

# Automotive Manufacturing & Design for China

## 2020 Multi Media Platforms that cover the Automotive 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 Automotive community

**Automotive Manufacturing & Design 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.

One Brand that can provide you with multiple channels to reach the Automotive 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**

**32K** – Print Subscribers

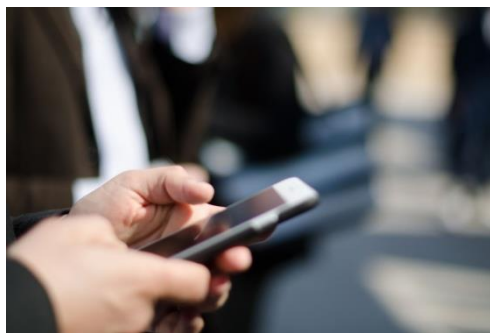
**36K** – eNewsletter Subscribers

**10.27 %** – Average Open Rate for eNewsletter

**8.1K** – 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



## China's automobile industry maintain rapid growth Continuously

### Market Introduction

According to the latest data, in the first five months of 2019, the national automobile production was 10.179 million, which translates to rate of decline of 14.1%. The national automobile sales in the first seven months of 2019 was 14.132 million, with the same 14.1% drop. Has the turning point in the industry already arrived? Has Chinese market been saturated?

According to authoritative data, by the end of 2018, China had only about 140 cars per thousand people. Compared with other developed markets, the development of China's automobile industry is **far from reaching saturation**. In the future, China's automobile market can be said to have both opportunities and challenges. Innovative technology, efficient equipment and advanced management are undoubtedly the key to the preemption of automobile manufacturers. In addition, with the increase of environmental protection and the gradual implementation of the sixth national standards, automobile lightweight has become an important breakthrough in the transformation and upgrading of major automobile enterprises.

Different from the traditional fuel vehicles that are exhibiting negative growth, the field of new energy vehicles has shown a thriving trend, and the new momentum of car market growth seems to not showing any signs of slowing down. From January to June 2019, production and sales of new energy vehicles in China reached 614000 and 617000 respectively, the growth rate was 48.5% and 49.6% respectively over the same period last year. As a necessary part of power battery charging, charging stations are also an important factor in the rapid development of new energy vehicles. According to statistics, the number of charging stations in 2018 was 299000, an increase of 39.72% over the same period last year. With

the improvement of the NEV popularity, the charging stations' market also has great potential in the future.

In addition, with the issuance of 5G business licenses, China has officially entered the first year of 5G business. 5G has the many advantages, such as faster data transmission rate, which provides further technical support for the realization of autopilot. Statistics show that at present, the number of connected vehicles worldwide has reached 90 million, which is expected to increase to about 300 million by 2020 and exceed 1 billion by 2025. With the advent of the 5G era, autopilot technology for autonomous vehicles will become safer and cheaper, resulting in the increase in the popularity of intelligent network cars and autonomous vehicles within automobile industry.

With the development of new energy vehicles and intelligent network vehicles, their safety has also attracted much attention. Both the safety of electric vehicle batteries and the data security of intelligent network vehicles have become the focus. While the security requirements are seeing rapid progress, it also puts forward higher requirements for the relevant enterprises, which also brings more opportunities to the relevant security testing platforms.



↑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



**Total Readership: 68,813**

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

Ringier’s Automotive Manufacturing & Design for China, in an editorial partnership with Germany’s Automotive Electronics & Systems by Hanser, Automotive Products Finder in India, and a team of authoritative editorial advisors in China, has been providing China’s automotive industry with comprehensive news about technological breakthroughs, innovative materials, new applications and rapidly evolving trends for almost a decade.

In every issue we focus on important matters for motor vehicles manufacturers and designers, such as engineering developments, new technologies, processes, components, materials and design. With ever increasing restrictions on fuel efficiency, emission standards and safety demands putting strain on manufacturing

schedules, we bring you easy to apply solutions.

From lightweighting processes, such as laser-welding and friction-stir welding, innovative cutting technologies for dealing with ultra-highstrength steel to aluminium body panels and its innovative substitutes. We are the leading industrial media in China, not because of our highly popular print magazine or multiple digital channels, but because we understand the relations between manufacturers, designers and engineers and importance of providing comprehensive solutions that would engage them all. We offer the most effective communication package for the machinery, materials, software and electronic suppliers to the OEMs, T1&2 suppliers in the automotive industry.

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 8x a year in Simplified Chinese, **Automotive Manufacturing & Design for China** reaches a diverse qualified controlled readership of **68,813** decision makers who purchase, test and evaluate the functionality and performance of components, including **electrical and sensors used in the assembly of auto parts. Plus plant, engineering and design management who evaluate and purchase machinery and materials used in the manufacturing and assembly of auto parts as well as the final assembly of vehicles.** Readers are located across the whole manufacturing and assembly chain from Tier 3 to Tier 1 makers/suppliers to final OEM assemblers. The auto industry is a truly integrated one with all levels of suppliers and final auto makers working with each other and influencing the purchasing decisions of machinery, materials and components. Automotive Manufacturing & Design for China gives you that integrated readership of decision makers both in print and digitally. 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 automotive and corporate channel attracts 8,100+ engaged followers.

Geographic Distribution		
Shanghai	5680	18%
Zhejiang	5615	18%
Guangdong	4020	13%
Jiangsu	4335	14%
North East of China	1530	5%
Shandong	1676	5%
Beijing	1653	5%
Hebei	1520	5%
Hubei	1120	4%
Tianjin	1124	4%
Chongqing	950	3%
Fujian	640	2%
Rest of China	350	1%
Henan	520	2%
Shannxi	320	1%
Hunan	260	1%
Mainland China	31313	97%
Taiwan	685	2%
Hong Kong	125	1%
Total	32123	100%

Annual Business Turnover (US\$)	
0-1million	1%
1.1-2.5 million	6%
2.60-5 million	20%
5.1 -10 million	35%
over 10 million	38%

Organization Type	
State owned/Collective/ Township Enterprise	11%
Foreign Invested/Joint Venture	40%
Private	49%

## 4 main delivery channels for the magazine content



Print: 32,123



Digital: 36,690  
E-magazine, e-newsletters, iPad/iPhone and Android App versions.



Apps industrysourcing downloads: 109,000+



Wechat Unique Followers 8,100+

**Total Readership**  
**68,813**



Major Products Manufactured	
Manufacturing of Engines/Power Trains/Gear Boxes/Complete Units/Parts	49%
Manufacturing of Electronic & Electrical Components and System	32%
Light Vehicle Assembly (Cars/Vans/Motorcycles)	9%
Heavy Vehicle Assembly (Buses/Trucks/Others)	3%
Design/R&D/QC/Consultant	3%
Manufacturing/Distributor/Importer/Agent of Machinery & Plant Equipment/Metal	2%
Institute/University/Association/Government	2%

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

Process & Activities Conducted Company	
CAD/CAM/CAE	75%
Metal Cutting	62%
Components/Final Assembly	60%
Laser Machining	47%
Inspection/Testing/Measuring	42%
Plastic Processing	42%
Automation System/Factory Control	40%
Robotics	39%
Metal Forming	30%
Mold Making	25%
Coating & Finishing	16%
ERP Supply Chain Management/ERP	12%
Design/R&D	15%
Welding	14%
Forging or Heading	10%
Rubber Processing	8%

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

Job Function	
Design, R&D Management /Engineering Management	32%
Production/ Plant Manager	29%
Managing Director/President/GM	23%
Purchasing Manager	10%
Logistics Management	3%
Government/Consultant	2%
Sales/Marketing Manager	1%

## 2020 Editorial Calendar

ISSUE	February		April		May		June
Ad Closing Dates	January 7		March 2		April 3		April 28
<b>MANUFACTURING SOLUTIONS</b>	Metalworking Technology 3D Scanning Battery manufacturing		Laser Solutions Intelligent manufacturing Quality Control and Test		Plastic Processing Technology Automobile parts manufacturing		Automation Coating Technology
<b>SYSTEM &amp; ELECTRONICS</b>	ADAS Automated Driving		BMS Wire Harness / Connector		Sensors/Cameras Automotive Transmission System		V2X & Safety Automobile Steering system
<b>MATERIAL INNOVATION</b>	Plastic Additives		3D Printing Material		Adhesives		Battery Separator Films
<b>DESIGN &amp; DEVELOPMENT</b>	Test and Measurement		Simulation		Turbo Charging Technology		Product Lifecycle Management
<b>SPECIAL REPORTS</b>	Influence of 5G Technology on Automobile Industry Development of New Energy Vehicles Outlook of 2020 China Auto Market		Automotive Innovative Materials China International Internal Combustion Engine Manufacturing Technology Summit Review		AUTO CHINA 2020 Review Chinaplas 2020 Review CAPAS 2020 Review		Electric vehicle Breakthrough Technology CIMES 2020 Review
<b>Theme of Newsletter</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	
	Metalworking Technology	Battery manufacturing	Intelligent manufacturing	Quality Control and Test	Plastic Processing Technology	V2X & Safety	
	--	ADAS	--	Simulation	--	Coating Technology	
<b>Trade Shows &amp; Ringier Conferences</b>	<p>Feb 19-21, TCT Asia 2020, Shanghai</p> <p>Feb 20-21, High-efficiency Machining Intelligent Automation Summit, Chengdu (Ringier Events)</p> <p>Feb 25-28, CME China machine tool exhibition, Shanghai</p> <p>Feb 26-28, SPS-Industrial Automation Fair Guangzhou (SIAF) 2020, Asiamold 2020, Guangzhou</p> <p>Mar 19-20, Plastics &amp; Rubber Processing Technology and Innovative Materials Application Summit &amp; Expo -- Automobiles, Consumer Electronics, Medical Products, Packaging, Shanghai (Ringier Events)</p> <p>Mar 30-Apr 2, The 21th Shenzhen International Machinery Manufacturing Industry Exhibition 2020, Shenzhen</p> <p>Apr, 2020 Beijing International Automotive Exhibition(AUTO CHINA 2020), Beijing</p> <p>Apr 7, High Performance Machining Technology Conference, Shanghai (Ringier Events)</p> <p>Apr 7-11, China CNC Machine Tool Fair (CCMT 2020), Shanghai</p> <p>Apr 21-24, Chinaplas 2020, Shanghai</p> <p>Apr 22-24, NEPCON China 2020, Shanghai</p> <p>May, 23th China Dongguan International Mould and Metalworking Exhibition Plastics, Packaging &amp; Rubber Exhibition (DMP 2020), Dongguan</p> <p>May 13-14, China Coatings Summit &amp; Expo 2020 ---Auto Coatings, Architectural Coatings, Wood Coatings, Anti-Corrosive Coatings, Shanghai (Ringier Events)</p> <p>May 13-15, Integrated Automation Motion &amp; Drives Beijing, Beijing</p> <p>May 18-22, The 15th China International Machine Tool &amp; Tools Exhibition (CIMES 2020), Beijing</p> <p>May 28-31, The 22nd Exhibition of LiJia International machine tool Chongqing, Chongqing</p> <p>Jun 18, Global Smart Factory Summit, Suzhou (Ringier Events)</p>						

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

### Regular Features

- Boardroom Connection
- Industry News
- Product Highlights
- Buyer Alert

### 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

## 2020 Editorial Calendar

ISSUE	July	September	October	November		
<b>Ad Closing Dates</b>	June 1	July 29	September 8	September 25		
<b>MANUFACTURING SOLUTIONS</b>	Metalworking Technology Industrial Robots	Car Body Joining Technology Surface Treatment Automobile Equipment Manufacturing	Plastic Processing Technology Coating Technology Engine Parts Manufacturing	New Energy Vehicle Manufacturing Lean Manufacturing Assembly: Modules & Platforms		
<b>SYSTEM &amp; ELECTRONICS</b>	Entertainment & Driver Assistance Powertrain System	Automotive Motor Technology Vehicle Driving System	Sensor/ Laser Radar Automobile braking system	Electronic Control Technology		
<b>MATERIAL INNOVATION</b>	Composites	Metals: Aluminum	Adhesives	plastics material		
<b>DESIGN &amp; DEVELOPMENT</b>	Three Electric Systems for NEV	Simulation	Exterior Styling	Aerodynamics & Design		
<b>SPECIAL REPORTS</b>	Intelligent Network Association and AI AMTS 2020 Preview	WNEVC2020 Review AMTS 2020 Review	Development of hydrogen Energy Technology CIIF 2020 Review	Outlook of 2021 China Auto Market		
<b>Theme of Newsletter</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>
	Entertainment & Driver Assistance	Composites	Car Body Joining Technology	Metals: Aluminum	Plastic Processing Technology	New Energy Vehicle Manufacturing
	Powertrain System	--	--	Adhesives	Coating Technology	--
<b>Trade Shows &amp; Ringier Conferences</b>	<p>Jun 2-5, Industrial Automation Shenzhen 2020, Shenzhen  Jun 2-5, BEIJING ESSEN WELDING &amp; CUTTING FAIR, Shenzhen  Jun 18, Global Smart Factory Summit, Suzhou (Ringier Events)  Jun 19, 5G Smart Factory Summit 2020, Suzhou (Ringier Events)  Jul, 2020 CHINA INTERNATIONAL ROBOT SHOW (CIROS 2020), Shanghai  Jul 8-11, Shanghai Automotive Manufacturing Technology &amp; Materials Show 2020 (AMTS), Shanghai International  Assembly &amp; handling Technology Exhibition (AHTE), Shanghai  Jul 16-17, Global Laser Processing Technology Summit, Guangzhou (Ringier Events)  Aug, NEPCON Asia, Shenzhen  Aug 6-7, New Energy Vehicle Industry Development Summit, Hangzhou (Ringier Events)  Aug 11-12, Innovative Coatings Summit 2020 - Waterborne Coatings, Smart Functional Coatings, UV coatings, Guangzhou  Sept, Industrial Automation Show 2020, Metalworking and CNC Machine Tool Show 2020, Robotics Show 2020, Energy  Show 2020, Shanghai (Ringier Events)  Sept, RubberTech China 2020, Shanghai  Sept 2-4, China Composites Expo 2020, Shanghai  Sept 16-17, Innovative Plastics Compounding and Masterbatch Technology Conference, Guangzhou (Ringier Events)  Sept 24-25, Engine Components New Technology Manufacturing Summit 2020, Wuxi (Ringier Events)  Oct, PTC ASIA 2020, CeMAT ASIA 2020, Shanghai  Oct 15, Additive Manufacturing Technology Innovation &amp; Application Conference, Xiaan (Ringier Events)  Oct 21-22, Nonwovens Technology Innovative Application Conference 2020, Guangzhou (Ringier Events)  Nov, CHINACOAT 2020, SFCHINA 2020, Guangzhou  Nov, 24th China Shenzhen Greater Bay Area International Mould and Metalworking Exhibition Plastics, Packaging &amp;  Rubber Exhibition (DMP 2020), Shenzhen  Nov 10-14, TMTS 2020, Taiwan</p>					

For editorial submissions and inquiries,

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## Digital service- E-newsletter

### Industry e-newsletters

Scheduled **Industry, magazine** e-newsletters targeting specific industries, job functions and decision making responsibilities in China, S.E.Asia and the Middle East deliver relevant news to industry leaders or engineers throughout the year providing insightful and valuable content that readers rely on. It brings your message to the place your target audience visits most – their inbox. **Generate immediate response and website traffic by promoting your key products and services by direct communications with your core target audiences.**

**Automotive Manufacturing & Design for China** Language: Simplified Chinese, Frequency: 18X, Subscriber: 36,690

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Metalworking Technology	Battery manufacturing	Intelligent manufacturing	Quality Control and Test	Plastic Processing Technology	V2X & Safety
	--	ADAS	--	Simulation	--	Coating Technology
ISSUE	July	August	September	October	November	December
Theme of Newsletter	Entertainment & Driver Assistance	Composites	Car Body Joining Technology	Metals: Aluminum	Plastic Processing Technology	New Energy Vehicle Manufacturing
	Powertrain System	--	--	Adhesives	Coating Technology	--

### Smart Manufacturing

Language: Simplified Chinese, Frequency: 12X, Subscriber: 98,000

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Picking, labeling and identification equipment and system	Smart Manufacturing, Factory Automation, HMI	Smart Manufacturing, Device Connectivity, Process Automation	cooperative robot	HMI and Factory Automation	Sensors & Cybersecurity
	AI and industry robotics	Industrial robotics & machine vision	Security/Digital/Factory Automation	Safety Process Automation	Assembly Automation & Inspection	IIoT
ISSUE	July	August	September	October	November	December
Theme of Newsletter	AI and industry robotics	Industrial robotics & machine vision	Security/Digital/Factory Automation	Safety Process Automation	Assembly Automation & Inspection	IIoT

### Metal Fabrication

Language: Simplified Chinese, Frequency: 12X, Subscriber: 26,000

ISSUE	January	February	March	April	May	June
Theme of Newsletter	Brazing/welding	Metal plastic forming	Die casting	Mold making	Precision Machining	Metal injection molding
	stamping	Powder metallurgy	forging	3D printing technology	Sheet metal processing	Rolling
ISSUE	July	August	September	October	November	December
Theme of Newsletter	stamping	Powder metallurgy	forging	3D printing technology	Sheet metal processing	Rolling

### Plastics in Automotive

Language: Simplified Chinese, Frequency: 6X, Subscriber: 8,000

ISSUE	January	March	May	April	July	September	November
Theme of Newsletter	Automotive Lightweight Construction	Low VOCs Materials for Automotive Interiors	Advanced Molding Auto Parts Technologies	Intelligent Manufacturing Technology for The Automotive Industry	Plastic Parts Recycling	Lightweight Plastic Parts Development Of China Brand Car	Automotive Lightweight Construction
	Automotive Lightweight Construction	Low VOCs Materials for Automotive Interiors	Advanced Molding Auto Parts Technologies	Intelligent Manufacturing Technology for The Automotive Industry	Plastic Parts Recycling	Lightweight Plastic Parts Development Of China Brand Car	Automotive Lightweight Construction

\* Editorial Calendars are subject to change without prior notice



## 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](mailto:crm@ringiertrade.com) or contact:

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