

# 2024 MEDIA PLANNER

国际  
**食品加工及包装**  
 商情

FoodPacific  
 CHINA FOOD MANUFACTURING JOURNAL  
 加工 · 包装 · 配料 · 食品饮料生产及包装专业人士必读

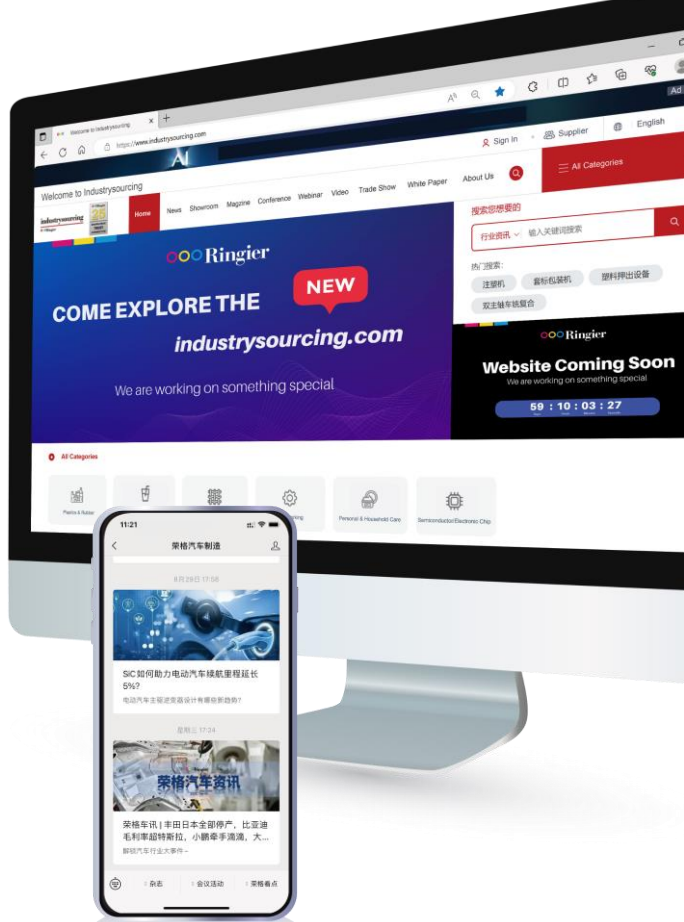
2023.6

P24 下一代运动营养:趋于功能性和个性化  
 P32 健康零食:回归更简单加工  
 P41 自动化专辑

P14  
 乐绘荷兰，  
 快乐小牛“味”你而来  
 ——荷兰肉类协会，国际事务总监  
 F.(Frans) van Dongen先生访谈

ISSN 1607-0240  
 www.industrysourcing.cn





## Omnichannel Media Solutions for the *Food & Beverage* Industry

Magazines · Websites · Showroom · Newsletters · Email Marketing · Webinars · White Paper  
 Conferences/Events · Videos · Content · Social Media · Trade Show · PR & Marketing

## Market Introduction

Affected by the severe domestic and international economic situation, the growth rate of China's F&B industry has slowed down, according to data released by the National Bureau of Statistics. In the first half of 2023, the industrial added value of "China food manufacturing industry" and "wine, beverage & refined tea manufacturing industry" increased by 2.7% and 0.2% year-on-year respectively.

However, the rapidly aging population and people's unprecedented desire for better health & wellness have led to the growing demand for the nutritional F&B products. According to the White Paper on Future Nutrition Trends released by Roland Berger and Kerry, the market size of nutrition and health industry in China has reached RMB237 billion(US\$33 billion). It is projected to keep growing from 2020 to 2025 at a CAGR of 9%, which is significantly higher than the growth rate in Asia (7%) and globally (6%).

On the other hand, Generation Z is gradually becoming the target consumers. This group emphasizes health, good appearance, and pursues cost-effectiveness. They are also known to be interested in trying new products. All this not only inject new impetus to the China F&B market, but also inspire the emergence of new categories.

These have led to the development especially of low/reduced-sugar/salt/fat technologies, clean label ingredients and plant-based solutions. The products that can support immunity health, bone & joint health, cognitive health, microbiome and skin health will drive the growth of China F&B industry. In response to surging cost and the rapidly changing consumer market, the food manufacturing industry will apply more automation and digital technologies to help companies optimize costs and accelerate innovation.

### Consumers' demands fuel food packaging industry growth

The increasing demands for RTE foods and focus on hygiene, safety and nutrition bring the opportunities for aseptic packaging industry development. According to Visiongain, the global aseptic packaging market is valued at USD59.8 billion in 2023 and is projected to grow at a CAGR of 9.5% during the forecast period 2023-2033.

The fast development of aseptic packaging industry will fuel the innovations in sterilization techniques, packaging materials and equipment. For instance, technologies such as electron beam, hot water spray, and microwave-assisted thermal sterilization ensure the integrity of the packaged products while guaranteeing their safety and quality. Advanced filling and sealing machines enable faster and more precise packaging, reducing the risk of contamination and increasing productivity. Additionally, the introduction of new packaging materials with enhanced barrier properties will help preserve the freshness and quality of the packaged products for an extended period.

At same time, consumers' increasing awareness of environmental sustainability has led them to switch to eco-friendly packaging options and this will drive the development and adoption of the light-weight packaging, recyclable and biodegradable materials.



**China Food Manufacturing Journal (CFMJ)** has been the leading media for the China's food and beverage processing industry for over 20 years. The magazine has served decision makers involved in processing, packaging and development of food and beverage products. The print and interactive digital magazines, as well as Apps with video links, monthly e-Newsletters, and WeChat content are covering the whole F&B production chain, from ingredients & additives formulation, product manufacturing & processing to packaging, inspection, testing and logistics. The iConnect e-Newsletter covering the topics of Automation in F&B Industry and Packaging, will provide up-to-date information about solutions regarding F&B automation and packaging.

For suppliers, **China Food Manufacturing Journal** is an effective multimedia platform which provides the latest information on their products and services for industry players to increase productivity, reduce cost, and turn innovations into real competitive advantages. Through a dedicated Food & Beverage WeChat channels and website, the industry community can find daily news updates and exclusive online features, videos and reports on major industry events – including live updates from trade shows as they happen – to keep the industry informed. With the most current and informative content in both digital and printed forms, CFMJ offers the most effective communication package for ingredients, processing machinery, and packaging suppliers to the makers of F&B products in China.

**Total Readership**  
**107,660**

**Language: Simplified Chinese**  
**7 Issues per Year**

## FIGURES & READER PROFILE

Published 7x (6x Print/Digital + 1x Digital only) a year in Simplified Chinese, China Food Manufacturing Journal reaches a qualified controlled readership of 107,660 (including print and digital) decision makers range from food design, R&D, testing, purchasing and ingredients to managers who plan the purchase of processing, packaging, machinery and materials and 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. The readership provides advertisers with the most comprehensive coverage of the whole decision making chain in the food and beverage processing, packaging and logistic sector in China. In addition an active WeChat Food & Beverage and corporate channel attracts 21,500+ engaged followers.

## Total Readership



107,660

Food & Beverage Industry Subscribers

47,860

Print Magazine readers

59,800

Digital Magazine readers



62,200

Active newsletter subscribers



21,500+

WeChat followers



110,000

Industrysourcing App is now installed on 110,000 users devices

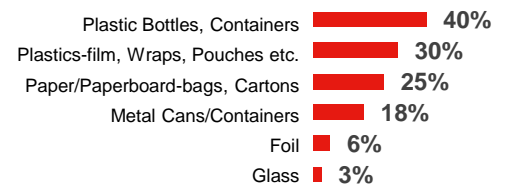
## Geographic Distribution

|                       |               |            |
|-----------------------|---------------|------------|
| Shanghai              | 8,980         | 19%        |
| Guangdong             | 9,010         | 19%        |
| Shandong              | 5,295         | 11%        |
| Jiangsu               | 4,625         | 10%        |
| Zhejiang              | 4,140         | 9%         |
| Beijing               | 3,595         | 8%         |
| Fujian                | 1,929         | 4%         |
| Henan                 | 1,375         | 3%         |
| Liaoning              | 1,205         | 3%         |
| Hebei                 | 1,165         | 2%         |
| Sichuan               | 1,030         | 2%         |
| Tianjin               | 980           | 2%         |
| Hubei                 | 866           | 2%         |
| Hunan                 | 405           | 1%         |
| Chongqing             | 375           | 1%         |
| Shannxi               | 350           | 1%         |
| Rest of China         | 825           | 2%         |
| <b>Mainland China</b> | <b>46,150</b> | <b>96%</b> |
| Taiwan, China         | 1,030         | 2%         |
| Hong Kong, China      | 680           | 2%         |

## Major Products Manufactured



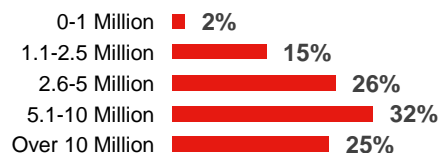
## Packaging Materials Used by both Contract Packagers and F&B Processors with Integrated Packaging Lines



## Job Function

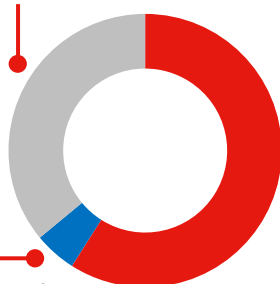


## Annual Business Turnover (US\$)



36%

Foreign Invested/Joint Venture



59% Private

5%

State Owned

# 2024 Editorial Calendar

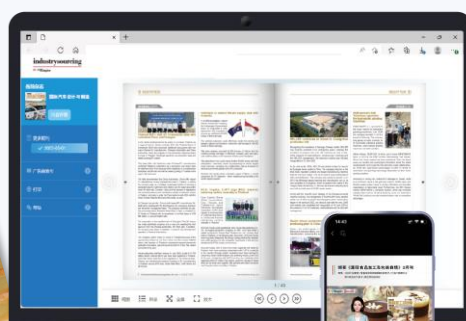
| ISSUE                        | January  | May   | June   |
|------------------------------|--|---|--|
| Ad Closing Dates             | 12-Jan   | 8-Apr   | 7-May  |
| FOOD SAFETY                  | New Regulations for Functional F&B   | Microbial Contamination                       | Top Technologies for Foreign Object Control  |
| BEVERAGE                     | Functional Beverage  | Sports / Energy Drinks                        | Dairy Drinks & Dairy Alternatives  |
| INGREDIENTS INSIGHTS         | Innovation in Sugar/Fat-Reducing   | Flavor/Texture Optimizing                     | Dairy-based Ingredients  |
| FORMULATION TRENDS           | Sports Recovery, Bone & Joint Health   | Beauty from Within                            | Gut Health Formulation   |
| PROCESSING                   | RTE Food Processing Technologies Update  | Energy Efficiency Trends                      | Non-thermal Processing Technologies Update   |
| PACKAGING                    | Robotics   | Sorting/Foreign Object Inspection             | Sustainable Packaging (Biodegradable/Recyclable/Light-weight)  |
| SPECIAL REPORTS & SUPPLEMENT | Health & Nutrition (I): Microbiome<br>Chocolate Special (I)<br>FIC 2024 Preview  | Dairy Supplement (I)<br>Bakery Supplement (I) | Health & Nutrition (II):<br>Weight Management<br>Automation in F&B Industry<br>FIA & Propak China 2024 Preview |
| Trade Shows                  | Mar. 4-6 , The 28th China International Exhibition on Packaging Machinery & Materials , Guangzhou<br>Mar. 6-8, China International Beverage Industry Exhibition on Science & Technology(CBST 2024)<br>Mar. 20 -22, Food Ingredients China 2024 (FIC 2024) , Shanghai<br>Apr. 10-11, LUXE PACK SHANGHAI 2024, Shanghai<br>Apr. 26-27, CRAFT BEER CHINA 2024, Shanghai<br>June 19-21 , Propak China 2024, Shanghai<br>June 19-21, Food Ingredients Asia China 2024(FIA 2024)<br>June 26-29, FoodTech & Pharmatech Taipei 2024, Taiwan, China |   |  |

## How we delivery the content?

Print



Ezines



Website

Follow us on WeChat



Social Media WeChat



e-Newsletters



Video



Virtual anchor  
 Broadcast the content summary of each issue  
 Scan QR CODE to watch now

# 2024 Editorial Calendar

| ISSUE                        | JULY  | AUGUST   | OCTOBER  | NOVEMBER (DIGITAL ISSUE)  |
|------------------------------|---|--|--|---|
| Ad Closing Dates             | 14-Jun  | 15-Jul   | 9-Sep  | 15-Oct  |
| FOOD SAFETY                  | Hygienic Plant Design   | Food & Beverage Supply Chain Challenges  | Advanced Technologies for Reducing Food Waste      | Innovation in Rapid Testing   |
| BEVERAGE                     | Sugar-free / Low-sugar Beverage   | Coffee/RTD Coffee  | RTD Tea / Fermented Tea                            | Sparkling Water/Hard Seltzer  |
| INGREDIENTS INSIGHTS         | Clean Label   | Probiotics/Post-biotics/Prebiotics   | Alternative Protein                                | Botanicals  |
| FORMULATION TRENDS           | Cognitive Health & Brain Health   | Low GI Food Formulation  | Delivery System Update                             | Aging Health  |
| PROCESSING                   | Automation / Intelligence Production in F&B   | Alternative Protein Processing   | Healthy Snack Foods Processing                     | Advanced Process Control Technology   |
| PACKAGING                    | Rigid / Flexible Packaging  | Label / Coding   | Innovation in Liquid Food Packaging                | New Application & Technologies for Aseptic Packaging  |
| SPECIAL REPORTS & SUPPLEMENT | Dairy Supplement (II)<br>Health & Nutrition (III):<br>Sports Nutrition  | 2024 Ringier Technology Innovation Awards<br>—Food & Beverage Industry<br><br>Bakery Supplement (II) | Brewing in China Special<br>Chocolate Special (II) | Outlook 2025<br><br>Health & Nutrition (IV):<br>Dietary Supplement Market Update<br><br>Meat & Poultry Supplement |
| Trade Shows                  | Oct. 28-31, China Brew China Beverage (CBB 2024), Shanghai<br>Nov. 18-20, SWOP 2024, Shanghai<br>Nov., DMP 2024, Shenzhen |  |  |   |

## Win the industry's leading award!

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Contact: info@ringiertrade.com



## 2024 CONFERENCES FOR FOOD & BEVERAGE INDUSTRY



Connecting industry through information exchange!

Ringier organizes high level technical and business conferences bringing industry leaders together for information exchange and networking opportunities in the Food & Beverage industry.

- Innovative Materials Application & Processing Technology Congress 2024 (Mar., Shanghai China)  
Concurrent Event: Ringier Technology Innovation Awards 2024 - Plastics Industry
- Sports Nutrition Online Forum 2024 (Apr., China, Virtual Event)
- Food & Beverage Future Ecosystem Summit 2024 (Aug., Guangzhou China)  
Concurrent Event: Ringier Technology Innovation Awards 2024 - Food & Beverage Industry
- Intelligent Warehousing and Distribution Virtual Seminar 2024 (Sept., China, Virtual Event)
- ASEAN Food and Beverage Ingredients Manufacturing Summit 2024 (Apr., Hanoi Vietnam)
- Asia Food & Beverage Innovation Summit 2024 (May, Jakarta Indonesia)
- ASEAN Ingredient Solutions for Plant 2024 - based food and beverages (Nov., Southeast Asia, Virtual Event)



# Industry and Magazine e-Newsletters

Scheduled industry and magazine e-newsletters targeting specific industries, job functions and decision making responsibilities in China and S. E. Asia 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.

Language: Simplified Chinese  
Frequency : 20x per year  
Subscriber: 62,200

| ISSUE | January  | February                                  | March                                | April                          | May  | June  |
|-------|--|---|--------------------------------------|--------------------------------|--|---|
| Topic | 1. Plant-based<br>2. Healthy Snacks Processing | 1. Dairy Market Update<br>2. Women Health | Sports Recovery, Bone & Joint Health | Robotics                       | Bakery Special                             | 1. Botanicals<br>2. Automation in Packaging |
|       | -  | -   | RTE Food Processing                  | Chocolate                      | Flavor/Texture Optimizing                  | -   |
| ISSUE | July   | August                                    | September                            | October                        | November                                   | December                                    |
| Topic | 1. Beauty from Within<br>2. Microbiome         | Automation in F&B Plant                   | Infant Nutrition                     | Low-GI Food                    | Formulation & Processing for Healthy Snack | Outlook 2025                                |
|       | -  | No/Low-Sugar Beverage                     | Dietary Fiber                        | Alternative Protein Processing | Sorting/Foreign Object Detecting           | Meat Processing                             |

# iConnect e-Newsletters

iConnect e-Newsletters bring together all of the latest and best content on a specific topic. Each e-Newsletter provides its sponsors with a cost-effective opportunity to build category thought leadership among a qualified audience of buyers.

**Automation in F&B**  
Language: Simplified Chinese  
Frequency : 6x per year  
Subscriber: 18,020

| ISSUE | January                            | March    | May                          | July                               | September                           | November                     |
|-------|------------------------------------|----------|------------------------------|------------------------------------|-------------------------------------|------------------------------|
| Topic | Automation in Warehouse Management | Robotics | Energy Efficiency Management | Intelligent Manufacturing in Dairy | Advanced Process Control Technology | Digitization in F&B Industry |

**Packaging**  
Language: Simplified Chinese  
Frequency : 12x per year  
Subscriber: 22,050

| ISSUE | January               | February          | March                               | April                         | May                           | June                       |
|-------|-----------------------|-------------------|-------------------------------------|-------------------------------|-------------------------------|----------------------------|
| Topic | Flexible Packaging    | Aseptic Packaging | Pick-and-place Robotics             | Packaging Design              | Innovative Packaging Material | Automation                 |
| ISSUE | July                  | August            | September                           | October                       | November                      | December                   |
| Topic | Sustainable Packaging | Label/coding      | Innovation in Liquid Food Packaging | Reducing Food Waste Packaging | Active & Smart Packaging      | Packaging Industry Outlook |

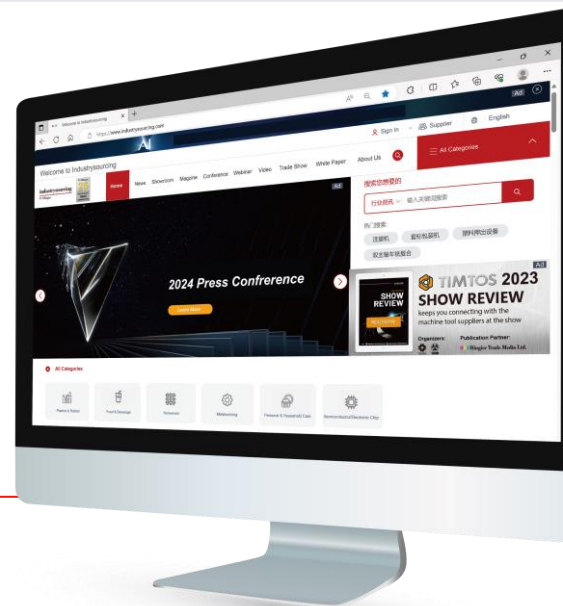
## DIGITAL ADS & SHOWROOM

on [industrysourcing.com](http://industrysourcing.com) & [industrysourcing.cn](http://industrysourcing.cn)

Promote awareness of your brand across [industrysourcing.com](http://industrysourcing.com) and [industrysourcing.cn](http://industrysourcing.cn). Reach your target audience with highly visible ads.

Getting more leads begins with having your Product Showrooms in the websites trade marketplace.

| STATISTICS* | Industrysourcing.com                   | Industrysourcing.cn                    |
|-------------|--|--|
|             | Monthly Page Views: <b>3,805,756</b>   | Monthly Page Views: <b>5,595,253</b>   |
|             | Monthly Visitors: <b>176,037</b>       | Monthly Visitors: <b>401,164</b>       |
|             | Percentage of New Visitors: <b>59%</b> | Percentage of New Visitors: <b>62%</b> |



## EMAIL MARKETING

“Personalized” email allows you to focus your online marketing efforts to a highly targeted geographic and/ or demographic segment of contacts in our database. Full reporting metrics provided. Privacy compliant.

## WEBINARS

Webinars are a powerful way to share your industry expertise and position your company as a thought leader in front of your industrial community.

Ringier Webinars provide a content-rich learning experience to your prospective buyers. Events are interactive. Moderators ask and answer questions fully engaging the attendee through a Q&A session.

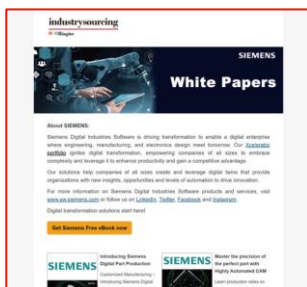


## SOCIAL NETWORKS - WECHAT

Present your company effectively - Use Ringier Social Networks sponsored posts, reach buyers as they're scrolling through social networks. Drive traffic from the biggest and most popular social media.

## WHITE PAPER

Ringier includes your white paper in industry e-newsletters, supplier website and feature item on the homepage of [industrysourcing.com](http://industrysourcing.com) and related vertical website homepages. In addition, your white paper can be noted in ringier's magazines next to related editorial.



## SMS

Send text messages about your latest product or company news directly to your target clients' cell phones!



## VIDEO

Video is one of the most versatile and profitable digital marketing tools. From assisting you recording and editing high-quality videos, to broadcasting your events to help you get more exposure at the big trade show, we are here.



SINCE 1998

From print media to integrated multimedia solutions **Ringier Trade Media Ltd** has consistently been a front runner in the application of new communication technologies. As a leading B2B industrial information provider the company has successfully promoted industrial development for the past 26 years. With a focus on quality content, industry knowledge, excellent service to the communities we serve our various media channels connect and engage with industry experts , suppliers and users.

**Ringier Trade Media** has been shaped by its commitment to innovation, and meeting the needs of customers & readers.

知链公关 PR-Shanghai Smart Link Consulting Company Ltd. (SLC)

PR or "below the line advertising " that tells stories, positions companies as industry/thought leaders is clearly a growing effective form of communication - Our PR experts can help put a program together for you.

# Ringier Brings You A World of **Opportunities!**

- Magazines
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- Email Marketing
- Conferences
- Trade Show
- White Paper
- Videos
- Content
- Social Media
- Webinars
- PR & Marketing

## Related Magazines Covering Multiple Industries Involved in Food & Beverage

### Food & Beverage



**Food Pacific Manufacturing Journal**  
 Language: English  
 Frequency : 6x a year  
 Readership: 43,250

### Plastics & Rubber



**Int'l Plastics News for China**  
 Language: Simplified Chinese  
 Frequency : 10x a year  
 Readership: 10,700



**Int'l Plastics News for Asia**  
 Language: English  
 Frequency : 6x a year  
 Readership: 39,020

**For more promotion on global markets, please [click here](#)**

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