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

— Lead Generation Campaigns

Quality Trade Multimedia for China, Asia and the Middle East



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**2012**  
MEDIA  
PLANNER

# A Booming Metalworking Market In MENA

The Middle East region is witnessing a score of mega projects in the nuclear and oil and gas industries. The region's construction industry is developing rapidly and investments in much needed infrastructure projects also continue to grow very fast. Thus, the Middle East and North Africa regions are experiencing a rising demand for metalworking, metal-manufacturing and steel fabrication machinery and tools.

The Middle East and North Africa region recorded a 5.3% growth in apparent steel use in 2011, which brought steel use in the MENA region to 65.7 million metric tons, according to Worldsteel. By 2012, MENA's finished product demand is forecast to grow to 85.5 million tons with raw steel production projected at over 50 million tons. This massive imbalance between supply and demand means that the business opportunities for those involved in MENA's steel sector is immense. Some highlights include:

\*UAE's construction of a nuclear power plant is worth more than US\$30 billion of business opportunities for the metalworking and related industries.

\*The Gulf Cooperation Council states are increasing their expenditure on infrastructure projects, including rail projects that are estimated to cost more than US\$100 billion.

\* There are numerous pipeline projects in the Middle East. Simdex, the pipeline database, found that 115 projects are under way for lines that run an average length of 435km, with an added 14 jobs in the pre-construction phase.

If this is your market, We have your media.



Through a strategic partnership between Ringier Trade Media and Gutenberg Publishing FZ LLC - an international trade publisher with over 20 years of publishing experience and leadership operations in the Middle East, *International Metalworking News - Middle East* print, digital e-magazine and Mobile Apps facilitate technology transfer from around the world by providing readers the latest information on metal cutting and metal forming processes, and the latest in machinery and use of materials.

*International Metalworking News - Middle East* offers practical solutions for improving productivity, reducing cost, and turning innovations into real competitive advantages. Editorial support is provided by *International Metalworking News for China*, *International Metalworking News for Asia*, and industry professionals throughout S.E. Asia.



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"



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# 2012 Editorial Calendar

ISSUE	January	March	May
AD CLOSING DATES	December 1, 2011	February 14	April 5
METAL CUTTING & FINISHING GRINDING	Abrasive/Boring/Drilling	Electric Discharge Machining/Gear Cutting/Grinding	Honing/Laser Cutting/Lathes
METAL FORMING	Pipe Bending/Making	Casting	Forging
CUTTING TOOLS & WORKHOLDING DEVICES	Carbide Tools	Diamond Tools	Workholding Fixtures
COORDINATE MEASUREMENT	Automatic CMM	Measuring System	Multi-CMM
CAD/CAM SOFTWARE	Manufacturing Engineering Software	Shop Control Systems	PLM
WELDING METAL FOILS	Robotic Welding	Choosing Right Plasma Cutting Tool	MIG Welding Aluminium
NATION REPORT	Abu Dhabi: Sustainable Business Practices	KSA: Energy, Oil and Gas	Dubai: Aircraft Parts Supplier
MIDDLE EAST SPECIAL INDUSTRY FOCUS	Metal Extraction and Processing	Wind Power/Power Generation	Construction Machinery
SHOW PREVIEW	<b>Trade Show Issue</b> Steel Fab 2012 Gulf Industry Fair 2012	<b>Trade Show Issue</b> SIMA	<b>Trade Show Issue</b> JIMEX 2012
TRADESHOWS	<ul style="list-style-type: none"> <li>Jan 9–12, STEELFAB 2011, UAE (Sharjah)</li> <li>Feb, Gulf Industry Fair 2012, Bahrain (Manam)</li> <li>Feb 19–22, MACHINEX Arabia 2012, Turkey (Istanbul)</li> </ul>	<ul style="list-style-type: none"> <li>Apr 12–14, Metal &amp; Steel Exhibition 2012, Egypt (Cairo)</li> <li>April 13–16, Metal &amp; Steel Exhibition 2012, Egypt (Cairo)</li> <li>April 23–27, Hannover Industry Fair 2012, Hannover Messe, Germany</li> <li>May 17–19, 3P Pakistan 2012, Pakistan (Karachi)</li> <li>May 26–30, SIMA Industrial Expo 2012, Syria (Damascus)</li> <li>May 29–June 1, PROPAC Arabia 2012, Food &amp; Hotel Arabia 2012, Saudi Arabia (Jeddha)</li> </ul>	<ul style="list-style-type: none"> <li>Jordan (Amman), Organizer: Golden Gate for Exhibitions</li> </ul>

## Online Editorial Features—Daily updates

**Business in the Middle East**—The latest information about the Middle East policies, regulations and manufacturing trends

**Industry News**—News on important events, people, companies and industry developments from the Middle East

**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

Jul	Sep	Nov
<b>June 1</b>	<b>August 2</b>	<b>September 26</b>
Machining Centre/Milling/Multi-Spindle	Plasma Cutting/Punching/Sawing	Stamping/Waterjet/Slotting
Punching	Tube Working	Presses
Gear-Cutting Tools	Clamping Devices/Workpiece Holders	Inserts
2D & 3D Scanners/Scanning Devices	Non-contact Measuring Systems	Portable Measurement
3D Machining	Productivity Milling/Cutting	Sheet Metal Design/Fabrication
Welding Metal Foils	Pipeline Welding	Consumables
Bahrain: Manufacturing Industry	Oman: Transport and Logistics	Kuwait: Construction Sector
Aircraft & Aerospace	General Engineering	Middle East Economic Review (Outlook)
<b>Trade Show Issue</b> IMTS 2012	<b>Trade Show Issue</b> MACTECH2012 MEMEX	
<ul style="list-style-type: none"> <li>• Sep 10-15, 2012 IMTS 2012, Chicago, Illinois</li> <li>• Sept 19-22, MIMA Expo 2012, Morocco</li> </ul>	<ul style="list-style-type: none"> <li>• Nov 1, MTAP-Machine Tools &amp; Automation Pakistan 2012, Pakistan (Karachi)</li> <li>• Nov, MACTECH-HANDLING EXPO 2012, Egypt (Cairo)</li> <li>• Nov, MEMEX 2012 (Machines-tools - Tools, Metal Working Industries, Applied Computer &amp; Industrial Engineering, UAE (Abu Dhabi)</li> <li>• Nov, 13th Industrialists' Conference &amp; Exhibitions and Global Exhibition on Industrial Subcontracting &amp; Partnership 2012, Qatar</li> </ul>	<ul style="list-style-type: none"> <li>• Dec Plast Eurasia 2012, Turkey (Istanbul)</li> </ul>

*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

### 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 6x a year in English, *International Metalworking News – Middle East* reaches a qualified controlled readership of 9,050 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 6,870 in the E-magazine, and can reach even more readers on the iPad/iPhone versions, and Android App versions.**

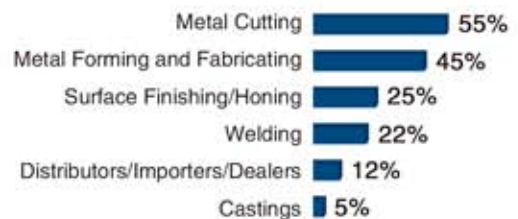


**Total Readership  
15,920**

## Geographic Distribution

Persian Gulf		
Saudi Arabia	1,830	20%
U.A.E.	1,625	18%
Kuwait	490	5%
Iran	460	5%
Qatar	435	5%
Iraq	360	4%
Bahrain	225	2%
Oman	190	2%
Yemen	5	1%
Sub-total	5,620	62%
The Levant		
Syria	433	5%
Lebanon	415	4%
Jordan	297	3%
Palestine	25	1%
Sub-total	1,170	13%
North/Central Africa		
Egypt	400	4%
Morocco	275	3%
Nigeria	220	3%
Algeria	125	1%
Libya	90	1%
Tunisia	50	1%
Sub-total	1,160	13%
Bonus Strategic Countries		
Turkey	640	7%
Pakistan	460	5%
Sub-total	1,100	12%
<b>Total</b>	<b>9,050</b>	<b>100%</b>

## Metalworking Processes Used

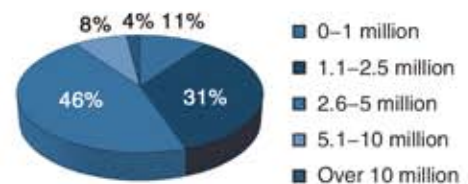


Note: adds to more than 100% due to multiple responses

## Job Function



## Annual Business Turnover (US\$)



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**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 Company Website and Product Pages

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.

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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.metalmeccanica.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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