

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

2011.9

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Growth In Heavy Industry Will Drive Metalworking

The average annual sales growth of machine tools in China is expected to be over 10% reaching RMB 850 billion by 2015. China's heavy industries, in particular, the automobile, aviation, energy, shipbuilding and railroad construction industry –with its production of 1,000s of kilometers of new train track – will drive demand for machine tools.

Automobile: In 2010, China ranked first in the world by producing 18.26 million vehicles which accounted for an impressive 23.5% of the world total. In 2015 China is expected to build 40 million vehicles, probably accounting for twice as many as any other major market.

Aviation: The 12th five-year plan encourages heavy upgrading of aircraft parts and equipment. China is expected to produce up to 4,000 aircrafts in the next two decades. **Energy:** By 2015, China will attain offshore wind power capacity of 5 million KW and further develop the supply chain of the wind power resulting in greater demand for machine tools.

Shipbuilding: The percentage of ship equipment now made in China, rather than imported, is over 80%.

Railroad construction: China has been undergoing an high speed rail (HSR) building boom. 17,000 km of high-speed lines are now under construction. The entire HSR network will reach 13,073 km by the end of 2011 and 25,000 km by 2015.

If this is your market, We have your media.



In a strategic editorial partnership with Germany's *Werkstatt und Betrieb* and a team of authoritative editorial advisors in China, *International Metalworking News for China* print magazines, Mobile Apps and digital e-magazines facilitate technology transfer from around the world by providing readers with the latest information on metal cutting and metal forming processes, and the latest in machinery and use of materials. *International Metalworking News for China* offers practical solutions for improving productivity, reducing cost, and turning innovations into real competitive advantages.

Total Readership
67,220



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	Jan	Feb	March	April	May	June
AD CLOSING DATES	December 5, 2011	December 30, 2011	February 6	March 6	March 31	April 26 Two Volumes
METAL CUTTING	HSC/HPC Bar Processing	3-5 Axis Machining Turning/Milling	Multi-process Machining Sawing	Hard Machining Turning/Grinding	Titanium Cutting Compound Materials Processing	Dry Processing Edm/Wire Cut
METAL FORMING	Laser Cutting Eroding Hydraulic Presses	Punching Machine Arc Welding In-die Electronics	Sheet Metal Forming Machine CNC Punching Presses	Tube/Pipe Bending Materials and Coating Quick Die Change	Pressroom Automation Machine Safety And Monitoring	Sheet Metal Forming Machine Turret Press Tooling
TOOLING & FIXTURING / SOFTWARE & CONTROL SYSTEM	Tool Management Drive Spindle System	Chucks/Clamping Holding Systems MQL	Multi-spindle Technology Flexible Manufacturing Robotics, Handling Systems	CVD Coating Drive Spindle System NC System	CAD/CAM/PLM Optical Measurement	Life-cycle Management MES
APPLICATION/SPECIAL REPORTS	Analysis of the 12th Five-Year Plan for Metalworking Industry Machine Tool Structure Innovation	Green Manufacturing Fully Integrated Production Line	Automobile Manufacturing Automation	Trade Show Issue: CCMT 2012 Preview Rail Transportation	Trade Show Issue: CIMS 2012 Preview - Part 1 CCMT 2012 Review Aerospace Industry	Trade Show Issue: CIMS 2012 Preview - Part 2 Mould Die Industry
TRADE SHOWS COVERAGE	• March 7-9, 16th Industrial Automation Fair Guangzhou (SIAF), Guangzhou	• March 8-10, the 9th Suzhou International Industry Expo, Suzhou	• March 28-31, China Shenzhen International Machinery & Moulds Industry Exhibition 2012, Shenzhen	• Apr16-20, The 7th China CNC Machine Tool Fair (CCMT2012), Nanjing	• Apr 23-27, Hannover Industry Fair 2012, Hannover Messe, Germany • May 3-6, 2012 Taipei Manufacturing Technology Show (MT DUO 2012),	• June 12-16, The 11th China International Machine Tool & Tools Exhibition (CIMS 2012), Beijing +Show Daily

Online Editorial Features—Daily updates

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

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



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:



汉诺威米兰展览(上海)有限公司

2012 Editorial Calendar

July	Aug	Sep	Oct	Nov	Dec
May 25	July 2	July 31	August 31	September 26	November 7
Gantry Machining Center/Horizontal Machining Center Deep Drilling	Grinding Machining Center	Laser Cutting EDM/Wire Cut	Multi-Spindle Processing Machining Center	Gear Cutting	5-Axis Machining Turning/Milling
Hot Stamping Waterjet Cutting Coil/Blank Handling	In-Die Sensing Servo Press Laser Cutting	Hydroforming CNC Punching Machine Resistance welding	Press Controls Tool Steels	Tube/Pipe Bending Welding	Laser Technology Eroding Machine Safety And Monitoring
Coordinate and Mobile Measuring DNC	Tool Presetting Servo Drive Control System	Robotics, Handling Systems ERP	Online Measurement Probe System	Torque and Linear Drive Ball-Screw Drives Guide Rail	Clamping Technology NC System
Trade Show Issue: CIMES 2012 Review Wind Power/Nuclear Power	Trade Show Issue: IMTS 2012 Preview	Construction Industry	Shipbuilding Industry Extreme Manufacturing	7th Ringier Technology Innovation Awards For Metalworking Industry Trade Show Issue: MWCS 2012 Preview TMTS 2012 Preview (Taiwan)	Outlook Issue 2013 Trade Show Issue: MWCS Review IMTEX Preview (India) Medical Industry
<ul style="list-style-type: none"> • June 20-22, Industrial Automation Beijing, Beijing • July 3-6, 14th Shanghai International Machine Tool Fair (Eastpo 2012), Shanghai 	<ul style="list-style-type: none"> • Aug 22-24, Shanghai Automotive Manufacturing Technology & Materials Show 2012, Shanghai 	<ul style="list-style-type: none"> • Sept 4-6, China International Auto Parts Expo, Beijing • Sept 10-15, the International Manufacturing Technology Show (IMTS), Chicago 	<ul style="list-style-type: none"> • Oct 25-28 PTC ASIA 2012, CeMAT ASIA 2012, Shanghai +Show Daily 	<ul style="list-style-type: none"> • Nov 7-11, TMTS 2012, Taiwan, • Nov 6-10, Industrial Automation Show 2012, Metalworking and CNC Machine Tool Show 2012, Energy Show 2012 +Show Daily • Nov 27-29, FISITA 2012 World Automotive Congress and Exposition, Beijing 	

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

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



Special Issues

2013 Outlook Issue

2012 Trade Show Issues

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

REGULAR FEATURES

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

Readership / Buyer Demographics

Published 12x a year in Simplified Chinese, *International Metalworking News for China* reaches a qualified controlled readership of 35,220 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 32,000 in the E-magazine, and can reach even more readers on the iPad/iPhone versions, and Android App versions.**

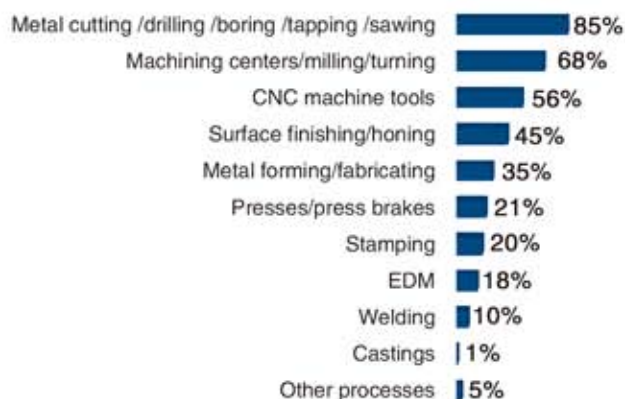


**Total Readership
67,220**

Geographic Distribution

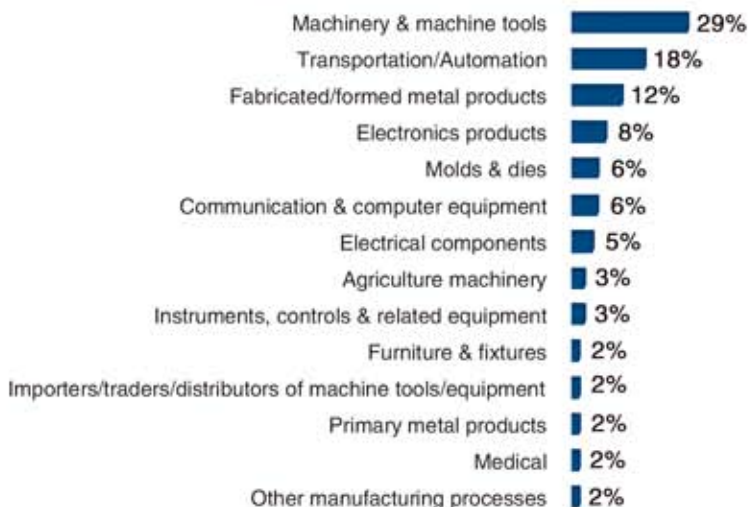
Guangdong	6,905	20%
Zhejiang	4,450	13%
Jiangsu	4,335	12%
Shanghai	3,150	9%
Shandong	2,670	8%
North East of China	2,015	6%
Beijing	1,840	5%
Sichuan	1,760	5%
Tianjin	1,523	4%
Chongqing	1,150	3%
Fujian	1,100	3%
Hubei	770	2%
Henan	658	2%
Hebei	649	2%
Rest of China	335	1%
Mainland China	33,310	95%
Hong Kong	320	1%
Taiwan	1,590	4%
Total	35,220	100%

Metalworking Processes Used

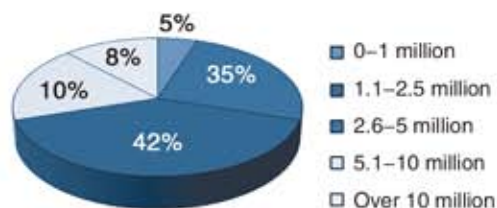


Note: adds to more than 100% due to multiple responses

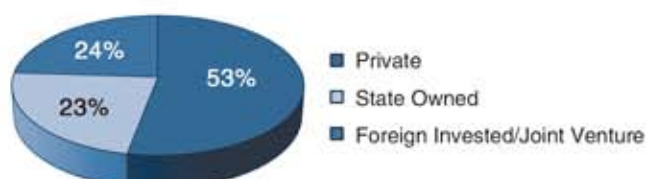
Major Products Manufactured



Annual Business Turnover (US\$)



Organization Type



Job Function



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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



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Customized E-newsletter



EDM



Industry E-newsletter

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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, IWV audit June 2010
- Frequency: 6x a year
- www.bbr.de



Metalmeccanica

- 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, IWV audit June 2010
- Frequency: 6x a year
- www.form-werkzeug.de

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