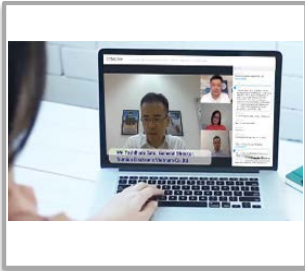


# International Pumps & Valves News for China

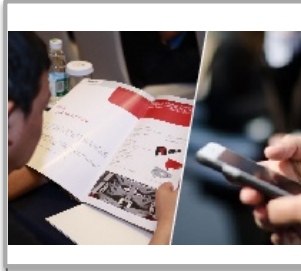
## — 2021 Media Planner —

### Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

### Trusted Media (Print+E-zine)



52,960 Subscribers

### Digital marketing tools: E-newsletter/EDM/White paper



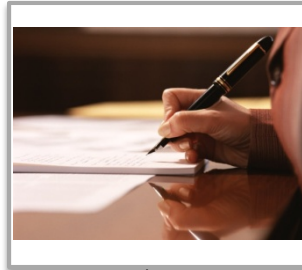
27,800 eNewsletter Subscribers

### New in 2020 - Hybrid conferences

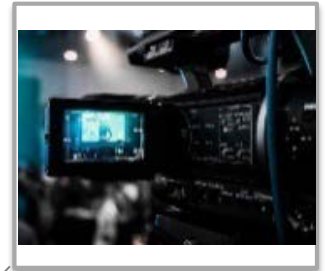


Physical plus Virtual = more qualified delegates - more reach

### Content Marketing:



Article Content Written by professional editors + Promotion



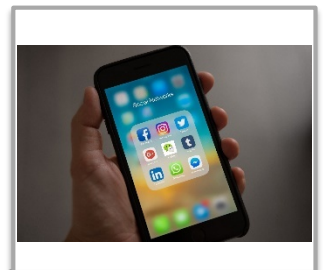
Video shooting/Editing+ Promotion

### Professional Industry News Website – viewable on any device any platform



industrysourcing.cn:  
939,944 Page view/Month  
424,073 Unique visitor/Month

### Social Media/APP



13,500 Social Media Followers



**One Brand** that can provide you with multiple channels to reach the Pumps & Valves community



WeChat

## 2021 Multi Media Platforms that cover the Pumps & Valves in China

International Pumps & Valves News for China enables strong engagement with customers on a continuous basis by utilizing its deep qualified data bases and leading content that generates leads, customer engagement and grow your revenues.

Events – Direct marketing – Print – Social media – Mobile – Content marketing

## Competitive trends in industrial valve boost growth

### Market Introduction

The global industrial valve market grew steadily with a revenue of US\$64 billion, and is expected to expand to US\$90.77 billion by 2023, at a CAGR of 4.53%. China accounted for more than 20% or US\$12.8-13.5 billion, thus becoming the largest market in the world. Improving market conditions have prompted large planned projects in traditional industries, such as petroleum, chemical processing, metallurgy, power generation and infrastructure industries successively.

Furthermore, the rising demand from the medical and healthcare industries due to COVID-19 pandemic outbreaks is, in turn, expected to boost growth for pumps, valves and its accessories markets. Industrial valves play a significant role in the manufacture of different types of medical devices, and many major players in the industry have taken the opportunity to counter the deadly coronavirus pandemic.

Interesting trends in the market include growing value of custom valve designs tailored to meet the unique requirements of specific end-use applications; growing research and development activity around innovative changes in fundamental valve designs to overcome known drawbacks of traditional valves in process industries; capacity expansions in petroleum refining plants; reviving interest in nuclear power and the ensuing demand for high performance nuclear valves; increased focus on plant

automation and the ensuing demand for quarter-turn valves.

Meanwhile, the Sino-US trade conflict, and the volatile international situation will encourage China to embrace worldwide partnership with firm, open and cooperative stance. The pace of domestic manufacturers entering the high-end pump and valve market is accelerating, with an aim to upgrade the whole industrial value chain. With the start-up of China's "dual circulation" development pattern, the strengthening of environmental protection, and the increasing investment in new infrastructure, new rural area construction and water conservancy facilities, the domestic pumps, valves and accessories markets demonstrate a promising future. At the same time, the establishment of smart water platform and the emphasis on drinking water safety will drive the water treatment industry forward, and bring more opportunities for the industrial valve market.



↑ People were signing up for the magazine at Ringier's booth

**Multiple delivery channels for content :  
 Print + E-zines + Apps + Website+ E-newsletters + Social Media+ Video + Mobile**



RingierPumps



Join the Wechat forum



APP



**Total Readership: 52,080**

**Digital Editions include embedded videos and interviews from trade shows and factory visits.**

**International Pumps & Valves News for China**, in a strategic editorial partnership with a team of authoritative editorial advisors in China, has been deeply involved in the pumps and valves industry for over 10 years with various media properties and conferences, providing an interactive platform for our readers, the decision makers in project engineering, process and maintenance engineering, as well as operations management. This multimedia platform includes print and digital magazines as well as fully interactive magazine Apps with video links on iTunes and Google Play. Digital Editions include embedded videos and interviews from trade shows and factory visits. **International Pumps & Valves News for China** is able to provide in-depth coverage ranging from the latest R&D to emerging market trends, updates on pumps, valves and filtration technologies.

Through a dedicated Pumps & Filtration 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. Monthly E-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep suppliers linked to the industry with their latest company information. With such current, informative and attractive content in both digital and printed forms, **International Pumps & Valves News for China** offers the most effective communication package for pumps and filters manufactures to the water & wastewater, oil & gas, power generation, chemical & pharmaceutical, food & beverage, construction and mining companies in China.

Changing media usage pattern? Your customer is a different media consumer than 5 years ago, not only the media channels they use but the message content that they respond to- our commitment is to ensure that we deliver your message using the communication channels that met their needs - with content that informs - interacts with them and generates a response;

From WeChat to LinkedIn , Desktop to mobile, Print to video.

Print however remains the most trusted medium, enjoying high pass along readership with no gamers to accessing the content.

**Trending right now?** Marketing solutions on Wechat- including live seminars, live video and audio broadcast, article placements and Mini Apps for products and supplier sourcing.

Published 5x a year in Simplified Chinese, World Pumps China reaches a qualified controlled readership of 52,960 (including print and digital) manufacturing decision makers who plan the purchase of pumps and valves, related components and systems, and execute design manufacturing strategies, plant managers and engineers 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.

Reader are to be found in the processing sectors and construction, oil, gas and utilities, where pumps and valves play essential roles. In addition, readers also include pumps and valves makers, thus the whole value chain from component suppliers, to makers to end users is covered.

In addition, an active Wechat Pumps & Valves and corporate channel attracts 9,800+ engaged followers

## 4 main delivery channels for the magazine content



Print: 25,160

**Total  
Readership  
52,960**



Digital: 27,800

E-magazine, enewsletters, iPad/iPhone and Android App versions.



Wechat Unique Followers 9,800+



Industrysourcing App is now installed on 109,000 users devices

| Geographic Distribution |               |             |
|-------------------------|---------------|-------------|
| Shanghai                | 4,197         | 17%         |
| Jiangsu                 | 3,590         | 14%         |
| Guangdong               | 2,990         | 12%         |
| Zhejiang                | 2,908         | 12%         |
| Beijing                 | 2,650         | 11%         |
| Shandong                | 1,910         | 8%          |
| Sichuan                 | 1,490         | 6%          |
| Liaoning                | 855           | 3%          |
| Hebei                   | 805           | 3%          |
| Tianjin                 | 785           | 3%          |
| Heilongjiang            | 650           | 3%          |
| Fujian                  | 542           | 2%          |
| Shaanxi                 | 505           | 2%          |
| Xinjiang                | 470           | 2%          |
| Hunan                   | 310           | 1%          |
| Rest of China           | 213           | 1%          |
| <b>Mainland China</b>   | <b>24,870</b> | <b>98%</b>  |
| Hong Kong               | 80            | 1%          |
| Taiwan                  | 210           | 1%          |
| <b>Total</b>            | <b>25,160</b> | <b>100%</b> |

| Organization Type              |     |
|--------------------------------|-----|
| Private                        | 49% |
| Foreign Invested/Joint Venture | 32% |
| State owned                    | 19% |

| Company Activity                     |     |
|--------------------------------------|-----|
| Water (water Treatment/water supply) | 26% |
| Chemical                             | 23% |
| Power Generation                     | 14% |
| Construction                         | 10% |
| Oil And Gas                          | 10% |
| Food And Drink                       | 5%  |
| Mining                               | 3%  |
| Industry design institute            | 3%  |
| Pharmaceuticals                      | 4%  |
| Distributors Of Pumps                | 2%  |

| Job Function                |     |
|-----------------------------|-----|
| Project Engineering         | 28% |
| Plant/Operations Management | 24% |
| GM/Owner/President          | 20% |
| Design/R&D/QC Management    | 17% |
| Purchasing Manager          | 11% |

| Annual Business Turnover (US\$) |     |
|---------------------------------|-----|
| 0-2.5million                    | 3%  |
| 2.60-5 million                  | 36% |
| 5.1 -10 million                 | 40% |
| over 10 million                 | 19% |



## 2021 Editorial Calendar

| ISSUE                             | March   | May  | July   | September  | November (Buyer s' Guide)   |
|-----------------------------------|---|--|--|--|---|
| AD Closing Date                   | February 19   | April 20   | July 15  | August 10  | October 11  |
| Applications                      | Electrics /electronics industry water/waste Water treatment<br>Construction & Building Water Supply<br>Hygenic/Personal Care Industry   | Pulp & Paper Industry<br>Fluid handling in Li-ion battery/fuel cell manufacturing<br>Municipal waste water treatment | Urban Flood Control and Drainage/Sponge City<br>Mining/Coal Chemical Handling/<br>Textiles & Nonwovens     | New Energy/Power Generation<br>Pharmaceutical & Biochemicals handling<br>Sea water desalinization<br>Petroleum & Chemical industry<br>River Dredging | Coating/Surface protection<br>Metallurgy industry<br>Ship/Marine Engineering conservancy/Irrigation   |
| Materials & Auxiliaries, tools    | Actuator<br>Nonmetallic Material/Polymer<br>Valves/pump design<br>Condition monitoring  | Sealing<br>Intelligent Variable Speed Drives (VFDs)/sensor<br>Anti-corrosion   | Retrofitting/<br>Inspection/Testing/ Design and Software   | High efficiency pumps and valves system<br>System Control<br>3D printing   | Digitalization of pump and valve manufacturing/application<br>Pressure Tank<br>Separator              |
| Filtration products and solutions | Advancement in Water Filtration<br>Chemicals in water treatment   | Water treatment membrane<br>Food/Beverage Filtration<br>Softening of salt and lithium                                | Water Filtration in Chemical Fiber Plant/<br>Raw Water Filtration/<br>Waste Water Treatment in Rural Areas | Pharmaceutical & Biopharm process filtration<br>Brine pretreatment<br>Zero/near zero wastewater discharge  | Landfill Leachate filtration<br>Industrial waste water filtration                                     |
| Features                          | Advance Manufacturing<br>Trouble shooting/failure analysis<br>Centrifugal Pump<br>Metering pump<br>Shut off/on/off valve  | Pumping and controlling of polymers<br>Pump station<br>Mixed flow pump<br>Gear Pump<br>Check valve                   | Nuclear Pump/ Valve /<br>Special Effect Pump/ Axial Flow Pump<br>Regulating Valve/ Control Valve           | Piston Pump<br>Magnetic pump<br>Peristaltic Pump<br>Diaphragm pump<br>Safety valve/Special valve   | Pump & valve project consultation<br>Screw pump<br>Vortex pump<br>Intelligent/remote control of valve |
| Special Report                    | 2021 Pumps & Valves Industry Review<br>IE Expo 2021 Preview   | Water and waste water treatment market<br>Flowtech preview<br>Building a Smart Water/<br>Waste Water Platform        | Water Conservancy / Safe Water   | Preview of AQUATEC/FlowTech Shanghai<br>Medicare water/waste water treatment   | Industrial water/waste water treatment<br>Outlook 2022<br>Construction of new rural area              |
| Trade Shows & Ringier Conference  | Mar.30-Apr.1 · The 21st China Int'l Petroleum & Petrochemical Technology and Equipment Exhibition(CIPPE 2021)<br>Mar.31-Apr.2 · FLOWTECH GUANGDONG<br>Apr. 20-22,IE Expo 2021<br>June 2-4, FLOWTECH CHINA 2021<br>Aug., China Coatings 2021<br>Sept., Industrial Automation Show 2021, Metalworking and CNC Machine Tool Show 2021,Robotics Show 2021,Energy Show 2021<br>Nov., PTC ASIA 2021,CeMAT ASIA 2021<br>Dec., CHINACOAT 2021, SFCHINA 2021 |  |  |  |   |

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

| Issue             | January   | February  | March               | April  | May   | June  |
|-------------------|---|---|---------------------|--|---|---|
| eNewsletter Theme | Construction/building water supply                  | Smart water                                       | Safe water          | Pumps, Valves & Components for Water and Waste Treatment | Pumps, Valves & Components for Food & Beverage        | Pumps, Valves & Components for Pharmaceutical & Biochemicals Processing |
| Issue             | July  | August  | September           | October  | November  | December  |
| eNewsletter Theme | Pumps, Valves & Components for Mining/Coal Chemical | Pumps, Valves & Components for Oil & Gas/Landfill | Water for new rural | Leachate   | Pumps, Valves & Components for Coatings/Inks Industry | Industrial waste water  |

- Regular Features**
- Industry Updates
  - Boardroom Connection
  - Leaders View
  - Raw Materials & Additives

**Online Editorial Features—Daily updates and online exclusives**

- **Business in China** - the latest information about China policies, regulations and manufacturing trends
- **Industry News** - news on important events, people, companies and industry developments from China and around the world
- **Trade Show Updates** - latest news, onsite interviews and videos, and e-show daily of major trade events

For editorial submissions and inquiries, please contact: Simona Chen , Email: simona@ringiertrade.com

Follow us on Ringier pumps wechat - Communicate with industry followers on a daily basis!  
 website: www.industrysourcing.cn/pumps

 **Ringier Trade Media Ltd.**



With over 20 years of professional experience, Ringier Trade Media Ltd is constantly striving to create new marketing opportunities for its partners. By utilizing the latest technologies and media channels, we provide interactive "peer-to-peer", cross-platform and multimodal communication.

We offer integrated media strategies to help you communicate with your customers, generate sale leads and enhance your brand value.

### 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 – Lead Generation

- 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

To learn how you can get more quality sales leads, please email to [crm@ringiertrade.com](mailto:crm@ringiertrade.com) or contact:

| Location                 | Name       | Tel                   | Email                      |
|--------------------------|------------|-----------------------|----------------------------|
| China                    | Maggie Liu | +86 20 2885 5256      | maggieliu@ringiertrade.com |
| Hong Kong/ International | Mike Hay   | +852 2369 8788 ext 11 | mchhay@ringier.com.hk      |
| Taiwan                   | Sydney Lai | +886 4 2329 7318      | sydneylai@ringier.com.hk   |