



The 17th China Dongguan International Mould, Metalworking,Plastics,Packaging & Rubber Exhibition

November 18-21, 2015
Guangdong Modern Int'l Exhibition Center

How to Stand Out in DMP 2015 ?

One of the Top Integrated Multimedia Programs that Targets the Buyers!

Exclusive Official Show Daily (Chinese)

Why choose the official show daily?

- ✓ The exclusive Show Daily officially permitted to circulate at the show. Make sure trade visitors see you and visit your booth
- ✓ Drive traffic to your booth and promote your products, services on display, your company name and logo, a special offer, an event and etc
- ✓ Various ad positions to choose from to maximize your presence at the show and increase your exposure
- ✓ Your cost-effective marketing channel to reach every visitor attending the show. The Digital Edition reaches audience beyond the show and it is also promoted to broader audience via the DMP e-Newsletter
- ✓ The Digital Show Daily hosted on our website, added to iTunes and Google Play Apps. It is fully interactive and your ads will be linked to your product showrooms or videos on our website

Distribution :
First Day : 10,000
Second Day : 5,000
Third Day : 5,000

Print & Digital



Over **48,000** Downloads



Scan the QR to download Ringier Apps

Ringier Trade Media Ltd.

Offical Trade Fair Media



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Book Your Best Space in the DMP 2015 Show Daily Show Daily Ad Sizes – The Best Chance to Exposure

*Link your digital Ads to showrooms, videos or your website

A: Cover 1- 1/4 page horizontal

Size(non-bleed): 256mm (W) x 90mm (H)

Advantages:

Premium cover position first to be seen, reach more target buyers effectively, remind them to visit your booth.

Rate (US\$): 1,620

Exclusive Ad on the cover !



B1/B2: Cover 2 or first page, Full page 4C

Size: Non-bleed 256mm (W) x 390mm (H)

Bleed 284mm (W) x 416mm (H)

Exclusive of 3mm bleed for each size

Advantages:

With a full page size in the cover, Page 2 or first page, make your brand stand out for your target buyers to see. Your high-impact and relevant information in a well-presented format to get more buyers to visit your booth first!

Rate (US\$): 2,670

C: Cover 3 Full Page 4C

Size: Non-bleed 256mm (W) x 390mm (H)

Bleed 284mm (W) x 416mm (H)

Exclusive of 3mm bleed for each size

Advantages:

Give high-level exposure to your brand through this cost-effective channel to attract your target buyers to your booth.

Rate (US\$): 2,310





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**D: Back Cover
Full Page 4C**

***Link your digital Ads to showrooms, videos or your website**
D:Back Cover Full Page 4C

Size: Non-bleed 256mm (W) x 390mm (H)
Bleed 284mm (W) x 416mm (H)
Exclusive of 3mm bleed for each size

Advantages:

The best position in the Show Daily to drive traffic to your booth.
Make your brand stand out in this highly competitive marketplace.

Rate (US\$): 3,010

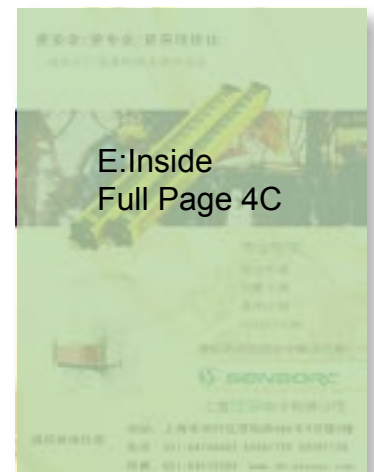
E: Inside Full Page 4C

Size: Non-bleed 256mm (W) x 390mm (H)
Bleed 284mm (W) x 416mm (H)
Exclusive of 3mm bleed for each size

Advantages:

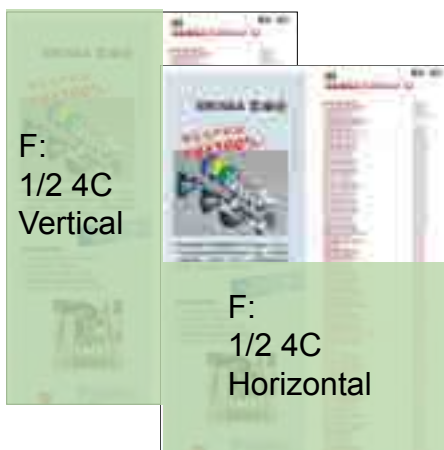
Be seen in the official Show Daily with a full page ad next to all the important news from the show each day.

Rate (US\$): 1,860



**E:Inside
Full Page 4C**

*** Below ad sizes are all non-bleed size**



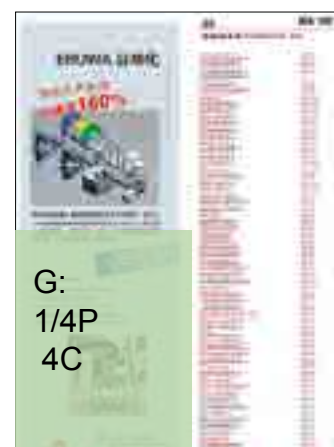
**F:
1/2 4C
Vertical**

**F:
1/2 4C
Horizontal**

F: 1/2P 4C

*** Size:**

Vertical: 126mm (W) x 390mm (H)
Horizontal: 256mm (W) x 192mm (H)
Rate (US\$): 1,620



**G:
1/4P
4C**

G: 1/4P 4C

*** Size:**

125mm (W) x 192mm (H)
Rate (US\$): 1,050



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***Link your digital Ads to showrooms, videos or your website**



H: Business Card

*** Size:** 55mm (W) x 40mm (H)

Mark your brand, company name and booth information on the exhibitors show floor plan. Show the exact location of your booth!

Your Business Card ad is positioned on floor plan with arrow pointing to your booth.

Rate (US\$): 360

I: Exhibitor Highlight

*** Size:** 125mm (W) x 70mm (H)

An exhibitor highlight provides clear information about your company and products, as well as guides them to your booth.

Exhibitor Highlight: 1 photo, 50 words text, booth number and contact details

Rate (US\$): 230

DMP 2015 Showdaily Ad positions and Rates (US\$)

No.	A	B1/B2	C	D	E	F	G	H	I
Size	Cover 1 1/4 Horizontal	Cover 2/ Page 1 4C	Cover 3 4C	Back Cover	Inside Full Page 4C	1/2 4C	1/4 4C	Business Card	Exhibitor Highlight
US\$	1,620	2,670	2,310	3,010	1,860	1,620	1,050	360	230

Call to Reserve Your Space!

Ad Booking Deadline: October 23, 2015



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DMP 2015 Show e-Newsletter

The Best Way to Maximize Your Brand Exposure before, during and after DMP 2015

Why choose the Show e-Newsletter?

Mailing: 300,000

- ✓ Each Show e-Newsletter will highlight new technologies and products that will be displayed during **DMP 2015** and will contain "live" coverage from the show each day as well as link to content in the Digital Show Daily.
- ✓ Each Daily e-Newsletter will reach decision makers in the industry and link to related vertical websites where the "**DMP 2015** Show Coverage" section is located.
- ✓ Sponsor ads in our Daily e-Newsletter: Your ads will link to your Online Product Showrooms or other websites.
- ✓ Drive traffic to your site, inform your customers of your latest products.
- ✓ The Daily e-Newsletter can be viewed via all Android mobile devices and iPhone/iPad.

e-Newsletter Mailing Schedule: (Chinese)

- Before the show:** 1 DMP 2015 Preview e-Newsletter will be emailed. (November 11)
- During the show:** 3 DMP 2015 e-Newsletters will be sent out. (November 18, November 19, November 20)
- After the show:** 1 DMP 2015 Review e-Newsletter will be emailed. (November 28)

* Mailing schedule subject to change without notice.

e-Newsletter Ad positions and Rates (US\$) :

Rate for all 5 mailings

Show e-Newsletter (Chinese)		
AD Positions	Rates	Note
Leaderboard Banner: 728×90pixel, jpg/gif, 50k max;	1,600	2 Spaces for 1 client
Display Banner: 300×250pixel, jpg/gif, 50k max;	1,600	Only 2 spaces
Video Banner: 300×125pixel, jpg for entrance	1,600	Only 2 spaces
Inner Banner: 330×60pixel, jpg/gif, 40k max;	1,150	Only 2 spaces
Button Banner: 120×60pixel, jpg/gif, 40k max;	900	Only 4 spaces
Text Ad (Logo + text, Max.4)	550	Only 4 spaces

***Text Ad (Logo + Text):** Title- Maximum 20 Chinese characters; Content-Maximum 70 Chinese characters, Logo-60x40px jpg

***Note:** Content subject to vary and may affect the positions of the banners, ad text and video slots





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Ringier Magazines Covering DMP 2015 Preview Gain More Exposure in Advance!



International Metalworking News
for China (**October Issue**)

Readership : 63,930

Ad Closing : Sept. 3, 2015



International Mold & Die Making News for
China (**October Issue**)

Readership : 41,640

Ad Closing : Sept. 10, 2015



International Packaging News for
China (**November**)

Readership : 59,545

AD Closing : Sept. 24, 2015



Rubber World for China
(**September Issue**)

Readership : 19,800

AD Closing : Aug. 3, 2015



International Plastics News for
China (**November Issue**)

Readership : 100,380

AD Closing : Sept. 23, 2015

- Bonus distribution at DMP 2015 gives you broad visibility at the event!
- The print journals also have e-version which can be accessed at www.industrysourcing.com and all mobile devices!



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DMP 2015 Video Promotion Help You Show Your Products Strength!

- 1) A professional team comprising of an interviewer plus at least 1 video technician will spend a MAXIMUM 2 hours at your trade show booth to conduct the video shoot and interviews.
- 2) The objective of the video, a story board, the questions to be asked, who and what to be interviewed will all be determined and finalized before the shoot. A detailed worksheet is provided to be completed and agreed to well before shooting.
- 3) The maximum length is 5 minutes, the first draft edited video (with opening and closing screen) will be finished within 2 weeks after shooting - The video can be conducted either in English or in Chinese, and the client can get the video for their own use.

Rate (US\$)

English or Chinese Language	Both Languages
3,000	3,300

Print Ad with QR Code



Ad in the Ringier Website



Ad in e-Newsletter



Banner Ad

Digital Magazine & Video Library/
Ad in iPhone /iPad and Android



Ad in E-Magazine

Banner Ad



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

Beijing +86-10 8757-6828
Shanghai +86-21 6289-5533
Guangzhou +86-20 8732-3316
Hangzhou +86-571 8704-7521
Shenzhen +86-755 8835-0829

Suzhou +86-512 6512-9765
Dongguan +86-769 2202-3058
Wenzhou +86-577 8818-2609
Ningbo +86-574 8717-6315
Tianjin +86 150 2274-2279

Hong Kong +852 2369-8788
Chengdu +86-28 6578-7892
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Ringier Trade Media Ltd.