## **Happi China**

#### 2020 Multi Media Platforms that cover the Skin Care market in China

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







## 2020 Media Planner



One Brand that can provide you with multiple channels to reach the Skin Care community

HAPPI 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.













#### One Brand that can provide you with multiple channels to reach the Skin Care community

#### Our magazine & media strong points

Print & digital together are vital for lead generation in 2018 the magazines generated over 65000 product inquiries for advertisers. Combined with online and digital direct marketing services produce quality leads that are measurable and identifiable - A powerful combination

15K - Print Subscribers

**17**K – eNewsletter Subscribers

**10.95** % – Average Open Rate for eNewsletter

15K - Social Media Followers

Reach your target audiences in multiple media platforms in formats that meet different buyer needs at different stages of their buying process.

Information about our mission to provide total and economical solutions that will help the grow







#### **Trusted Print Media**

Print continues to Play an Important Role in China where access to internet can be limited and print is still the most effective way to reach customers & hidden decision makers.

#### Social Media

WeChat -Effective Communication to Target Audiences With 945 million Monthly Active Users, per capita use time 77 min/day. 80% of those users subscribe to Official Account, and more than half of users will share their article with friends or to WeChat Moments after reading.

## **Digital marketing tools:**

EDMs, Newsletters, Webinars etc

Digital Direct Marketing -Comprehensive set of flexible tools to reach broad audience as well as selected sectors and groups

## **Business summits and tradeshows**

Not only do you need to get "social" you have got to get "personal" - small investment in quality Face-to-Face time builds valuable connections.

## 6 ways we reach the Skin Care

community

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

Reach your Customers on the Move in China and Worldwide with Showrooms on Industrysourcing -Desktop, Mobile & Apps & WeChat mini program

#### **Content marketing**

Content marketing develops the trust, providing the buyer with valued information such as problems solving, case studies, new technology and thought leadership that will help them make the right decision.





Digital - Print - Events - Webinars - Mobile - Social - Video - Content Marketing

#### **Market Introduction**

The latest data from China's National Statistics shows that the domestic retail sales of cosmetics reached ¥146.2 billion during the first half of 2019. The growth rate was 13.2% higher than that in 2018. According to Euromonitor, the global beauty and care market continued to grow, reaching \$488 billion in 2018, 4.12% up from 2017, which has been the best performance in last five years.

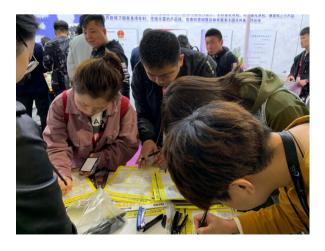
With the addition of millennials and male consumers, the global personal care market is expected to reach \$716.6 billion in 2025. Natural and Organic, anti-aging, efficacy skin-care, AI, AR technology, .... all the trends keep this market alive.

However, the prosperity of this market is accompanied by unprecedented challenges.

New business models bring more competitors and brands, but the market is still controlled mostly by large, international companies. Based on the development of functional research and IT technology, whole industry is focusing on both technical innovation and business innovation.

High-end and Niche is considered to be the two major trends for the cosmetics industry. For example, high-end brands in the domestic market grew by 25% and 28%, respectively in 2017 and 2018, and became the main driving force of whole Cosmetics Market. At the same time, more and more young consumers prefer unique, attractive products and want to exactly solve their skin problems. That's why Niche brands can quickly collect millions of fans now.

There are also many new changes in R&D. With the rapid upgrading of products, traditional chemical research is not enough anymore. Technology innovation now depends on a comprehensive research on various fields such as biology, medicine, nutrition, materials and so on. Skin microecology, biological immunology, biological fermentation, nanomaterials '... ... With more R&D institutions and universities joining, technological breakthroughs are expected to help the industry develop further.



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



#### Searchable- Anytime, Anywhere on Any Device

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# Multiple delivery channels for the magazine content: Print + E-zines + Apps + Website+ E-newsletters + Social Media + Mobile



**Total Readership: 33,580** 

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

As a leading magazine dedicated to the development of cosmetics and personal care industry, Happi China has served Chinese manufacturers and retailers for 15 years. Through deep cooperation with foreign magazines such as Happy, Beauty Packaging in the United States and a team of expert domestic editorial consultants, we provide latest reports from R&D field of innovative technologies, raw material production, market trends, packaging information, contract manufacturing services, etc. All contents can be released simultaneously on Ringier personal Care website, twice a month electronic newsletter, e-magazine, WeChat Subscription account and other media channels.

In this digital age, to help customers communicate their information more comprehensively to a accurately

selected, narrow user base, we also offer a variety of customized digital marketing solutions, including webinars, banners, videos, live broadcasts, etc. If you are looking to widen your market – contact us and we will provide you with best solutions on the market.

To meet the dramatic increase in the use of mobile devices to access information, all digital products and content have been designed to adjust to the screen size of the mobile or device being used, so that users can access, search and view both paid and editorial content clearly and with maximum impact. Happy China magazine digital editions enable easy viewing on smart phones as well as tablets.

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.

### **READERSHIP / BUYER DEMOGRAPHICS**



Published 10x a year in Simplified Chinese, Happi China reaches a qualified controlled readership of 33,580 (including print and digital) decision makers range from formulators, chemists who design and create products, or who plan the purchase of machinery, materials an execute manufacturing strategies, and plant managers who evaluate and make recommendations. Each subscription is requested in writing. Each reader is qualified by name, job title and industry and re-qualified annually by our call center. In addition an active Wechat Skin Care and corporate channel attracts 15,500+ engaged followers.

Geographic Distribution					
Guangdong	4,315	28%			
Shanghai	3,575	23%			
Zhejiang	1,746	11%			
Jiangsu	1,410	9%			
Shandong	814	6%			
Beijing	893	5%			
Fujian	320	2%			
Hebei	270	2%			
Tianjin	265	2%			
Hubei	265	1%			
Liaoning	220	1%			
Sichuan	177	1%			
Henan	170	1%			
Hunan	160	1%			
Anhui	120	1%			
Heilongjiang	50	1%			
Chongqing	65	1%			
Rest of China	210	1%			
Mainland China	15,045	97%			
Taiwan	375	2%			
Hong Kong	180	1%			
Total	15,600	100%			

Annual Business Turnover (US\$)				
0-1 million	3%			
1.1-2.5 million	15%			
2.6-5 million	39%			
5.1-10 million	27%			
over 10 million	16%			

Organization Type				
Foreign Invested/Joint Venture	50%			
Private	49%			
State Owned/Collective/ Township Enterprise	1%			

#### 4 main delivery channels for the magazine content



Print: 15,600

Total Readership 33,580



Digital: 17,980

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



Wechat Unique Followers 15,500+





Industrysourcing App is now installed on 109,000 users devices

Job Function					
Scientist/Chemist/Research/Formulator	36%				
GM/Owner/President	20%				
Production/Plant Manager/ Chemical Engineer	17%				
Purchasing Manager	12%				
Packaging Designer/Producer	9%				
Sales/Marketing Manager	4%				
Other; e.g. Consultant/Government	2%				

Breakdown by Industry				
Manufacturer of Personal Care Products (Skin, Oral, Hair, Body)	37%			
Manufacturer of Color Cosmetics	16%			
Manufacturer of Cosmeceuticals	12%			
Manufacturer of Detergents/Household Cleaners/Household Care	9%			
Manufacturer of Fragrances/Aromatics/Essence	7%			
Manufacturer of Packaging	6%			
Manufacturer of Other Toiletries/Personal Hygiene Products	4%			
Materials/Ingredients Manufacturer/Distributor/ Importer	3%			
Design/Consultants/R&D/Testing Services	3%			
Government/Association/Universities	2%			
Machinery Manufacturer/Dealer/Distributor	1%			





Digital – Print – Events – Webinars – Mobile – Social – Video – Content Marketing

### 2020 Editorial Calendar

ISSUE	January	February	April	May	June
Ad Closing Dates	13-Dec-2019	13-Jan	04-Mar	08-Apr	12-May
INGREDIENTS: FORMULATING/ TESTING	Microecology Plant extracts	Anti- pollution Preservative	Anti-aging Emulsifier	Sun Care Surfactant	Cleaning Immunity
PACKAGING: DESIGN/ PROCESSING	Digital Packaging	Sustainable Packaging	E-commerce packaging	Applicator/ Dispenser	Interactive and Intelligent Packaging
MARKET & TRENDS	Customization	Male skin Care	Dermocosmetics	Biological fermentation	Skin Microecology

#### Trade Shows & Ringier Conferences

- February, 26-28, Personal Care and Homecare Ingredients (PCHI 2020)
- Mar, 4-6, The 27th China International Exhibition on Packaging Machinery & Materials, Guangzhou
- Mar, 18-20, Food Ingredients China 2020 (FIC 2020)
- May, 13-15, Shanghai Int'l Beauty Expo 2020
- May, 19-21, The 25th China Beauty Expo
- June, 11-12, Personal Care Technology Summit & Expo 2020, Shanghai (Ringier Conferences)
- June, 11, Ringier Technology Innovation Awards 2020 Personal Care Industry, Shanghai (Ringier Conferences)
- June, 22-24, Propak China 2020

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

Issue	January	February	March	April	May	June
eNewsletter	Microecology Plant extracts	Regulation Updates	Anti- pollution Preservative	Anti-aging Emulsifier	Sun Care Surfactant	Cleaning Immunity
Theme	Cuslomization	Digital Packaging	Male skin Care	Dermocosmetics	Biological fermentation	Skin Microecology

#### **Regular Columns**

#### • Industry Updates

- Happiword
- Formulary
- Feature Report

#### Editorial content that attracts readers – Issue to issue, all year!

- Online Editorial Features Daily updates and online exclusives including insight reports on big industrial events
- Industry Updates News on related China policies/regulations, latest industry developments and important events

  Trade Show Reports The latest news, onsite reports and e-show daily of the big trade events
- Find your perfect position Your ad next to award winning content ensures readers will see it every time



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## **2020 Editorial Calendar**

ISSUE	July	September October		November	December		
Ad Closing Dates	10-Jul	04-Aug	03-Sept	08-Oct	09-Nov		
INGREDIENTS: FORMULATING/ TESTING	Dermocosmetics Oral Care	Humectant Sensory Enhancer	Fragrance Traditional Chinese Medicine Care	Makeup Cosmetics Pigment	Hair Care Thickener		
PACKAGING: DESIGN/ PROCESSING	Airless packaging	Sample Tube/Label packaging		Functional packaging	Packaging technology		
MARKET & TRENDS	Ingredients Market	Makeup Cosmetics Testing/Inspecti		Alternative Preservation	Outlook 2021		
Trade Shows	August, 21-22, Nonwovens Technology Innovative Application Conference 2020, Xiamen (Ringier Conferences)						

#### Trade Shows & Ringier Conferences

- November, Cosmoprof Asia 2020, Hong Kong
- November, Personal Care Technology Summit 2020, Guangzhou (Ringier Conferences)
- December, Innovative Packaging Summit 2020, Guangzhou (Ringier Conferences)

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

ISSUE	July	August	September	October	November	December
eNewsletter Theme	Ringier Technology Innovation Awards for Personal Care Review	Regulation Updates	Humectant Sensory Enhancer	Fragrance  Traditional  Chinese  Medicine Care	Makeup Cosmetics Pigment	Hair Care Thickener
	Ingredients Market	Packaging technology	Makeup Cosmetics	Testing/Inspect ing	Alternative Preservation	Outlook 2021

For editorial submissions and inquiries, please contact: Susie Wen Email: susie@ringiertrade.com

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

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## ••• Ringier Trade Media Ltd.

## Ringier Trade Media Ltd

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 & PR**

- Conferences China/S.E. Asia
- Webinars
- Innovation Awards
- Custom Events

#### **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

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 or contact:

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