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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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# The Dynamic Plastics Industry in Asia

The plastics and rubber industry in Asia will post robust growth despite global economic challenges forecast in 2012. Investments in the plastics industry will continue and demand will remain stable. China is expected to lead, while countries like India, Malaysia, Vietnam, Thailand and Singapore retain their important roles in the region's dynamic plastics and rubber industry.

Global demand for plastics processing machinery is projected to rise by 4.7% annually to almost \$25 billion, with China and India being major global suppliers. Asia is also expected to account for 50% of global composites production by 2015 while being an important LDPE market accounting for 39% of world consumption. The bioplastics market in Southeast Asia is also projected to grow by about 130% annually until 2015. Asia's stretch film production is meeting rising demand for packaging materials with output expected to increase at least 10% annually until 2015. Production of rubber products will continue to surge with the region accounting for 90% of global natural rubber production which supplies the needs of healthcare, automotive, and construction sectors.

If this is your market, We have your media.



*International Plastics News for Asia* is published 6x a year in English by Ringier Trade Media, Ltd. The print magazine, digital e-magazine and Mobile Apps reach decision-makers in Asia Pacific's plastics processing companies, contract molders and manufacturers with in-plant machinery lines. The magazine is uniquely positioned to serve the needs of the region's plastics industry. It provides the latest market information, quality technical features, trade show reviews, and people and company profiles, written by industry experts and correspondents across the region. Also included are exclusive content and articles from Ringier's family of plastics magazines covering the Greater China and the Middle East region, *Modern Plastics and Polymers* in India, and *Plastics Engineering* in the US – each of which are leading magazines in their respective markets.

**Total  
Readership  
25,610**



Available on the  
**App Store**



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

[plastics.industrysourcing.com/en](http://plastics.industrysourcing.com/en)  
[www.industrysourcing.com](http://www.industrysourcing.com)

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"

# 2012 Editorial Calendar

ISSUE	February	April	June
AD CLOSING DATES	January 2	March 9	May 11
PROCESS & TECHNOLOGY	Recycling/ Granulating/ Pelletizing Equipment	Injection Molding – Multi-Component/Multi-Station System	Blending/Kneading and Mixing Equipment
INDUSTRY APPLICATION	Industrial Packaging	Building	Power Generation
MATERIAL FOCUS	PEEK/PAEK	Masterbatches	PE/PP
NATION REPORT	India	Indonesia	Thailand
RUBBER SPECIAL	Natural Rubber Industry	Equipment for Production/Retreading of Tires	Silicone Rubber
SPECIAL REPORTS	Developments in Engineering Plastics	International Standards Compliance	Mold & Die Industry
TRADE SHOW REPORTS	<b>Trade Show Issue</b> NPE 2012 Special Supplement Preview: Plastics & Rubber Vietnam 2012 Indoplas 2012 Preview	<b>Trade Show Issue</b> CHINAPLAS 2012 Supplement Preview: Interplas Vietnam 2012 Review: Plastindia 2012 Preview: Ausplas 2012	<b>Trade Show Issue</b> Review: NPE 2012 Review: CHINAPLAS 2012 INTERPLAS Thailand 2012 Supplement
TRADE SHOWS DISTRIBUTION	<ul style="list-style-type: none"> <li>• NPE 2012</li> <li>• Plastics &amp; Rubber Vietnam 2012</li> <li>• Indoplas 2012</li> </ul>	<ul style="list-style-type: none"> <li>• CHINAPLAS 2012</li> <li>• Interplas Vietnam 2012</li> <li>• Plastindia 2012</li> <li>• Ausplas 2012</li> </ul>	

## 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



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 9	September 3	November 9
High-cycle Plastics Welding Equipment	Auxiliary Equipment/Measuring & Testing Equipment	Extruder Components & Parts
Electrical/Electronics	Packaging	Personal Care/Medical
Molding Compounds	Reinforced Resins/Composites	Additives/Stabilizers
Singapore	Malaysia	Vietnam
Latex Products Production Machinery	PUR Rubber	<b>Outlook 2013 (Rubber)</b>
Automation/Advanced Production Solutions	Benefits of Nanotechnology	<b>Outlook 2013 (Plastics)</b>
<b>Trade Show Issue</b> TAIPEIPLAS 2012 Supplement Review: INTERPLAS Thailand 2012 Preview: JEC Composites Asia 2012	<b>Trade Show Issue</b> Review: TAIPEIPLAS 2012	<b>Trade Show Issue</b> Review: JEC Composites Asia 2012
<ul style="list-style-type: none"> <li>• TAIPEIPLAS 2012</li> <li>• INTERPLAS Thailand 2012</li> <li>• JEC Composites Asia 2012</li> </ul>	<ul style="list-style-type: none"> <li>• TAIPEIPLAS 2012</li> </ul>	<ul style="list-style-type: none"> <li>• JEC Composites Asia 2012</li> </ul>

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

## REGULAR FEATURES

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

## Special Issues

**2013 Outlook Issue**

**2012 Trade Show Issues**

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

## 2012 CONFERENCES

- 8th Plastics & Rubber Technology in Automobile and Auto Parts Manufacturing Summit- Functional Parts, Exterior, Interior & Light, March 8-9, Shanghai
- 4th Advanced Composite Materials Application Summit, May 9-10, Shanghai
- 3rd Plastics Packaging Technology Conference, June 14-15, Guangzhou
- Rapid Prototyping Technology Forum 2012/2012, July 19-20, Shanghai
- 7th China Paint-Free Technology Conference/ 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
- 5th Civil Advanced Composite Material Application Summit, November 22-23, Shanghai



# Readership / Buyer Demographics

Published 6x a year in English, *International Plastics News for Asia* reaches a qualified controlled readership of 14,530 manufacturing decision makers who plan the purchase of 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 11,080 in the E-magazine, and can reach even more readers on the iPad/iPhone versions, and Android App versions.**

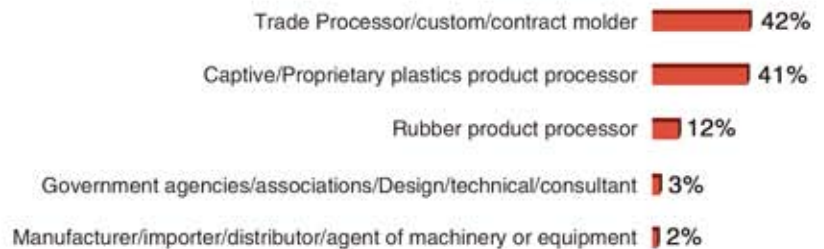


**Total Readership  
25,610**

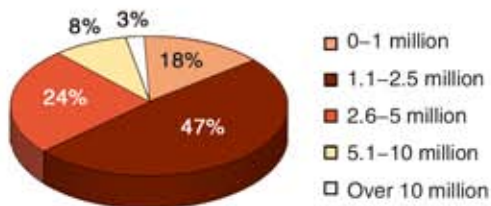
## Geographic Distribution

South East Asia		
Malaysia	3,120	22%
Vietnam	3,115	21%
Thailand	2,715	19%
Indonesia	2,215	15%
Singapore	1,765	12%
Philippines	830	6%
Australia/New Zealand	585	4%
Cambodia	185	1%
<b>Total</b>	<b>14,530</b>	<b>100%</b>

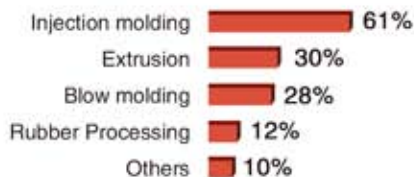
## Business Type



## Annual Business Turnover (US\$)

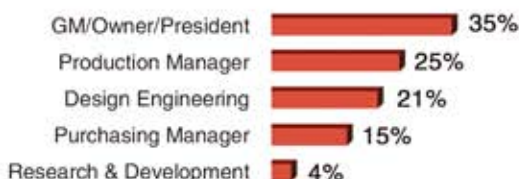


## Plastics Processing

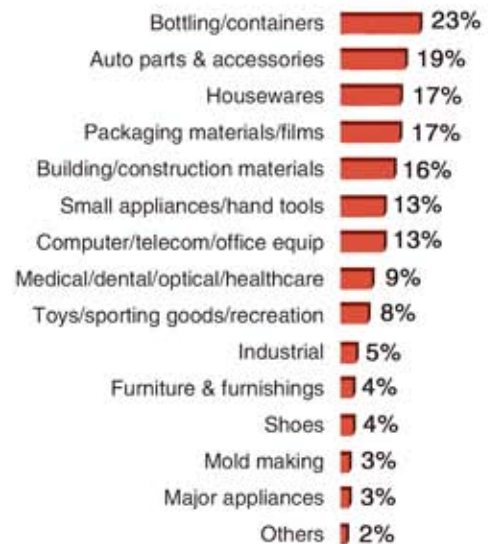


Note: adds to more than 100% due to multiple responses

## Job Function



## Products Manufactured



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

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 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: 21,100 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](http://www.industrysourcing.com)



**International Plastics News - Middle East**

- Language: English
- Readership: 15,350 Middle East & North Africa
- Frequency: 6x a year
- [www.industrysourcing.com](http://www.industrysourcing.com)



**Kunststoffe**

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



**Modern Plastics & Polymers**

- Language: English
- Readership: 22,000 India
- Frequency: 12x a year
- [www.infomedia18.in](http://www.infomedia18.in)



**Kunststoffe International**

- Language: English
- Readership: 2,000 Worldwide
- Frequency: 12x a year
- [www.kunststoffe-international.com](http://www.kunststoffe-international.com)



**Rubber World**

- Language: English
- Readership: 11,500 North America
- Frequency: 12x a year
- [www.rubberworld.com](http://www.rubberworld.com)



**Tecnologia del Plastico**

- Language: Spanish
- Readership: 13,500 America, BPA audit June 2010
- Frequency: 6x a year
- [www.plastico.com](http://www.plastico.com)



**Plastics Engineering**

- Language: English
- Readership: 34,000 Global
- Frequency: 10x a year
- [www.plasticsengineering.org](http://www.plasticsengineering.org)



**Reinforced Plastics**

- Language: English
- Readership: 19,873 Global, BPA audit
- Frequency: 6x a year
- [www.reinforcedplastics.com](http://www.reinforcedplastics.com)



**Polymer Materials.Products.Equipment.Technology**

- Language: Russian
- Readership: 4,000 Russia
- Frequency: 12x a year
- [www.polymerbranch.com](http://www.polymerbranch.com)

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