Ringier

Integrated Media Platform

- Print
- Mobile
- Online
- Conferences/Events
- PR & Marketing

— Lead Generation Campaigns

Quality Trade Multimedia for China, Asia and the Middle East

2012 MEDIA PLANNER

Ringier media now available on all Android mobile devices

metalworking.industrysourcing.com/en
www.industrysourcing.com

Market Growth Driving Demand For Metalworking Machinery

Asia accounts for the biggest share of the global metalworking tools market, as stated by Global Industry Analysts, Inc. Metal cutting tools are expected to surge at a compound annual growth rate of 6.6% during the period 2011 to 2015. Asia's 7.8% growth rate in 2011 has proved to be a major force in the global economic recovery and is driving the demand for metalworking tools. Metalworking tools are being applied across numerous industries including the aerospace, automobile, wind power generation, mining, and oil exploration industries. The improving economic conditions in Asia have unleashed built-up demand and have provided commercial opportunities for manufacturers. Some highlights include:

* The aerospace industry in Singapore is booming with a record output of SG$7.1 billion (US$5.8 billion). The Singapore Government forecasts the industry size to reach US$9 billion by 2018.
* The production of new vehicles in Thailand reached 1.8 million units in 2011. The demand for local vehicles is high in Thailand and is predicted to increase due to the country's growing economy.
* China's wind power output rose more than 60% to 18.8 billion kilowatt-hours in the first quarter of 2011, growing 30% to 50%, according to the National Energy Administration.
* Asia's metals & mining industry is forecast to accelerate, with an anticipated compound annual growth rate of 20.9% during the five-year period of 2010-2015. This is expected to drive the industry to reach a value of US$3,859.2 billion by the end of 2015.
* Malaysia's petroleum industry has grown into a multi-billion dollar business, producing 600,000 barrels of oil and 4.7 billion cubic feet of gas per day. Around US$6.6 billion have been spent on exploration and production in the past five years.

If this is your market, We have your media.

International Metalworking News for Asia print magazines, digital e-magazines and Mobile Apps facilitates technology transfer by providing readers, in English with highlights in Chinese, the latest information on metal cutting and metal forming processes, and the latest technology in machinery and use of materials, with practical solutions for improving productivity, reducing cost, and turning innovations into real competitive advantages. Our editorial partners include ***International Metalworking News for China, International Mold & Die Making News for China, Modern Machine Tools*** and a team of authoritative editorial advisors throughout Southeast Asia. Editorial support is provided by ***International Metalworking News for China, International Metalworking News - Middle East***, and industry professionals throughout S.E. Asia.

Total Readership
27,580

Available on the App Store

Ringier 工业资讯 Industry News

To read Ringier Magazines on your iPhone/iPad, download the "Industry News" App at the iTunes.com App Store by Searching "Industry Mags" or "Industry News"

To download Ringier's "Industry Sourcing" App, go to the Android market and search "Industry Sourcing".

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2012 Editorial Calendar

ISSUE	February	April	June
AD CLOSING DATES	January 13	March 16	May 18
METAL CUTTING	Abrasive Water Jet Cutting	Electric Discharge Machines	Gear Cutting
MACHINE TOOL & EQUIPMENT	Machining Center Vertical/Horizontal	CNC Turning Center	5-Axis Machine
TOOLING & WORKHOLDING	Clamps and Fixturing Devices	Chucks, Gear/Chucks Precision	Actuators, Hydraulic and Pneumatic
CAD/CAM SOFTWARE	Sheet Metal Design/Fabrication	Productivity Milling/Cutting	3D Machining
INSPECTION, TEST & MEASUREMENT	3D Inspection of Parts	CMM Probe Systems	Calibration & Testing
WELDING & FABRICATION	Plasma Arc Cutting	Oxyfuel Cutting	Laser Beam Welding
NATION REPORT	Asia's Energy Management	Precision Engineering in Singapore	Machine Investments in Taiwan
SPECIAL INDUSTRY COVERAGE	Aircraft & Aerospace	Small Part Machining	Engineered Solution
SHOW PREVIEW		Trade Show Issue MTM, MTA Malaysia	Trade Show Issue MTA 2012 Vietnam 2012
TRADE SHOWS	• Mar 28–31, SIMM – Shenzhen International Machinery & Moulds Industry Exhibition, China • Apr 12–14, Metal & Steel Exhibition 2012, Egypt (Cairo) • Apr 23–27, Hannover Industry Fair 2012, Hannover Messe, Germany	• May 3–6, 2012 Taipei Manufacturing Technology Show (MT duo 2012), • May 15–19, MetalTech Malaysia 2012 (MTM), MTA Malaysia 2012, Malaysia • May 17–20, INTERMACH 2012 (Bangkok), Thailand • May 25–28, MTT 2012, Indonesia • Jun 21–24, InterPlas Thailand/Automotive Manufacturing 2012, Thailand • June 12–16, The 11th China International Machine Tool & Tools Exhibition (CIMES 2012), Beijing	• Jul 3–6, MTA Vietnam 2012 (HCM), Vietnam

Online Editorial Features—Daily updates

Business in Asia—The latest information about Asia policies, regulations and manufacturing trends

Industry News—News on important events, people, companies and industry developments from Asia

Trade Show Update—The latest news, onsite reports and interview videos of the big trade shows

REGULAR FEATURES

Boardroom Connection
Industry News
Editor's Pick
Industry Leader
Product Highlights

金属加工行业 荣格技术创新奖
Ringier Technology Innovation Awards 2012 Metalworking Industry

RINGIER TECHNOLOGY INNOVATION AWARDS - METALWORKING INDUSTRY

- The Ringier Technology Innovation Awards for industrial manufacturing were inaugurated by Ringier Trade Media in 2006.
- The award is now rewarded to a select group of innovators each year in China's metalworking industry.
- The purpose of the Awards is to encourage, acknowledge and reward those individuals and companies who have introduced and developed a new idea, a new methodology, a new product or a new technology for manufacturing production efficiency, cost effectiveness, user convenience, which might result in energy saving and more responsible clean manufacturing in the metalworking industry.

November 8, Shanghai
Co-organizers:

MWCS

汉诺威米兰展览(上海)有限公司

2012 Editorial Calendar

August	October	December
July 16	**September 14**	**November 19**
Multi-axis Laser Machining Systems	Lathes	Grinding Machine
CNC Drilling Machine	CNC Bending Presses	Boring Machine
Vises and Vise Jaws/Work Holding, Custom	Chucks, Vacuum/Chucks, Magnetic	Angle & Sub Plates/Arbors, Expandable Workholding
PLM	Shop Control Systems	Manufacturing Engineering Software
Clamping Device	Automation & Robotics	Measuring Guage (Gaging System)
Electron Beam Welding	Robotic Welding	Welding Consumables
Vietnam's Steel Buildings Industry	Growing Capabilities of Thailand's Auto Industry	Manufacturing Industry in Malaysia
Die & Mould	Power Generation	**2013 Outlook Issue**
Trade Show Issue IMTS 2012	**Trade Show Issue** Metalex Thailand	**Trade Show Issue** Manufacturing Indonesia
• Sept 10–15, 2012 IMTS 2012, Chicago, Illinois • Oct 4–6, METALEX Vietnam 2012 (HCM), Vietnam • Oct, Manufacturing Technology World 2012, Philippines	• Nov 24–27, METALEX 2012, Thailand • Nov 6–10, Metalworking and CNC Machine Tool Show, Shanghai **+Show Daily** • Nov 1–6, JIMTOF 2012 – Japan International Machine Tool Fair, Japan • Nov 7–11, TMTS 2012 (every 2 years)	• Nov–Dec, Manufacturing Indonesia, Jakarta 2012, Indonesia • IMTEX Forming 2013 – International Forming Technology Exhibition Industry, Banglore, India • Association (IMTMA)

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

Special Issues

2013 Outlook Issue

2012 Trade Show Issues

Maximize your brand exposure before, during and after the top industry events!

2012 CONFERENCES

- 3rd High Performance Machining Technology Conference, April 17-18, Nanjing
- Rapid Prototyping Technology Forum 2012, July 19-20, Shanghai
- Global Medical Products Technology and Innovation Summit 2012--The Summit for Medical Implants and Medical Products, September 15-16, Shanghai

Readership / Buyer Demographics

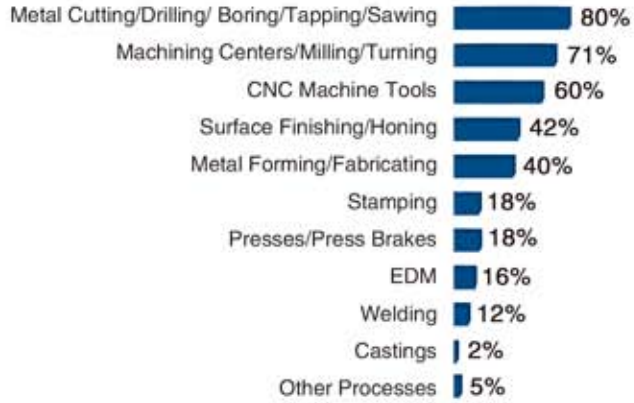
Published 6x a year in English, ***International Metalworking News for Asia*** reaches a qualified controlled readership of 14,720 manufacturing decision makers who plan the purchase of metalworking, cutting & forming machinery, materials and execute manufacturing strategies, and plant managers who evaluate 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. **Advertisers get bonus readership of 12,860 in the E-magazine, and can reach even more readers on the iPad/iPhone versions, and Android App versions.**

Total Readership
27,580

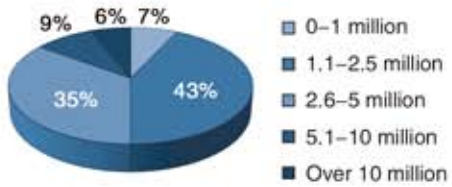
Geographic Distribution

South East Asia		
Vietnam	3,617	25%
Thailand	2,840	19%
Malaysia	2,805	19%
Indonesia	2,538	17%
Singapore	1,210	8%
Philippines	880	6%
Australia/New Zealand	670	5%
Cambodia	160	1%
Total	14,720	100%

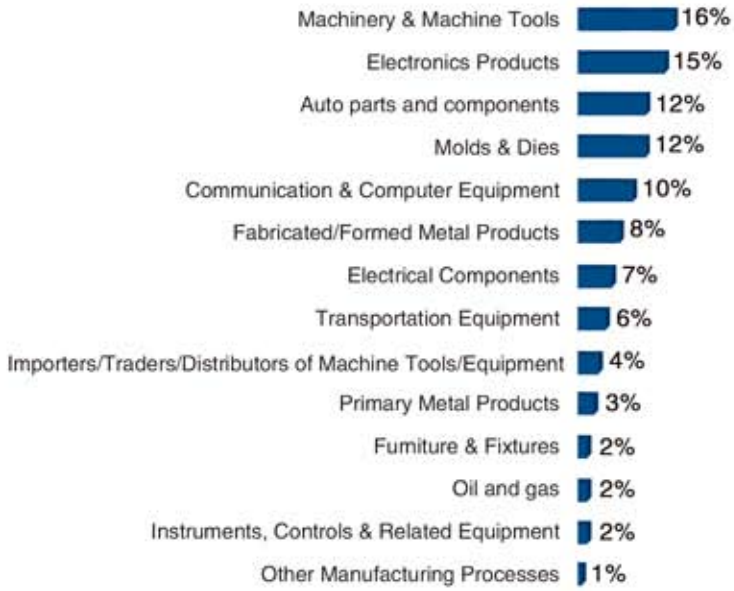
Industries Covered



Annual Business Turnover (US$)



Business Function



Job Function

The Ultimate Online Media Solution...

Getting more leads begins with having your Product Showroom in the IndustrySourcing.com trade marketplace. Use online and mobile tools to drive users to your Product Showroom. You'll never miss a lead because online marketing offers 100% tracking. And you can adjust your online media campaign to improve your ROI.

Banner ads on IndustrySourcing.com and the iPhone/iPad versions of the magazines and keyword search direct buyers to your Company Website and Product Pages

Home Page

Use a banner ad campaign in the IndustrySourcing.com community to drive traffic to your Company and Product Pages

Key Words Search

Company Website

A Company Website and Product Page is the foundation of your marketing plan.

Product Page

Buyers will search for your Product Showroom via their Android devices

...Makes Your Sales Possibilities Endless!

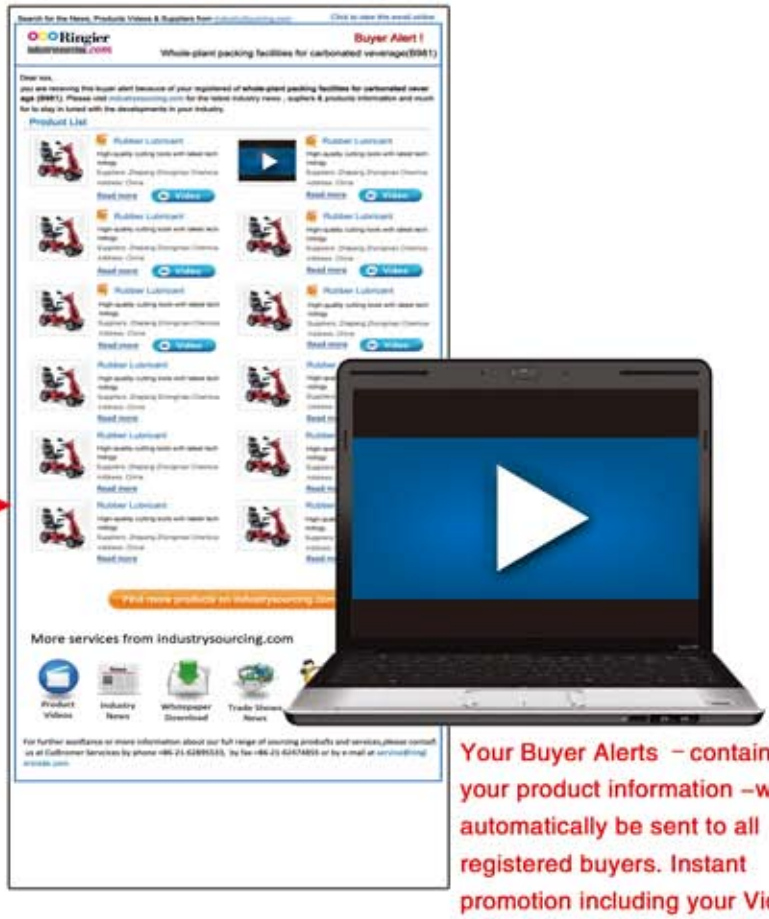
EDMs, Customized E-newsletters or banner ads on the Industry E-newsletters direct buyers to your Product Pages.

Customized E-newsletter

EDM

Industry E-newsletter

Buyer Alert – automatic marketing



Your Buyer Alerts – containing your product information –will automatically be sent to all registered buyers. Instant promotion including your Video Product Showroom.

Webinar

Capture the interest of buyers across China using a live broadcast to hundreds of listeners at one time.

www.industrysourcing.com

Ringier Brings You A World Of Opportunities

Related Metalworking Magazines for China

International Metalworking News for China
- Language: Simplified Chinese
- Controlled readership: 67,220 China
- Frequency: 12x a year

International Mold & Die Making News for China
- Language: Simplified Chinese
- Controlled readership: 38,910 China
- Frequency: 6x a year

Industrial Laser Solutions China
- Language: Simplified Chinese
- Controlled readership: 34,500 China
- Frequency: 6x a year

Automotive Manufacturing & Design for China
- Language: Simplified Chinese
- Controlled readership: 49,300 China
- Frequency: 9x a year

Automotive Engineering International Chinese Edition
- Language: Simplified Chinese
- Controlled readership: 32,600 China
- Frequency: 6x a year

Metal Finishing China & Asia
- Language: Simplified Chinese
- Controlled readership: 21,600 China
- Frequency: 3x a year

Related International Metalworking Magazines for Global Markets

International Metalworking News for Asia
- Language: Simplified Chinese/English
- Controlled readership: 27,580 Asia
- Frequency: 6x a year

International Metalworking News – Middle East
- Language: English
- Controlled readership: 15,920 Middle East & Africa
- Frequency: 6x a year

Werkstatt und Betrieb
- Language: German
- Readership: 14,739 Germany
- Frequency: 10x a year
- www.werkstatt-betrieb.de

American Machinist (E-magazine)
- Language: English
- Online Readership: 72,788 per month
- Frequency: Weekly E-newsletter
- www.americanmachinist.com

Modern Machine Tools
- Language: English
- Readership: 25,000 India
- Frequency: 12x a year
- www.infomedia18.in

BBR
- Language: German
- Readership: 12,633 Germany, IVW audit June 2010
- Frequency: 6x a year
- www.bbr.de

Metalmecanica
- Language: Spanish
- Readership:12,000 Latin America, BPA audit June 2010
- Frequency: 6x a year
- www.metalmecanica.com

ITO Metalworking Russia
- Language: Russian
- Readership:10,000 Russia
- Frequency: 12x a year
- www.ito-news.ru

Automotive Engineering International
- Language: English
- Readership: 70,378 Global, BPA audit June 2010
- Frequency: 8x a year
- www.sae.org

Auto Monitor
- Language: English
- Readership: 25,000 India
- Frequency: 24x a year
- www.infomedia18.in

Metal Finishing
- Language: English
- Controlled readership: 26,751 Global, BPA audit June 2009
- Frequency: 9x a year
- www.metalfinishing.com

Sac Isleme Rehberi
- Language: Turkey
- Readership: 3,500 Turkey
- Frequency: 4x a year
- www.sacislemerehberi.com

MetalMakina
- Language: Turkey
- Readership: 3,500 Turkey
- Frequency: 6x a year
- www.metalmakina.com

FORM+Werkzeug
- Language: German
- Readership: 10,797 Germany, IVW audit June 2010
- Frequency: 6x a year
- www.form-werkzeug.de

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