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Quality Trade Multimedia for China, Asia and the Middle East



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Plastics Industry To Continue Explosive Growth

Engineered plastics formulated with superior properties are fast replacing traditional metallic materials used for priority applications in automobile manufacturing and construction. Increasing use of engineered plastics has been noted across industrial sectors in China. It is projected that production of engineering plastics will reach 2.9 million tons by 2013. The global market for plastics additives and barrier coatings is set to grow at a compound annual growth rate of 4.6% and total EUR586.2 million by 2014. Higher growth rates of over 10% are seen both in China and India.

Modified plastics have found new applications -not only in the automotive and home appliance industries— but also in a multitude of other industries where plastics was not traditionally used. As such, China's demand for modified plastics exceeded 5 million tons in 2010 and is expected to grow at an annual growth rate of 10% in the next 5 to 10 years and reach 10.4 million tons by 2015.

The booming China market has also given rise to the increasing development and use of biodegradable plastics. Biodegradable plastics are increasingly replacing traditional plastics and as such the biodegradable plastics industry has enormous market potential in China and worldwide. For example, the production capacity of the global starch-based biodegradable plastics industry will rise to 708kt/a by 2013, an increase of 212.6% from 2009 capacity.

If this is your market, We have your media.



In a strategic editorial partnership with Germany's *Kunststoffe* and backed by a team of authoritative editorial advisors in China, *International Plastics Materials News for China* print magazines, digital e-magazines and Mobile Apps bring readers the latest technology on resins, compounds, additives, masterbatch blending, material handling, formulation and testing. *International Plastics Materials News for China* facilitates technology transfer by providing the latest information on plastics processes, machinery and applications of new materials. It also offers practical solutions for improving productivity, reducing cost, and turning innovations into real competitive advantages.

**Total
Readership
71,260**



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 4	March 9	May 11
Resin Focus	Degradable Plastics Bioplastics	Reinforced Plastics	High Performance Engineering Plastics
Additives	Flame Retardant Foaming Agent	Light Stabilizer Filler	Antioxidant Heat Stabilizer
Processing Center	Testing & Measuring Mixing/Conveying	Dehumidifying & Drying	Renewable raw materials Ancillary Equipment
Application Trend	Medical Technology Photovoltaics	Automotive Engineering Transportation	Electronics & Industry
Special Reports	Trend of Reinforced Fibers	Trade Show Issue Chinaplas 2012 Preview	Top 20 Plastics Materials Manufacturers in China
Trade Show	<ul style="list-style-type: none"> • Feb 26–29, Plastex 2012, Egypt (Cairo) • Apr 1–5, The International Plastics Showcase, Florida USA • Apr 11–14, Indoplas, Inopack & Indoprint 2012, Indonesia • Apr 18–21, ChinaPlas 2012, Shanghai • May 14–17, Plastivision Arabia 2012, UAE (Sharjah) 		

REGULAR FEATURES

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

Special Issues

2013 Outlook Issue

Buyer's Guide 2013

Valuable reference resource with bonus distribution at the most important trade shows in 2012-2013.

2012 Trade Show Issues

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



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

RINGIER TECHNOLOGY INNOVATION AWARDS - PLASTICS 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 plastics 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 industry.

August 16, Shanghai



2012 Editorial Calendar

August	October	December
July 10	September 3	November 12
Foams Alloy	Nano Composites	Elastomers & Silicone
Clarifiers Antiseptics	Color Master Batch Coloring Agent	Plasticizer Anti-impact Agent
Surface Technology Decorating & Printing	Robot & Automation	Temperature Control Failure Analysis
Electrical Appliances Houseware	Construction & Building Sports & Leisure	Packaging & Toy
Standard Specification for Plastics Materials	Top 20 Master Batch Manufacturers in China	Outlook 2013 Buyer's Guide 2013
<ul style="list-style-type: none"> • Sept 21–25, TaipeiPlas 2012, Taiwan • Sept 5–7, China Composites Industry Technical Expo 2012, Shanghai • Oct, Plast Alger 2012, Algeria • Nov, CIAMI 2012, Composite Expo 2012, Shanghai • Nov 14–17, 14th China Dongguan International Mould and Metalworking Exhibition Plastics, Packaging & Rubber Exhibition (DMP 2012) • Nov, Plastics & Rubber Indonesia 2012, Indonesia • Nov, The 14th China Plastics Expo, Yuyao 		

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

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

2012 CONFERENCES

- 8th Plastics & Rubber Technology in Automobile and Auto Parts Manufacturing Summit- Functional Parts, Exterior, Interior & Light, March 8-9, 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 Plastics Materials News for China* reaches a qualified controlled readership of 26,160 decision makers in plastics molding and processing companies, compound and masterbatch manufacturers. They research new products, test and evaluate them, as well as plan the purchase of materials and related machinery for use in their manufacturing processes. 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 45,100 in the E-magazine, and reach even more readers on the iPad/iPhone versions, and Android App version.**

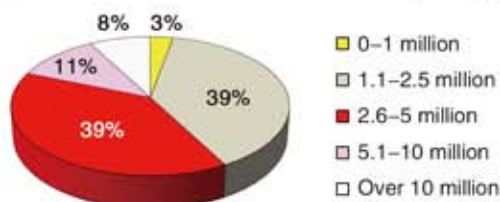


**Total Readership
71,260**

Geographic Distribution

Guangdong	4,820	18%
Zhejiang	4,290	16%
Jiangsu	4,061	16%
Shandong	2,425	9%
Shanghai	2,220	9%
Fujian	1,275	5%
Tianjin	1,010	4%
Beijing	1,008	4%
Sichuan	985	4%
Liaoning	685	3%
Hubei	580	2%
Chongqing	560	2%
Hebei	521	2%
Rest of China	570	2%
Mainland China	25,010	96%
Hong Kong	310	1%
Taiwan	840	3%
Total	26,160	100%

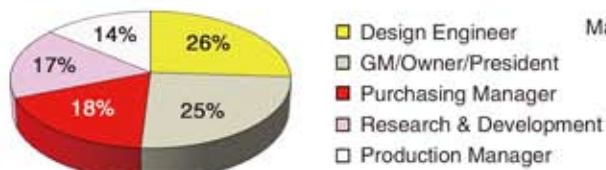
Annual Business Turnover (US\$)



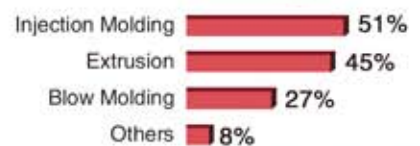
Organization Type



Job Function

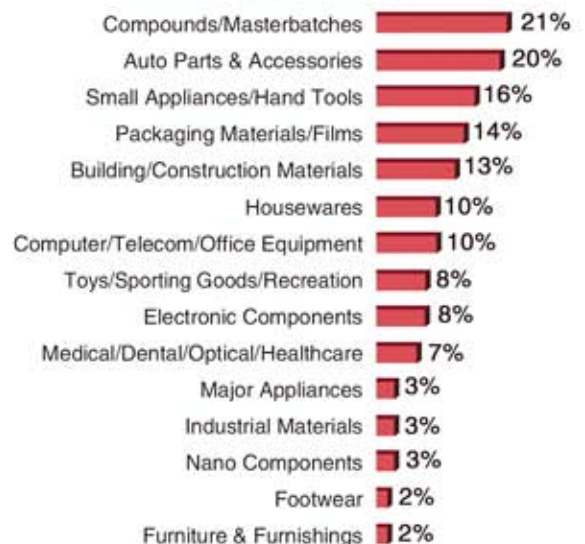


Plastics Processing



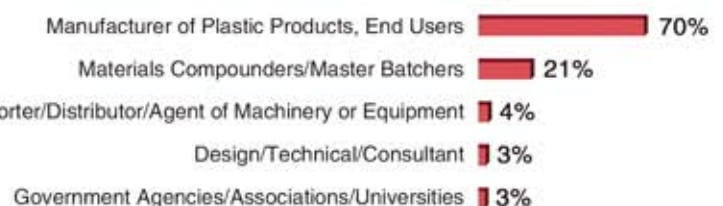
Note: adds to more than 100% due to multiple responses

Product Manufactured



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

Business Type



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

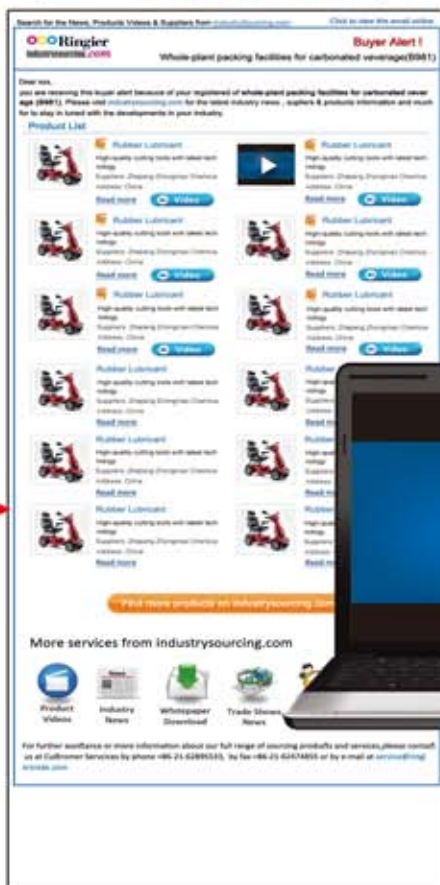


EDM



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 Plastics Magazines for China



Int'l Plastics News for China

- Language: Simplified Chinese
- Readership: 80,700 China
- Frequency: 13x (14 Volumes)



Int'l Plastics Materials News for China

- Language: Simplified Chinese
- Controlled readership: 71,260 China
- Frequency: 6x a year



Rubber World for China

- Language: Simplified Chinese
- Controlled readership: 18,510 China
- Frequency: 6x a year



Reinforced Plastics China

- Language: Simplified Chinese
- Readership: 28,850 China
- Frequency: 4x a year



Automotive Manufacturing & Design for China

- Language: Simplified Chinese
- Controlled readership: 49,300 China
- Frequency: 9x a year



Medical Manufacturing and Design for China

- Language: Simplified Chinese
- Controlled readership: 21,000 China
- Frequency: 6x a year

International Related Plastics Magazines for Global Markets



International Plastics News for Asia

- Language: English
- Readership: 25,610 South East Asia
- Frequency: 6x a year
- www.industrysourcing.com



International Plastics News - Middle East

- Language: English
- Readership: 15,350 Middle East & North Africa
- Frequency: 6x a year
- www.industrysourcing.com



Kunststoffe

- Language: German
- Readership: 16,500 Germany/Europe, IWW audit
- Frequency: 12x a year
- www.kunststoffe.de



Modern Plastics & Polymers

- Language: English
- Readership: 22,000 India
- Frequency: 12x a year
- www.infomedia18.in



Kunststoffe International

- Language: English
- Readership: 2,000 Worldwide
- Frequency: 12x a year
- www.kunststoffe-international.com



Rubber World

- Language: English
- Readership: 11,500 North America
- Frequency: 12x a year
- www.rubberworld.com



Tecnologia del Plastico

- Language: Spanish
- Readership: 13,500 Latin America, BPA audit June 2010
- Frequency: 6x a year
- www.plastico.com



Plastics Engineering

- Language: English
- Readership: 34,000 Global
- Frequency: 10x a year
- www.plasticsengineering.org



Reinforced Plastics

- Language: English
- Readership: 19,873 Global, BPA audit
- Frequency: 6x a year
- www.reinforcedplastics.com



Polymer Materials.Products.Equipment.Technology

- Language: Russian
- Readership: 4,000 Russia
- Frequency: 12x a year
- www.polymerbranch.com

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