



Integrated Media Platform

- Print
 - Mobile
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 - Conferences/Events
 - PR & Marketing
- Lead Generation Campaigns

Quality Trade Multimedia for China, Asia and the Middle East



Ringier media now available on all Android mobile devices

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www.industrysourcing.com



Great Opportunities In China Mold & Die Industry

In 2010, the China mold & die industry had total sales of RMB 112 billion, 14% more than the previous year. In the first half of 2011, China mold & die exports amounted to US\$ 1.371 billion, a substantial 37.93% growth while imports amounted to US\$ 1.108 billion, a 10.91% growth. 2010 marked the first time a trade surplus has appeared in foreign trade and implies that the overall strength of China's mold & die industry has significantly increased.

In the China government's 12th five-year plan, it has forecast a total sales target for molds & dies to be RMB 174 billion by 2015. 15% of the total sale will be from mold & die exports and the rest will be from rising domestic demand. 40% of domestic demand will be high grade mold die products.

The growth of information technology has transformed China's mold & die industry. The entire process of mold & die, from design to production and management, has become digitalized with high automation and intelligent control. Mold & die products are now larger than ever before, with higher precision and can be more complex. Products also have longer lifespan demands for updated technology and new machinery.

If this is your market, We have your media.



In a strategic editorial partnership with *Form + Werkzeug* of Germany and a team of authoritative editorial advisors in China, *International Mold & Die Making 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 to create high-end molds and set up process standards on mold production. *International Mold & Die Making News for China* offers practical solutions for improving productivity, reducing cost and turning innovations into real competitive advantages.

Total
Readership
38,910



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	December 30, 2011	March 6	April 25
MACHINING PROCESS	EDM Process	5-Axis Machining Technology	High-speed Milling and High-efficiency Milling
TECHNICAL FEATURES	Fixture Cutting Tools Standard Parts for Moulds Mold Surface Treatment	Reverse & Simultaneous Engineering (SE) EDM Wire Cutting Technology Measurement Technology Enterprise Resources Planning	High-Speed Machining Center Precision Cutting Tools Software Materials
SPECIAL REPORTS	Trade Show Issue: China Shenzhen Int'l Machinery & Moulds Industry Exhibition 2012 Preview	Trade Show Issue: CCMT 2012 Preview	Trade Show Issue: CIMES 2012 Preview Trade Show Issue: Die & Mould China 2012 Preview
TRADE SHOW & CONFERENCE	<ul style="list-style-type: none"> Mar 28-31, China Shenzhen Int'l Machinery & Moulds Industry Exhibition, Shenzhen 	<ul style="list-style-type: none"> Apr 16-20, CCMT 2012, 	<ul style="list-style-type: none"> June 12-16, CIMES 2012, Beijing +Show Daily May 31-June 3, Die & Mould China (DMC 2012), Shanghai

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



塑料行业 荣格技术创新奖
Ringier Technology Innovation Awards 2012 Plastics Industry

RINGIER TECHNOLOGY INNOVATION AWARDS - PLASTICS INDUSTRY

August 16, Shanghai



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

November 8, Shanghai
Co-organizers:

- 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 plastics and 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 plastics and metalworking industry.



汉诺威米兰展览(上海)有限公司

2012 Editorial Calendar

August	October	December
July 9	September 10	November 7
Mould Surface Treatment	Rapid Prototyping	Hard Milling
CNC Machining Technology Laser Technology Automation Technology	EDM Wire Machining Technology Machine Tools Measurement Technology	Precision Mold & Die Making Mold Design Software Emulation Technology Manufacturing Execution System
Trade Show Issue: Eastpo Int'l Machine Tool Fair 2012 Review Trade Show Issue: Asia Mold 2012 Preview	Trade Show Issue: China Dongguan International Mould & Metalworking Exhibiton Preview (DMP 2012)	Outlook Issues 2013
<ul style="list-style-type: none"> Jul 3–6, Eastpo Int'l Machine Tool Fair 2012, Shanghai Sept 19–21, Asia Mold 2012, Guangzhou +Show Daily 	<ul style="list-style-type: none"> Nov 14–17, China Dongguan Int'l Mould & Metalworking Exhibiton, Dongguan Nov 27–29, FISITA 2012 World Automotive Congress and Expiation, Beijing 	<ul style="list-style-type: none"> Nov 6–10, Metalworking and CNC Machine Tool Show 2012, Shanghai +Show Daily

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!

REGULAR FEATURES

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

2012 CONFERENCES

- 8th Plastics & Rubber Technology in Automobile and Auto Parts Manufacturing Summit- Functional Parts, Exterior, Interior & Light, March 8-9, Shanghai
- 3rd High Performance Machining Technology Conference, April 17-18, Nanjing
- 4th Advanced Composite Materials Application Summit, May 9-10, Shanghai
- 3rd Plastics Packaging Technology Conference, June 14-15, Guangzhou
- Rapid Prototyping Technology Forum 2012, July 19-20, Shanghai
- 7th China Paint-Free Technology Conference, August 16-17, Shanghai
- 7th Plastics Technology Application in Consumer Electronic Products Conference, August 16-17, 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 Simplified Chinese, *International Mold & Die Making News for China* reaches a qualified controlled readership of 21,310 manufacturing decision makers who plan the purchase of mold & die making, cutting & mold or die 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 17,600 in the E-magazine, and can reach even more readers on the iPad/iPhone versions, and Android App versions.**

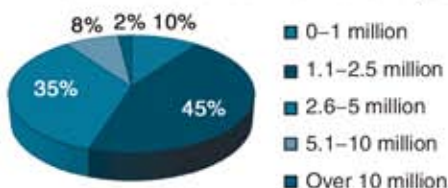


**Total Readership
38,910**

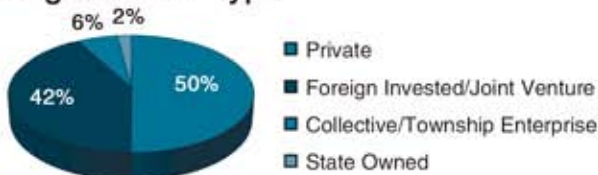
Geographic Distribution

Guangdong	4,130	19%
Jiangsu	2,923	14%
Zhejiang	2,820	13%
Shanghai	1,875	9%
Shandong	1,503	7%
North East of China	1,159	6%
Tianjin	1,105	5%
Beijing	1,070	5%
Chongqing	750	4%
Sichuan	735	4%
Fujian	702	3%
Hubei	680	3%
Hebei	516	2%
Hunan	208	1%
Rest of China	274	1%
Mainland China	20,450	96%
Hong Kong	200	1%
Taiwan	660	3%
Total	21,310	100%

Annual Business Turnover (US\$)



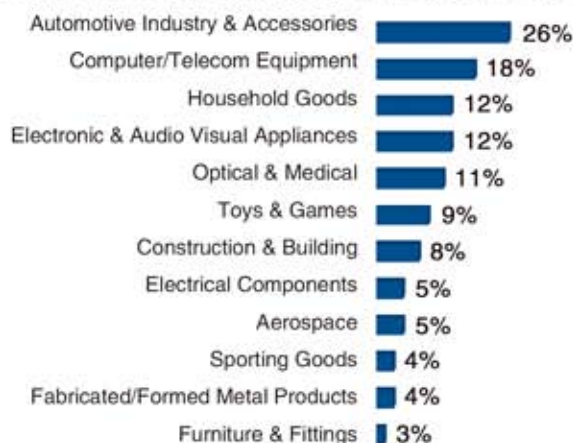
Organization Type



Job Function

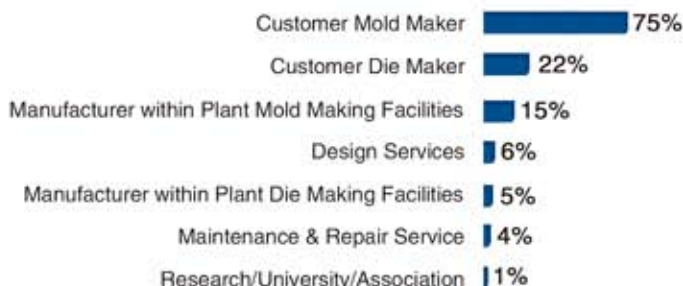


Molds & Dies Manufactured By Industries



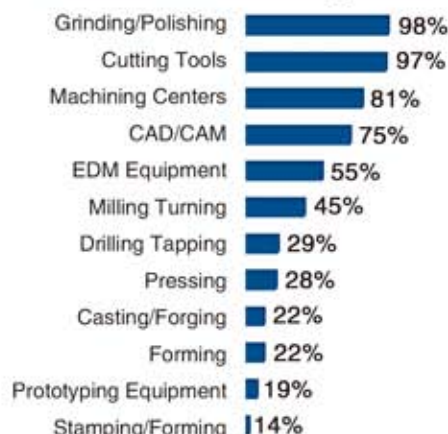
Note: adds to more than 100% due to multiple responses

Business Type



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

Process & Machinery Used



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

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 Company Website and Product Pages



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

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

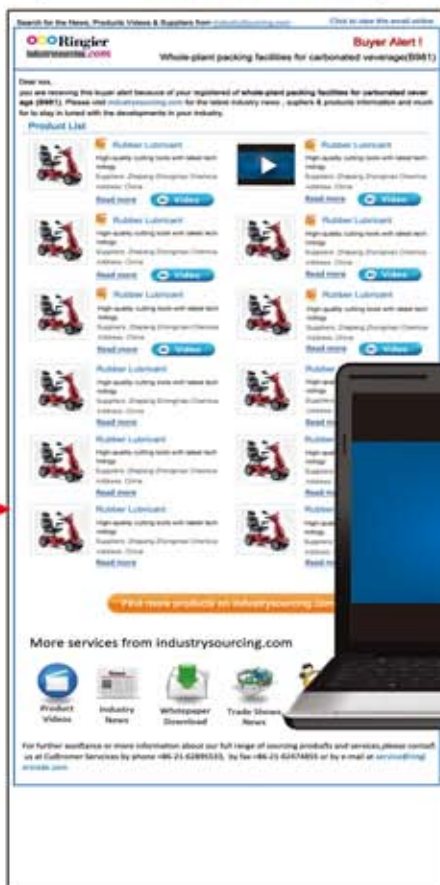


EDM



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.

Ringier Brings You A World Of Opportunities

Related Metalworking Magazines for China



International Metalworking News for China

- Language: Simplified Chinese
- 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
- 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.metall-infocenter.de



American Machinist (Online)

- 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, IWW 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
- Readership: 26,751 North America, 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.tr



MetalMakina

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



FORM+Werkzeug

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

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