 pixel, JPG 40K
Title - Maximum 40 English or 20 Chinese characters
Content - Maximum 140 English or 70 Chinese characters
with link to your article or video landing page

Language: Chinese (Simplified) Controlled readership: China

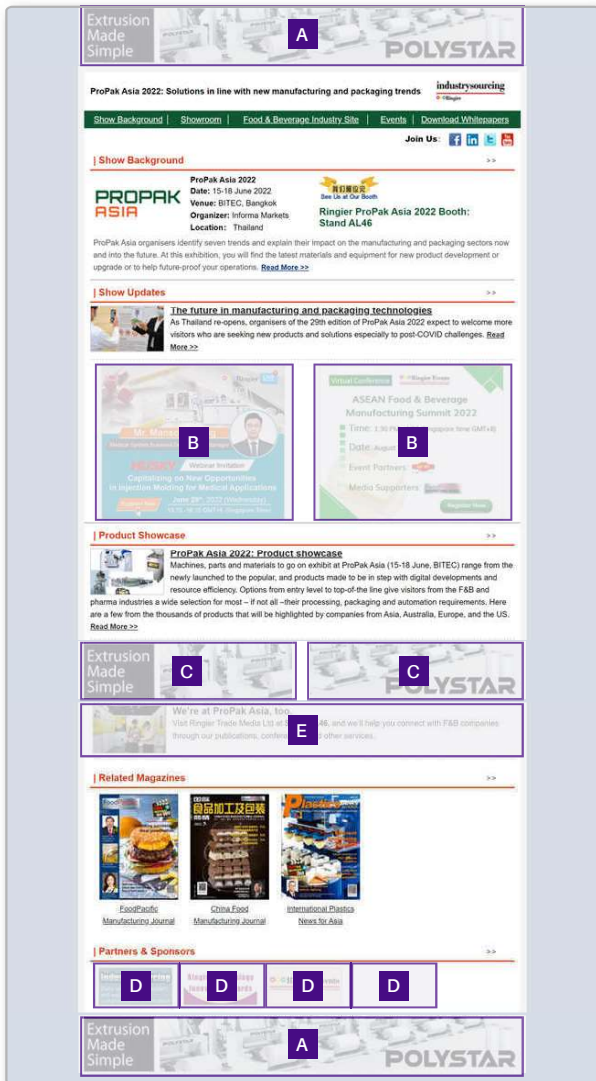
Topics	Issues	Dist.
Solar PV Energy+Energy Storage	6	6,276
Wind Power+Energy Storage	6	5,780
Pet Food	12	5,860
Electronic Chip Design & Manufacturing	4	6,890
Electronic Chip Packaging & Testing	6	5,530

Rates (USD/Month)

Magazine iConnect	Text ads 4 positions	Leaderboard- 728*90px 1 position with same link for 1 client	Display Banner- 300*250 px 4 positions
Solar PV Energy+Energy Storage	1290	1780	1620
Wind Power+Energy Storage	1290	1780	1620
Pet Food	1030	1420	1290
Electronic Chip Design & Manufacturing	1290	1780	1620
Electronic Chip Packaging & Testing	1290	1780	1620

Contact your Ringier representative for more information.

Sample of trade show e-Newsletter



For reference only

Trade Show e-Newsletter

- A Leaderboard Banner*2**
 2 positions with same link for 1 client
 728*90 pixel
 GIF/JPG 50k
 Animation 15s
- B Display Banner*2**
 2 positions, no rotating
 300x250 pixel
 GIF/JPG 50k
 Animation 15s
- C Inner Banner*2**
 2 positions, no rotating
 330x60 pixel
 GIF/JPG 40k
 Animation 15s
- D Bottom Banner*4**
 4 positions, no rotating
 120x60 pixel
 JPG 30k
 Animation 15s
- E Text Ad*4**
 4 positions, image+title+content
 Image - 160x95 pixel, JPG 40K
 Title - Maximum 40 English or 20 Chinese characters
 Content - Maximum 140 English or 70 Chinese characters
 with link to your article or video landing page

Contact your Ringier representative for your related industry e-newsletter rates.

Trade Show e-Newsletter plan

Trade Shows in Southeast Asia 2025

Trade Show	Date	Freq.	Lang.
ProPak Asia 2025	Jun.11-14	1+1+0	Eng

Options	Size	Notes	1x	2x	3x-4x	5x or more
Leaderboard	728*90 px	Only 1 position	720	670	580	480
Display Banner	300*250 px	2 positions	720	670	580	480
Inner Banner	330*60 px	2 positions	480	450	410	350
Button Banner	120*60 px	4 positions	410	360	330	290
Text Ad	image+title+content	4 positions	360	330	290	260

Trade Shows in Mainland China

Trade Show	Date	Freq.	Lang.
PCHI 2025	Feb.19-21	1+2+1	Chi.
Laser China 2025	Mar.11-13	1+2+0	Chi.
ITES China 2025	Mar.26-29	1+1+1	Chi.
Chinaplas 2025	Apr.15-18	2+3+1	Chi.
		1+1+1	Eng.
CIMT 2025	Apr.21-26	2+3+1	Chi.
CIIF 2025 - MWCS & IAS & RS	Sep.23-27	1+4+1	Chi.
PTC ASIA /CeMAT ASIA 2025	Oct. 25-31	1+3+1	Chi.
Chinacoat 2025	Nov. 25-27	1+1+1	Chi.

Trade Shows in Taiwan, China

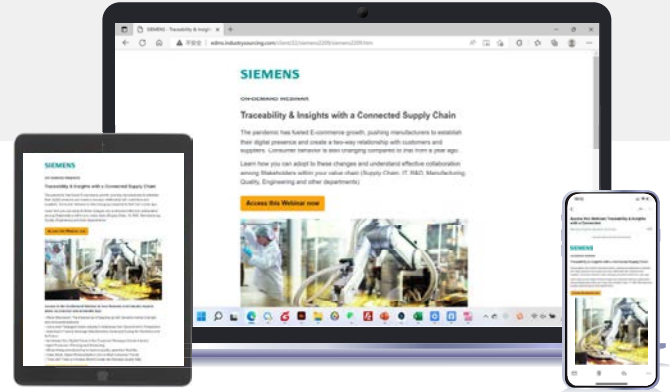
Trade Show	Date	Freq.	Lang.
TIMTOS 2025	Mar.03-08	5+1+1	Chi.
		5+1+1	Trad. Chi.
		5+1+1	Eng.

Options	Size	Notes	1x	2x	3x-4x	5x or more
Leaderboard	728*90 px	Only 1 position	700	660	560	460
Display Banner	300*250 px	2 positions	700	660	560	460
Inner Banner	330*60 px	2 positions	460	440	400	340
Button Banner	120*60 px	4 positions	400	360	320	280
Text Ad	image+title+content	4 positions	340	320	280	240

EDM / e-Blast

Your message always on target.

Our “personalized” email service enables you to tailor your online marketing efforts to a highly targeted geographic or demographic segment within our database. Reach the right audience with precision!



Connect with customers and prospects via a dedicated message to our e-database.

85%

of B2B companies consider email marketing a crucial component of their content marketing strategy.

31%

of B2B marketers utilize email marketing as a key strategy for lead generation.

* Source: Content Marketing Institute

Use EDM to promote your

- Brand & Products
- Case Study
- Event / Webinar / Trade Show
- White Papers /Ebook
- Videos

? Why Ringier *EDM / e-Blast service* ?

· Targeted Audience

With a database of over 800,000 qualified readers engaged in manufacturing across China, Southeast Asia, and beyond, Ringier’s reader list rental service provides an easy and cost-effective communication channel for advertisers.

· Instant Lead Generation

You will receive a summary report within 5 working days, including the number of EDMs sent, successful emails delivered, success rate, and open rate.

· Professional Support for Higher ROI

A follow-up email will also be sent to all recipients who opened, viewed, or clicked on the first EDM, reinforcing your promotion and moving potential sales leads further along the sales funnel!



China Market

Southeast Asia Market



92.69%
Successful Rate

94.78%
Successful Rate



10.85%
Open Rate

13.23%
Open Rate



1.76%
Click Rate

2.68%
Click Rate

* Source: Ringier EDM sending results (Jan.-Jul., 2024)

Rates (USD, based on number of names to be sent)

Market	Minimum order	Rate	Selection fee	Set up fee
China	4000 names	300/1000 names	70	80
Southeast Asia	3000 names			

Webinars

Educate and engage targets while generating leads.

Since 2012

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.



Ringier Webinar can help you to

- Promote new products
- Introduce a new technology or application to the market
- Train your customers or your company's sales/dealer network
- Generate new sales leads
- Hold a press event
- Plan a factory tour
- Conduct a live broadcast when participating a trade show

Digital events tops among best results

In the past 12 months, virtual events, webinars, and online courses have delivered the best content marketing results compared to all other formats.

* Source:
12th Annual Content Marketing Survey
Content Marketing Institute



300

Average Registrations



165

Average Attendees



55%

Online Rate

* Source: as of Sept., 2024



The audience is precise and brings in valuable leads.

LEKEM



The project fit was good It helped the business

Lubrizol Life Science

280+

clients choose Ringier
to run their own webinars
Since 2012.

120+ /year
sessions

Ringier has produced
hundreds of webinars over
the years.



? Why Ringier *Webinar service* ?

Ringier Webinar Features

- Lead generation
- Webinar rehearsal
- 60-minute live session
- Dedicated webinar project manager
- A host to moderate the event
- Full tech support
- One-on-one speaker training
- Multi-Channel Marketing
- A custom-built registration page exclusive to your event
- Final report, including profiling
- On-demand presence
- Replay/Record of your event for future use

· **Targeted Audience**

Ringier maintains a large and updated database to help you effectively invite target buyers. We host and manage audience registration using your customized qualification questions.

· **Receive instant lead-generation**

You will get your summary report in 5 working days. Once the webinar completes, you'll know just who has registered and viewed your content.

· **Easy and Efficient**

Simply prepare approximately 30-45 minutes of content, and your dedicated webinar project manager will support a positive experience from start to finish. We'll share speaker best practices and rehearse with you to ensure a smooth presentation

· **Quality Editorial Support**

Purely promotional content is not appreciated by our readers. Our experienced editors will review and contextualize the webinar information for you.

· **Guaranteed results**

Ringier multiple promotion channels ensure the guaranteed results.

Banner and text advertising on website, e-Magazine, e-Newsletters.
Social media marketing - WeChat & Groups, LinkedIn, Facebook, X(formerly Twitter)
SMS/EDM marketing
Telemarketing calls

1

Dedicated webinar project team

2

Multi-promotion channels

3

High quality Editorial Content

4

Information-rich database

5

Tele-marketing (TM) campaign

Webinar Timeline

6-8 Weeks before

Material Preparation
Content re-edit by editors
Registration page launch

4 Weeks before

Webinar invitation
Multi-channel Marketing
· Website
· EDM
· Ads in e-Newsletters
· Social Networks
· Telemarketing
· Paid promotion(Optional)

2 Weeks before

Rehearsal
Pre-recorded(Optional)

3-7 Days before

Online reminders
Email/SMS/Tele calls

Go Live

Online reminders
· Email/SMS/Tele calls
· WeChat service account
· WeChat groups

Test & Live
· Test
· Go Live
· Real-time promotion
· QA & Lucky draw
· Nps survey

7 Days After

Report
· Summary report

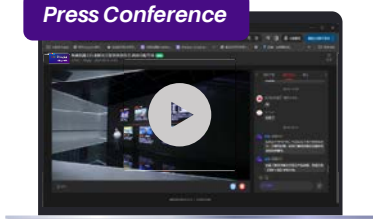
Thank you letter
· Thank you letter with recorded video to all registrants



Successful Webinar *Review*

Ringier Webinars enable you to achieve your precision marketing goals effectively.

Press Conference



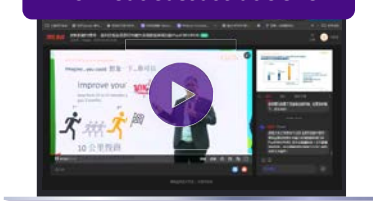
Technology Sharing



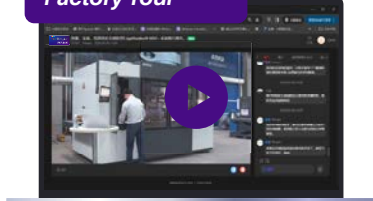
Ringier Innovation Award
Winning Products Sharing



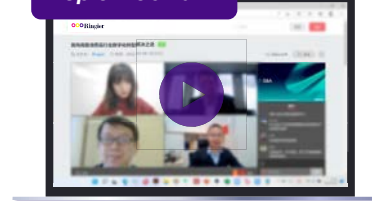
Live Broadcast at trade show



Factory Tour



Topic Webinar



China Market

Rates (USD/Sponsor)

Specs	USD/Sponsor	Remark
1 Sponsor	5,800	Max 60 mins + up to 2 Speakers + gurantee 100 Registered Delegates
2 Sponsors	4,190 each	Max 80 mins + up to 4 Speakers + gurantee 100 Registered Delegates
3 Sponsors	3,260 each	Max 90 mins + up to 6 Speakers + gurantee 100 Registered Delegates

Optional Upgrade

* A stand Camera with medium close-up shot
A backdrop design and production

Rates (USD/Sponsor)

Specs	USD/Sponsor	Remark
1 Sponsor	6,500 up	Max 60 mins + up to 2 Speakers + gurantee 100 Registered Delegates
2 Sponsors	4,500 each	Max 80 mins + up to 4 Speakers + gurantee 100 Registered Delegates
3 Sponsors	3,450 each	Max 90 mins + up to 6 Speakers + gurantee 100 Registered Delegates

Remarks: A minimum of 8 weeks' advance booking is recommended. Ask your Ringier representative for more information.

Webinar used the Green
Screen technology



* Partical webinars for reference.

Optional Service

Items	USD
Video Editing	700 up
Shooting Lights	Customized offer on demand
Streaming Push	440/Day
Virtual anchor 30s opening video	600
Green screen virtual	2100 up

Topic Webinar - Showcase your industry knowledge and position your company as a thought leader within your community.

For successful thought leadership content creation, it is always better to be more educational and less promotional.

Choose a topic webinar to present your company as an educator, a market leader. The webinar will include an expert guest speaker from the industry who will lend their experience and insight to the agenda.

Topic Webinar Rates (USD/Sponsor)

Specs	USD/Sponsor	Remark
1 Sponsor	6,960 up	Ringier invites an industry expert to discuss relevant topics selected by the sponsor. Max 60 mins + up to 3 Speakers + gurantee 100 Registered Delegates
2 Sponsors	4,770 each	Max 80 mins + up to 4 Speakers + gurantee 100 Registered Delegates
3 Sponsors	3,650 each	Max 90 mins + up to 6 Speakers + gurantee 100 Registered Delegates

SEA Market

Rates (USD/Sponsor)

Specs	USD/Sponsor	Remark
One-Basic	12,020 up	Max 90 mins + gurantee 100 Registered Delegates(limited to SE Asia) Over that time period - it needs to be customized quote based on requirements

Customized Webinar in SE. Asia Market

Targeting marketing based on the local language

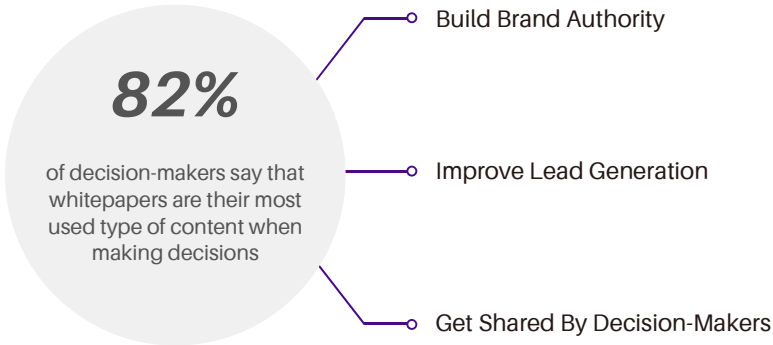
- An industry expert to discuss relevant topics invited by Ringier
- Multi-Channel promotion - All promotion and inviting content will be presented in the local language of the market you are targeting
- Extra live streaming on YouTube

* Only for SE. Asia Market
Ask your Ringier representative for more information.

Whitepaper Bundles

Your research papers sent to the hands of key decision makers!

A whitepaper is an authoritative report that examines a specific topic, highlighting a problem and positioning your company as an expert in providing solutions.



* Source: internalresults.com



? Why Ringier *Whitepaper service* ?

Ringier promotes your whitepaper through industry e-newsletters, on supplier websites, and as a featured item on the homepage of IndustrySourcing and related vertical websites. Additionally, your whitepaper can be highlighted in Ringier's magazines alongside related editorial content.





Choose Whitepaper bundle

enjoy positive multi-channels promotion for 8 weeks!

- Whitepaper website
- WeChat
- Ads on *industrysourcing*
- Groups
- Press release
- eNewsletters

* Only for China Market

Southeast Asia Market

Rates (USD, based on number of names to be sent)			
Whitepaper	Specs	Rate	Note
	50 Leads	1,140	Whitepaper removed after quota reached
	100 Leads	1,700	

Subjects that can be covered in a White Paper

- Product technical development
- Research paper: Benchmark
- Report
- Application story
- Case study
- Learning guides

China Market

Rates (USD, based on number of names to be sent)			
Whitepaper Bundle	Specs	Rate	Note
	50 Leads	1,670	Only for China Market, enjoy multi-channels promotion for 8 weeks
	100 Leads	2,870	

Contact your Ringier representative for more information.

Video Content Marketing

For exhibitions, offline events

Make engaging videos for your brand and generate more qualified leads



Video is one of the most versatile and profitable digital marketing tools.

It has proven to be one of the most effective strategies for promoting and growing your brand online.

? Why Video Content Marketing ?

- **Boost Conversions and Sales**
Adding a product video to your landing page can increase conversions by up to 80%.
- **Great ROI**
89% of video marketers report that video content provides a strong return on investment.
- **Increase Website Traffic**
Upload videos to social media platforms and include a compelling call to action that drives viewers to your website.
- **Build Trust and Brand Awareness**
Videos help establish a higher level of trust and enhance brand awareness compared to other content formats.



The Ringier Video team can assist you in creating engaging, high-definition videos at an affordable price.

- Machine or product demo
- Product launch video
- Events shooting
- Booth Interview
- Exhibition live broadcast
- Cover story
- Key opinion leader video



Ringier Video Marketing Service

help you get more exposure at the big trade show



Rates (USD)	
Specs	USD/Sponsor
1 stand Camera with medium close-up shot	2,080
10 mins short video (Live, hosted on the show's exclusive live broadcast room)	
Select up to 3 products to be displayed on Ringier live broadcast room, You can also jump to your own branded online showroom after the exhibition	
After the exhibition, upload your video to Ringier Video Channel	

Ringier Video team offers:

- A professional team, including 1 editor and at least 1 video technician, will spend up to 30 minutes at your trade show booth to conduct video shoots and interviews.
- The video's objectives, storyboard, questions, and interview subjects will be finalized before the shoot.
- A detailed worksheet will be provided for completion and agreement prior to filming.

Don't miss our live broadcasting service

Your Video Promotion Channels

Trade Shows in Mainland China

Trade Show	Date
PCHI 2025	Feb.19-21
Laser China 2025	Mar.11-13
ITES China 2025	Mar.28-31
Chinaplas 2025	Apr.15-18
CIMT 2025	Apr.21-26
AMTS 2025/AHTH 2025	Jul.9-11
CIIF 2025 - MWCS & IAS & RS	Sep.23-27
PTC ASIA /CeMAT ASIA 2025	Oct. 25-31
DMP 2025	Nov. 5-8
Chinacoat 2025	Nov. 25-27



Customized Video Creation Solutions

We'll help you create engaging and powerful videos inexpensively and easily.

Planning - Filming - Editing - Publishing - Promotion

Let us quote you a competitive package rate based on your needs.

Videos can be shot at your factory, office or other designated location, contact us today for more information!

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 27 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.

For additional information on how our audience and products can serve your marketing goals, please contact:

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