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Plastics Industry To Continue Explosive Growth

China's plastics industry grew rapidly in 2010, consuming 65 million tons of plastic material. This accounted for one quarter of the world total, giving China the distinction of becoming the world's largest plastics consumer. In addition, China produced over 350 thousands plastic processing machines in 2010, retaining its position as the largest manufacturer of plastic machines in the world for ten years running.

Major technologies that are likely to influence the development of plastics processing machinery include automatic controls, robots, frequency conversion, electromagnetic heating and infrared radiation heating. The industry is also seeing innovative development in the types of materials used –such as biodegradable green materials and recycled plastics.

Leading up to 2020, the global demand for functional composite plastics and high value added materials is likely to grow at 7% per annum while market demand in China is expected to be much higher. Robust development in the areas of automotive, medical, construction, packaging and information technology will spearhead the growth of Chinese plastic industry in the near future.

If this is your market, We have your media.



In a strategic editorial partnership with Germany's *Kunststoffe* and India's *Modern Plastics & Polymers* and backed by a team of authoritative editorial advisors in China, *International Plastics News for China* print magazines and digital e-magazines bring readers the latest technology developments in injection molding, extrusion and blow molding. It facilitates technology transfer by providing the latest information on plastics processes, machinery and applications of new materials. The publication offers practical solutions for improving productivity, reducing cost and turning innovations into real competitive advantages.

Total Readership
80,700



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	Jan	Feb	March	April		May	June
AD CLOSING DATES	December 5	December 29	February 1	March 6		April 5	May 7
				Volume 1	Volume 2		
TECHNOLOGY FEATURES	Injection Molding Material Handling Hot Runner Nano-Technology	Injection Blow Molding Laser Technology Measurement and Testing Machine Rebuilt	Compounding Extrusion Multi Material Co-injection Molding Product Design	Robots Injection Compression Molding Simulation	Chinaplas Special Trade Show Issue: Chinaplas 2012 Preview	Blow Molding Conductive Plastics Joining and Welding	Precision Injection Molding Assembly Technology Measurement and Control
SPECIAL FOCUS	Modification	Automation	Mold Technology	Green and Energy-Saving Technology		Thermoforming	Material Handling
INDUSTRY APPLICATION	Medical	Wire and Cable	Engineering & Construction	Consumer Products		Industry Production	Agriculture
SPECIAL REPORT	Plastics Machinery Industry	Top 30 Extrusion Blow Molding Enterprises in China	Pipe & Fittings Industry in China	Recycled Plastics		Trade Show Issue: Chinaplas 2012 Review	Robots and Automation
SUPPLEMENT	Plastics In Automotive	Auxiliary Equipment	Plastics in Packaging	Plastics Materials	Medical Plastics	Electronic Communications	
TRADE SHOWS			<ul style="list-style-type: none"> March 8-10, the 9th Suzhou International Industry Expo, Suzhou March 28-31, China Shenzhen International Machinery & Moulds Industry Exhibition 2012, Shenzhen 	<ul style="list-style-type: none"> Apr 1-5, The International Plastics Showcase, Florida USA April 18-21, Chinaplas 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

- 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

Jul	Aug	Sep	Buyer's Guide	Oct	Nov	Dec
June 6	July 6	August 6	August 19	September 3	October 8	November 6
Multi Layer Blow Molding Plastics Recycling Biaxial Stretch Blow Molding Winding & Cutting	Multi Material Co-Injection Molding Pelletizing IML Direct Coating Technology	Profile/Pipe Extrusion Machine Barrel & Screw Functional Film Bonding Technology	7th Ringier Technology Innovation Awards for Plastics Industry	Micro-molding Foam Drive Technology Knitting	Vertical Injection Molding Extrusion Heating & cooling Test & Measurement	Injection Molding, Multi Color Blending/Conveying/Metering Quality Assurance
Bioplastics	Robots	Automation	2013 Buyer's Guide	Surface Technology	Mold Technology	Thermoforming
Packaging	Consumer Electronics	Aerospace		Auto Parts	Lightweight Foam Material	Plastic Piping Systems
Modified Plastics	Top 30 Injection Molding Machine Enterprises In China	Trade Show Issue: TaipeiPlas Preview		Plastics Recycling In China	Top 30 Auxiliary Equipment Enterprises In China	Outlook Issue 2013
Plastics In Automotive	Auxiliary Equipment	Plastics In Packaging		Plastics Materials	Medical Plastics	Electronic Communications
<ul style="list-style-type: none"> July 18-20, Propak China 2012, Shanghai 		<ul style="list-style-type: none"> Sept 21-25, TaipeiPlas 2012 Taiwan 		<ul style="list-style-type: none"> Oct.11-13, China Injection Molding 2012, Tianjin 	<ul style="list-style-type: none"> Nov.14-17, 14th China Dongguan International Mould and Metalworking Exhibition Plastics, Packaging & Rubber Exhibition (DMP 2012) Nov.14-16, Rubber Tech China 2012, Reifen China 2012 Shanghai +SHOW DAILY Nov 6-9, The 14th China Plastics Expo Yuyao 	<ul style="list-style-type: none"> Nov 13-18, the 9th China International Aviation & Aerospace Exhibition, Zhuhai Nov 6-10, Industrial Automation Show 2012, Metalworking and CNC Machine Tool Show 2012, Shanghai Dec, Auto Guangzhou 2012, Guangzhou

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

2012 CONFERENCES

- 8th Plastics & Rubber Technology in Automobile and Auto Parts Manufacturing Summit- Functional Parts, Exterior, Interior & Light, Mar. 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, Aug. 16-17, Shanghai
- Global Medical Products Technology and Innovation Summit 2012--The Summit for Medical Implants and Medical Products, Sept. 15-16, Shanghai
- 5th Civil Advanced Composite Material Application Summit, Nov. 22-23, Shanghai

Special Issues

2013 Outlook Issue

2013 Buyer's Guide

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!

REGULAR FEATURES

- Boardroom Connection
- Industry News
- Product Highlights



Readership / Buyer Demographics

Published 13x (14 Volumes) a year in Simplified Chinese, *International Plastics News for China* reaches a qualified controlled readership of 33,650 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 47,050 in the E-magazine, and can reach even more readers on the iPad/iPhone versions, and Android App versions.

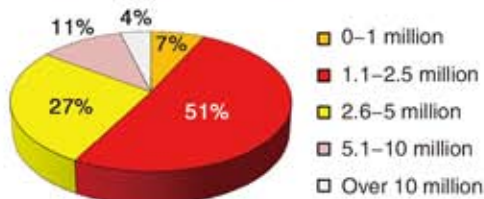


**Total Readership
80,700**

Geographic Distribution

Guangdong	7,100	21%
Jiangsu	5,014	15%
Zhejiang	4,357	13%
Shandong	2,970	9%
Shanghai	2,650	8%
Fujian	1,657	5%
Beijing	1,230	4%
Tianjin	1,090	3%
Sichuan	1,022	3%
North East of China	985	3%
Chongqing	830	2%
Hubei	695	2%
Hebei	460	1%
Rest of China	1,260	4%
Mainland China	31,320	93%
Hong Kong	810	2
Taiwan	1,520	5
Total	33,650	100

Annual Business Turnover (US\$)



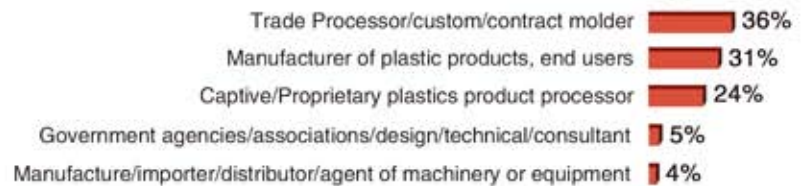
Organization Type



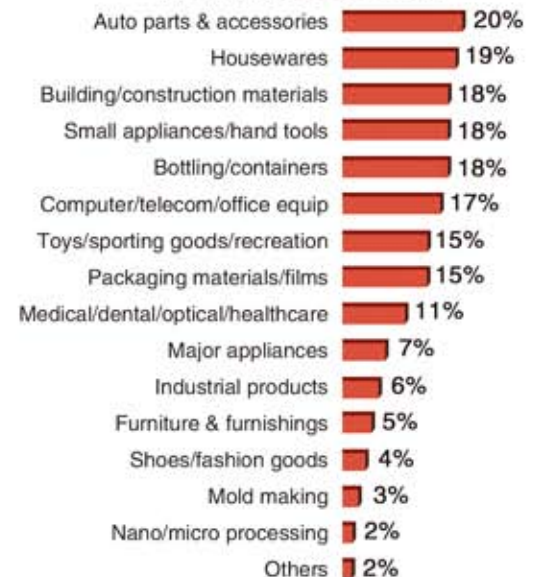
Job Function



Business Type

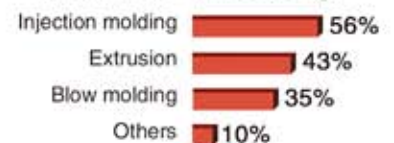


Industries Covered



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

Plastics Processing



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.

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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



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Webinar



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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: 21,000 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 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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