

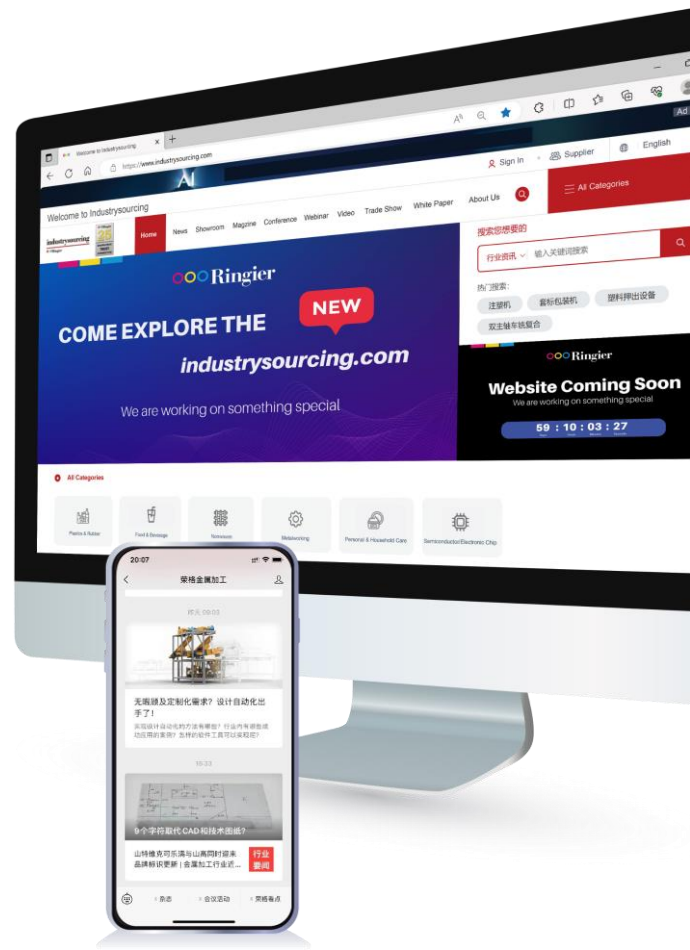
2024 MEDIA PLANNER

国际 International Metalworking News for China
金属加工
 商情 中国金属加工业决策者必读
 2023. 9

P22 VibroCut: 有帮助的振动
 P26 小夹具, 大效益
 P34 金属3D打印零件的三大挑战
 P30 从工厂到智能工厂

P14 中国一汽智造创新成果丰硕, 70周年再启新程向未来
 中国一汽工程技术部(工艺工程院)总经理 宋志勇

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China's metalworking industry maintains steady growth

China continues to lead the global machine tool consumption with a value of US\$27.4 billion. According to the data released in the first half of 2023 by China Machine Tool Industry Association (CMTIA), the operating revenues of the association's key contact enterprises increased by 2.6% year-on-year. Among them, metal cutting machine tools, metal forming machine tools, machine tool accessories, rolling functional parts and CNC devices grew year-on-year.

In 2023, industries such as aerospace, new energy vehicles, renewable energy (wind power, photovoltaic), medical devices, and moulds and dies continue to drive growth in the metalworking industry, even though China's economy is not recovering as fast as expected:

Aerospace and Defense - A record-breaking of 1,667 aircraft orders were placed globally in the first half of 2023, a 129% increase compared to 2022 figures, reports ADS Group. In line with this, the C919, a domestically produced large aircraft, made its official maiden flight on May 28, 2023; opening new market-oriented opportunities in operation and industrial development. The C919 already reached more than 1,200 orders, and is expected to increase annual capacity of 150,000 units in the next five years. With the growth of C919, 5-axis machining center, friction stir welding system, drilling, and riveting system, will strongly promote the development of these related equipment.

New-Energy Vehicle (NEV) - For the first time in decades, Chinese NEV brands overtook foreign brands in China. About 65% increase is predicted by 2030 leading to 50 million vehicles per year by 2050, according to AlixPartners. Therefore, driving rapid development of machine tools, cutting tools, fixtures, measuring tools, which are used in producing powertrain, mega-casting, and power battery processing.

Renewable Energy(Wind Power, Photovoltaic) - China's cumulative installed capacity of wind power in the country reached 389 million kilowatts in 2023, a year-on-year increase of 13.7%, of which 358 million kilowatts were onshore wind power and 31.46 million kilowatts were offshore wind power. This fosters the growth for blades, gears, gearboxes, and wind turbines towers, which need machining processes, such as gear processing, die-casting, forging, welding, heavy-duty cutting, surface treatment and other related equipment, allowing suppliers to boost development.

Medical Devices - In recent years, China's medical device industry has been growing rapidly, with a compound annual growth rate of 10.54% over the past five years, becoming the second largest market in the world. With China's medical device centralized purchasing in full swing, medical device manufacturers have begun to look for machining solutions that can stabilize mass-produced products to reduce costs, and multi-axis machining centers; while customized milling cutters and drills are favored by the growing number of users.

Mould - China's mould industry reached 330 billion yuan, up 1.7% year-on-year, according to China Mould Association. Customs data showed China's mould exports totaled US\$7.742 billion, an increase of 3.46% year-on-year, while imports totaled \$1.116 billion. 3D printing, laser cladding and other technologies are surging forward and are anticipated to shape the mould industry.



In a strategic editorial partnership with Germany's Werkstatt und Betrieb & FORM+Werkzeug Magazine and a team of authoritative editorial advisors in China, **International Metalworking News for China** has been the leading trade media for China metalworking industry for over 20 years - and remains committed to informing our readers of transformative solutions and technologies. International Metalworking News for China provides an interactive multimedia platform for our readers - the decision makers who include project engineers, R&D managers, purchasing managers, and top management from the Aerospace & Aviation, Rail Transportation, Medical, Automobile, Energy, Mould & Die, Military, Electronics and Shipbuilding industries. The magazine provides in-depth coverage ranging from latest R&D, emerging market trends, updates on metal cutting and metal forming processes, the latest in machinery and use of materials.

The print and interactive digital magazines, along with a dedicated vertical website, Apps with video links, monthly e-Newsletters, and WeChat provides in-depth coverage ranging from latest R&D, emerging market trends, updates on metal cutting and metal forming processes, the latest in machinery and use of materials. The iConnect e-Newsletter covering the topics of Industrial Robotics, Metal Fabrication, Aerospace Manufacturing, Mold & Die, Additive Manufacturing, will provide up-to-date information.

Total Readership
113,400

Language: Simplified Chinese
8 Issues per Year

International Metalworking News for China offers the most effective communication package to suppliers for improving productivity, reducing cost, and turning innovations into real competitive advantages.

FIGURES & READER PROFILE

Published 8x (6x Print/Digital + 1x Digital only + 1x Buyer's Guide) a year in Simplified Chinese, **International Metalworking News for China** reaches a qualified controlled readership of 113,400 manufacturing decision makers who plan the purchase of metalworking, cutting & forming machinery, materials, software automation and execute manufacturing strategies, and plant managers & engineers who evaluate and make recommendations.

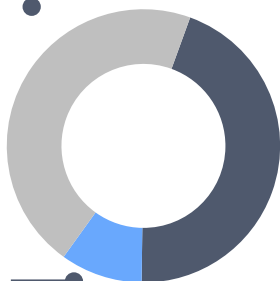
5000+ deduplicated aerospace component manufactures have been added to the circulation, coming from **Aerospace Manufacturing & design China**.

Each reader is qualified by name, job title and industry and re-qualified annually by our call center. In addition an active WeChat Metalworking and corporate channel attracts 27,000+ engaged followers.

Geographic Distribution

Jiangsu	7,850	19%
Guangdong	7,590	19%
Shanghai	7,280	11%
Zhejiang	5,085	10%
Shandong	3,045	9%
Beijing	3,030	8%
North East of China	1,520	4%
Hebei	1,800	3%
Tianjin	1,260	3%
Sichuan	1,110	2%
Chongqing	1109	2%
Hubei	915	2%
Fujian	830	2%
Henan	925	1%
Shaanxi	680	1%
Hunan	490	1%
Rest of China	151	2%
Mainland China	44,670	96%
Taiwan, China	1,610	2%
Hong Kong, China	220	2%
Total	46,500	100%

44% Foreign Invested/Joint Venture



10% State Owned
 Ringier Trade Media Ltd.

Total Readership



113,400

Metalworking Industry Subscribers

46,500

Print Magazine readers

66,900

Digital Magazine readers



70,200

Active newsletter subscribers



27,000+

WeChat followers



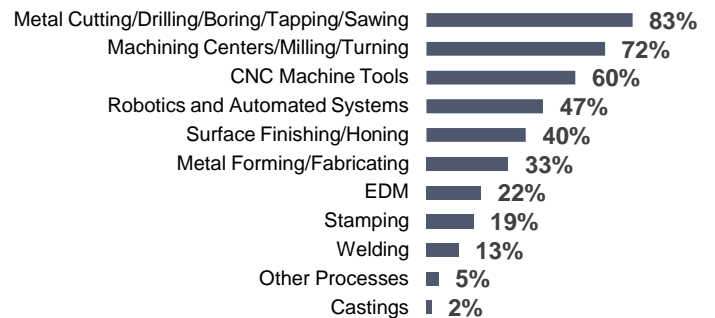
110,000

Industrysourcing App is now installed on 110,000 users devices

Major Products Manufactured



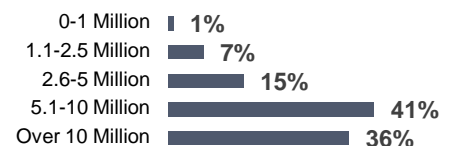
Metalworking Processes Used



Job Function



Annual Business Turnover (US\$)



2024 Editorial Calendar

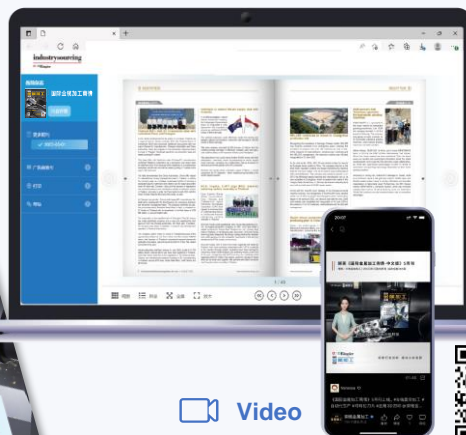
ISSUE	March	April	May Digital Only	June
AD Closing Dates	16-Jan	1-Mar	3-Apr	10-May
METAL CUTTING	Dual Spindle Machining Micro machining	Turning Turn-Milling	Titanium Alloy Machining Mixed-Material Machining	5 Axis Machining High-feed/ High-speed Milling
METAL FORMING	Laser Cutting	Punching	Robotic Welding Cell	Electrical Discharge Machining
TOOLING & FIXTURING	Grooving Tool	Precision Camping	Workpiece Camping	Threading Tool Tool Coating
AUTOMATION & SOFTWARE & CONTROL SYSTEM & INDUSTRY MEASURING	NC System	Machine Tool Linking Smart Factory	Palletizing System Flexible Manufacturing System (FMS)	CAD/CAM System On Machine Inspection
FEATURE	Mass Production Outlook 2024 (II)	Machine Tool Component CCMT 2024 Show Preview	Trends of Domestic Machine Tool Trends of Domestic Metal Cutting Tool	3D Printing/Additive Manufacturing Coolant & Lubrication
SPECIAL APPLICATIONS	Medical Equipment Industry	New-Energy Vehicle (NEV) Industry	3C & Semiconductor Industry	Mould & Die Industry
TRADE SHOWS	Feb. 28-Mar. 2, CME China Machine Tool Exhibition, Shanghai Mar. 4-6, SPS-Industrial Automation Fair Guangzhou (SIAP) 2024, Asiamold 2024, Guangzhou Mar. 6-9, Tianjin Industry Expo 2024, Tianjin Mar. 20-22, Laser World of Photonics China, Productronica China, Shanghai Mar. 20-23, Suzhou Machine Tool Exhibition, Suzhou Mar. 28-31, The 24th Shenzhen International Machinery Manufacturing Industry Exhibition 2024, Shenzhen April 8-12, CCMT 2024, Shanghai April 11-14, China International Medical Equipment Fair (CMEF 2024), International Component Manufacturing & Design Show (ICMD 2024), Shanghai April 24-26, NEPCON China 2024, Shanghai May 7-9, TCT Asia 2024, Shanghai May 13-16, The 24th Exhibition of LiJia International Machine Tool, Chongqing May, The 20th Optics Valley of China International Optoelectronic Exposition And Forum (OVC Expo 2024), Wuhan June 5-8, Die & Mould China 2024 (DMC 2024), Shanghai June 17-21, CIMES 2024, Beijing June 19-21, South China International Industry Fair 2024, LASERFAIR SHENZHEN 2024, Shenzhen			

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e-Newsletters



Video



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2024 Editorial Calendar

ISSUE	August Buyer Guide	September	October	November
AD Closing Dates	5-Jul	26-Jul	6-Sep	25-Sep
METAL CUTTING	2024 Buyer Guide Machine tool Cutting tool Fixture & System Parts & Accessories & Automation Test, Measurement, Software & Control System Surface finishing Cooling Fluid & Lubrication 3D Printing & Material Trade Show Organizer & Association Other	Milling	Large Parts Machining	Grinding
METAL FORMING		Processing of Difficult-To-Machine Materials	Gantry Machining Center	Gear cutting
TOOLING & FIXTURING		Fricition Stir Welding	Die Casting	Plate Processing
AUTOMATION & SOFTWARE & CONTROL SYSTEM & INDUSTRY MEASURING		Turning Tool	Tool Handle And Holder	Drilling Tool
FEATURE		Indexable Blade	Tool Setting Gauge	Artificial Intelligence & Machine Tools
		Sensor	Predictive Maintenance	Process monitoring
SPECIAL APPLICATIONS		Optical Measurement	Robotic Bending Cell	Outlook 2025 (I)
		MWCS 2024 Show Preview	Trends In Machine Tool	JIMTOF 2024 Show Preview
TRADE SHOWS		IMTS 2024 Show Preview	Complete Machining/Process Integration	New-Energy Vehicle (NEV) Industry
		Aerospace Industry	New Energy Technology and Equipment	
Jul. 3-5, Shanghai International Automotive Manufacturing Technology & Materials Show (AMTS), Shanghai International Assembly & Handling Technology Exhibition (AHTE), Shanghai Aug.8-11, BEIJING ESSEN WELDING & CUTTING FAIR, Shanghai Sept., CIOE 2024, Shenzhen Sept. 9-14, IMTS 2024, Chicago Sept. 24-28, Industrial Automation Show 2024, Metalworking and CNC Machine Tool Show 2024, Robotics Show 2024, Energy Show 2024, Shanghai Sept 25-27, Medtec China 2024, Shanghai Oct., PTC ASIA 2024, CeMAT ASIA 2024, Shanghai Oct., South China Advance Laser Technology and Application Exhibition 2024, Shenzhen Oct., China International Medical Equipment Fair (CMEF 2024), International Component Manufacturing & Design Show (ICMD 2024) , Shenzhen Nov., DMP Greater Bay Area Industrial Expo (DMP 2024) , Shenzhen Nov., CHINACOAT 2024, SFCHINA 2024, Guangzhou Nov.6-8, AMTS & AHTE South China 2024, Shenzhen Nov.6-8, NEPCON Asia, Shenzhen				

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Ringier Technology Innovation Awards 2024
 荣格技术创新奖
 金属加工行业 Metalworking Industry



Ringier Technology Innovation Awards 2024
 荣格技术创新奖
 智能制造行业 Intelligent Manufacturing Industry

2024 CONFERENCES FOR METALWORKING 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 Metalworking industry.

- High Efficiency Production and Lean Manufacturing Forum 2024 (Mar., Chengdu China)
 Concurrent Event: Ringier Technology Innovation Awards 2024-Metalworking Industry
- Laser Processing Technology Forum 2024 (Apr., Suzhou China)
- Gear Processing Technology and Application Online Forum 2024 (May, China, Virtual Event)
- High Efficiency Production and Lean Manufacturing Forum 2024(May., Shanghai China)
- The 14th Implantable Interventional Medical Device Innovation Summit 2024(Jul., Suzhou China)
- Semiconductor Manufacturing Process and Materials Forum 2024 (Aug., Shanghai China)
- High Efficiency Production and Lean Manufacturing Forum 2024(Aug., Beijing China)
- Smart Manufacturing Industry Development Conference 2024 (Oct., Suzhou China)
 Concurrent Event: Ringier Technology Innovation Awards 2024 - Intelligent Manufacturing Industry
- ASEAN High-Performance Machining Summit (Mar., Hanoi Vietnam)
- ASEAN Advanced Automotive Manufacturing Summit (Jun., Chonburi Thailand)
- ASEAN Advanced Automotive Manufacturing Summit (Sept., Cikarang Indonesia)
- ASEAN Additive Manufacturing Summit - Medical Device Innovation Technology (Dec., 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: 70,200

ISSUE	January	February	March	April	May	June
Topic	Coolant & Lubrication	Turning		Grinding	Laser Machining	Workpieces Clamping
	Five-Axis Machining	Processing Of Difficult-To-Machine Materials				
	-	-	Gear cutting	Threading	Additive Manufacturing	Drilling
ISSUE	July	August	September	October	November	December
Topic	Milling	Finishing		Production Measurement Technology	Automated Production Lines	CNC System
	CAD/CAM/CAE Software	Fixturing				
	-	-	Sheet Metal	Micro Machining	Turn-Milling	Large parts machining

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.

Metal Fabrication

Language: Simplified Chinese
 Frequency : 12x per year
 Subscriber: 23,850

ISSUE	TOPIC
Jan	Plate Processing
Feb	Punching
Mar	Laser Cutting
Apr	Robotic Bending Cell
May	Surface Finishing
Jun	Lean Production Practices
Jul	Parts Sorting
Aug	Die Casting
Sep	Durring
Oct	Plate Rolling
Nov	Additive Manufacturing
Dec	Welding Automation

Additive Manufacturing

Language: Simplified Chinese
 Frequency : 6x per year
 Subscriber: 15,100

ISSUE	TOPIC
Jan	Additive Manufacturing outlook 2024
Mar	Application of 3D Printing in Automobile
May	TCT ASIA 2024 Review
Jul	Biodegradable Materials unlock New Opportunities
Sep	Carbon Fiber Composite 3D Printing Technology
Nov	The reshaping of supply chain by additive

Industrial Robotics

Language: Simplified Chinese
 Frequency : 6x per year
 Subscriber: 36,300

ISSUE	TOPIC
Feb	Annual Robot Industry Report/Collaborative
Apr	"Power of China" - Domestic Industrial Robots
Jun	Robotic Company Financial Report/Motion Control
Aug	Industrial Robotics Report H1 2024/Electronics
Oct	Robotics Summary/Smart Warehousing
Dec	Industrial Robot+Medical Industry

Mold Manufacturing

Language: Simplified Chinese
 Frequency : 10x per year
 Subscriber: 8,200

ISSUE	TOPIC
Jan	Forming Technology and Equipment
Feb	Materials for Molds
Mar	Mold Surface Treatment
Apr	Additive Manufacturing
May	Customized/Lightweight Molds
Jun	Electrical Discharge Machining
Jul	DMC review
Aug	Automation And Intelligent Manufacturing
Sep	Laser Machining
Oct	CAD/CAM

Aerospace Manufacturing

Language: Simplified Chinese
 Frequency : 6x per year
 Subscriber: 5,200

ISSUE	TOPIC
Feb	Aircraft Lightweighting/Parts Machining
Apr	Aircraft Engine/5-Axis Machining
Jun	Robotic Cell/Digital Assembly
Aug	Composite Material/Large Parts Forming
Oct	Mill-Turn/Gantry Machining Centre
Nov	Additive Manufacturing/Maintenance, Repair, & Overhaul

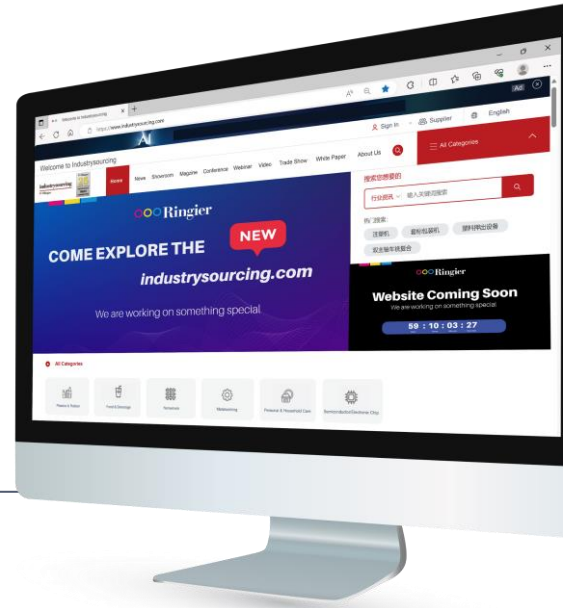
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	Monthly Page Views: 3,805,756	Monthly Page Views: 5,595,253
	Monthly Visitors: 176,037	Monthly Visitors: 401,164
	Percentage of New Visitors: 59%	Percentage of New Visitors: 62%



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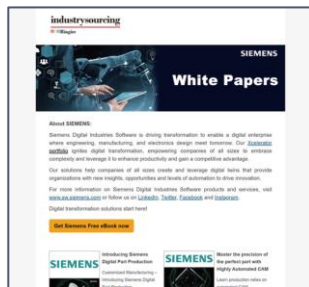


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Ringier Trade Media has been shaped by its commitment to innovation, and meeting the needs of customers & readers.

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- Videos
- Content
- Social Media
- Webinars
- PR & Marketing

Related Magazines Covering Multiple Industries Involved in Metalworking

Metalworking



Int'l Metalworking News for Asia
 Language: English
 Frequency: 6x a year
 Readership: 47,150

Laser



Industrial Laser News for China
 Language: Simplified Chinese
 Frequency: 8x a year
 Readership: 43,000

Intelligent Manufacturing



Intelligent Manufacturing News
 Language: Simplified Chinese
 Frequency: 8x a year
 Readership: 145,810

Automotive



Automotive Manufacturing & Design for China
 Language: Simplified Chinese
 Frequency: 6x a year
 Readership: 78,710

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