

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

17K – 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.

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.

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.

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 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



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.

4 main delivery channels for the magazine content



Print: 15,600



Digital: 17,980

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



Wechat Unique Followers 15,500+



Industrysourcing App is now installed on 109,000 users devices

**Total
Readership
33,580**



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%

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%

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	<ul style="list-style-type: none"> 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 Theme	Microecology Plant extracts	Regulation Updates	Anti- pollution Preservative	Anti-aging Emulsifier	Sun Care Surfactant	Cleaning Immunity
	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

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 packaging	Tube/Label	Functional packaging	Packaging technology
MARKET & TRENDS	Ingredients Market	Makeup Cosmetics	Testing/Inspecting	Alternative Preservation	Outlook 2021
Trade Shows & Ringier Conferences	<ul style="list-style-type: none"> • August, 21-22, Nonwovens Technology Innovative Application Conference 2020, Xiamen (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) 				

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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

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

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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