

Nonwovens Industry China

2020 Multi Media Platforms that cover the Nonwovens 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 Nonwovens community

Nonwovens Industry 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 Nonwovens 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**

9K – Print Subscribers

10K – eNewsletter Subscribers

9.83 % – Average Open Rate for eNewsletter

11K – 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 tradeshow

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



China's Nonwovens industry continues to maintain rapid growth

Market Introduction

Along with the complication of global economic environment, trade frictions and domestic structural adjustments present challenges to China. Still, Chinese nonwovens industry maintained steady development while overcoming various unfavorable factors. According to the National Bureau of Statistics, the output of nonwovens in China reached 2.16 million tons in the first half of 2019, which is an increase of 11.41% (y/y). Meanwhile, China exported 497,000 tons of nonwovens fabrics, up 6.88% (y/y). There is also growth of 7.47% and 16.09% respectively in the exports of wipes and disposable hygiene products. With each figure it becomes clearer that China's global competitive advantage is being further strengthened.

The boom of Chinese nonwovens industry is attracting a lot of investments in 2018. This shows that companies are optimistic about the future of the industry and thus are actively making capacity expansions and updating existing lines. Fierce competition however exists - particular in the middle and lower ends of the industry - and the companies that are going to survive are the ones that use technology advancement and develop innovative products.

A good example would be intelligent manufacturing with potentials for time and cost savings as well as learning AI for further process optimization. Comparing the IoT evolutions in other industries such as automotive, medical sector, there's no doubt that automation and digitization will also continue to progress in the nonwovens sector.

China is expected to account for around 57% of

the Asian consumption of nonwovens by 2020. According to CNITA, the following sectors will experience the highest growth in this period: environmental protection; medical, healthcare and elderly care; emergency services and public security; new-energy automotive; 'Belt and Road' supporting industries.

In the hygiene and personal care market, natural products are enjoying gains. Many hygiene makers have launched new products featuring natural or organic raw materials, such as cotton, biopolymer fiber, which have provided consumers with new choices in soft and comfort. The trend is initial in Asia and has moved around the globe gradually. Besides, interest in sustainability also continues to rise. Leading companies who not only speak but take the actions to employ sustainable materials and technologies will win in the competitive market. The industry needs to make sustainable solutions affordable to everyone and support application innovations.



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

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



WeChat

Ringier Nonwovens

Join the Wechat forum



APP



Total Readership: 20,250

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

For the past 17 years, **Nonwovens Industry China**, in a strategic editorial partnership with the world's leading information provider - **Nonwovens Industry**, has established itself as a leading source of exclusive content and technical articles for the nonwovens industry in China. Prepared and written by a team of industry and editorial experts, the print and digital magazines, Nonwovens vertical site and WeChat "RingierNonwovens" reach decision-makers in Chinese roll goods producers as well as nonwovens products manufacturers – from hygiene, wipe, medical to filtration, automotive, construction and so on.

For suppliers, **Nonwovens Industry China** is an effective multimedia platform which provides the latest information on their products and services. Through a dedicated Nonwovens vertical site (www.industrysourcing.cn/nonwovens), the industry community can find daily news updates and exclusive online features, videos and reports

on major industry events – including live updates from major industry 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 you updated on the industry. This multiple delivery channels enable you to get the most benefits from interactive magazines Apps with video links on iTunes and Google Play, Wandoujia APP store, 360 APP store plus technical articles and reports. 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 for maximum impact. The 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.

Published 4x a year in Simplified Chinese, Nonwovens Industry China reaches a qualified controlled readership of 20,250 (including print and digital) manufacturing decision makers who plan the purchase of Processing, converting and packaging machinery materials and execute manufacturing strategies, and R&D scientists who test and evaluate materials used to produce finished products.

Each subscription is requested in writing. Each reader is qualified by name, job title and industry and re-qualified annually by our call center. Readers cover the entire decision making process from R&D, QC, engineering, plant management to purchasing & top management. In addition an active Wechat **Nonwovens** and **corporate** channel attract 11,000+ engaged followers.

4 main delivery channels for the magazine content



Print: 9,900



Digital: 10,350

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

Total Readership
20,250



Wechat Unique Followers 11,000+



Industrysourcing App is now installed on 109,000 users devices

Geographic Distribution		
Jiangsu	1865	19%
Zhejiang	1702	17%
Shanghai	1590	16%
Guangdong	1469	15%
Shandong	990	10%
Fujian	538	5%
Beijing	265	3%
Tianjin	190	2%
Liaoning	205	2%
Sichuan	190	2%
Hubei	170	2%
Henan	170	2%
Rest of China	151	2%
Hunan	130	1%
Chongqing	80	1%
Mainland China	9,715	98%
Hong Kong	50	1%
Taiwan	135	1%
Total	9,900	100%

Annual Business Turnover (US\$)	
0-2.5 million	4%
2.6-5 million	20%
5.1-10 million	40%
over 10 million	36%

Organization Type	
Private	60%
State Owned	5%
Foreign Invested/ Joint Venture	35%

Industrial Breakdown	
Hygiene Product Manufacturers	27%
Medical Nonwoven/Product Makers	15%
Disposable Wipes, Absorbents Makers	13%
Industrial Nonwoven/Products Makers	12%
Converters, Fabricators	7%
Coverings e.g. Car Seats	5%
Diaper Manufacturers	5%
Filters	4%
Misc. Nonwoven Makers eg. Padding, Felt, Insulation	4%
Materials, Fibers, Chemical Supplier/Manufacturer	3%
Geotextiles Manufacturers	3%

Note: adds to more than 100% due to multiple responses

Job Function	
GM/Owner/President/Vice President	30%
Production, Operations, Plant Manager	29%
R&D, Q/C, Design	19%
Chemical Engineering, Project Manager	9%
Purchasing Manager	8%
Sales & Marketing Management	3%
Other, Consultant, Government, Regulator	2%

2020 Editorial Calendar

ISSUE	March	June	September	November
Ad Closing Dates	Feb 25	May 11	Aug 07	Oct 13
Features	Feminine Hygiene Market Filtration Market: Opportunity & Challenge Automotive Nonwovens: Lightweight, Versatility, Electric Vehicles	Baby Diapers: On the Upgrade of High-End Products Wipes: From Cleaning to Personal Care Nonwovens in Roofing/Construction	Updates of Intelligent Manufacturing in Nonwovens Industry Geotextiles Acoustical Nonwovens	Green Sustainable Technology for Nonwovens Medical Nonwovens: Market & Technology Trends Emerging Markets Report
Materials	Hygiene Components Supplement	Composites	Fibers for Nonwovens	High Performance Polymers
Processing & Converting	Airlaid Nonwovens Ultrasonics for Nonwovens	Spunbond / Meltblown Spunlace	Needlepunch Winding / Slitting	High Performance Polymers Testing / Quality Control
Special Report	CIDPEX 2020 Preview	CIDPEX 2020 Review	COVER STORY Adult Incontinence Supplement CINTE Preview	COVER STORY International Top 40 Roll Goods Manufacturers CINTE Review
Theme of Newsletter	January	March	April	June
	Technology Trends in Medical Nonwovens Sustainable Road of Nonwovens	Updates of Hygiene Components Filtration Market	Automotive Nonwovens CIDPEX 2020 Report	Personal Care Wipes Spunlace Market
	July	September	October	November
	Spunmelt Market Baby Diapers: Natural, Safety, High-End	Focusing on Intelligent Manufacturing Adult Incontinence	Updates of Fiber Needlepunch	International Top 40 Roll Goods Manufacturers CINTE Show Report
Trade Shows & Ringier Conferences	<ul style="list-style-type: none"> • Apr., 22-24, China International Disposable Paper Expo 2020 (CIDPEX), Nanjing • Aug., Ringier Nonwovens Technology Innovative Application Conference 2020 • Sep., China International Trade Fair for Technical Textiles and Nonwovens (CINTE), Shanghai • Sep., 2-4, China Composites Expo 2020, Shanghai 			

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

Regular Features

Industry Updates
Boardroom Connection
Leaders View
Raw Materials & Additives

For editorial submissions and inquiries,
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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

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

Ringier Trade Media Ltd.

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 & 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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