



## Integrated Media Platform

- Print
  - Mobile
  - Online
  - 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

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

**2012**  
MEDIA  
PLANNER

# The Dynamic Plastics Industry in the Middle East

The resiliency of the Middle East and North African (MENA) region has been highlighted in the past years as some countries experienced and survived internal political problems. Even with the uncertainties in the global economy, the MENA region is still projected to post growth in 2012. The economies of Saudi Arabia, Qatar, Iraq and United Arab Emirates will continue to register growth while Egypt is expected to recover.

The Middle East's plastics industry will continue to play a vital role in the region's industrial performance. The plastics industry is projected to grow at an average of 20% to 30% yearly over the next 5 years. The Gulf Cooperation Council's (GCC) annual plastics consumption will grow 22% to 5.5 million metric tons (MT) in 2015, according to the Gulf Petrochemicals and Chemicals Association (GPCA). Polyethylene production capacities in the Gulf will more than double to 21.5 million MT by 2015 from 10.7 million MT in 2009, while capacities for polypropylene will increase by 98% to 9.5 million MT in 2015 from 2009 to bring combined production capacities to over 31 million MT by 2015. Plastics converters within the region are also emerging finding suitable bases in the industrial centers in Saudi Arabia, Abu Dhabi and other parts of the region.

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 Plastics News – Middle East* is published 6x a year in English. The magazine and its digital and mobile Apps version reach decision-makers in the Middle East and North Africa'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 plastics family magazines covering the Greater China region, South East Asia and other parts of the world.

**Total  
Readership  
15,350**



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".

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

# 2012 Editorial Calendar

ISSUE	January	March	May
AD CLOSING DATES	December 13	February 6	April 13
PROCESS & TECHNOLOGY	Recycling/Granulating/Pelletizing Equipment	Blending/Kneading and Mixing Equipment	Quick Mold Change System Auxiliary Equipment
INDUSTRY APPLICATION	Automotive	Building/Construction	Consumer Products
MATERIAL FOCUS	Adhesives	PE/PP	Reinforced Resins/Composites
NATION REPORT	Iran	Egypt	Saudi Arabia
RUBBER SPECIAL	Butyl Rubber	Equipment for Production/ Retreading of Tires	Thermoplastic Rubber & Compounds
SPECIAL REPORTS	Plant Management / Logistics	Developments in Molding Technique	Polymer Parks in the Middle East
TRADE SHOW REPORTS	Preview: Plastex/Egyplast 2012 Preview: NPE 2012 Preview: Plastindia 2012	CHINAPLAS 2012 Supplement Review: Plastindia 2012 Preview: Plastivision Arabia 2012	Review: CHINAPLAS 2012 Review: NPE 2012 Preview: Propac Arabia 2012
TRADE SHOWS	<ul style="list-style-type: none"> <li>Feb 19-22, MACHINEX ARABIA 2012, Saudi Arabia Organizer: (Jeddha) Al Harithy Company for Exhibitions Ltd</li> <li>Feb 26-29, Plastex 2012, Egypt Organizer: (Cairo) ACG - ITF</li> </ul>	<ul style="list-style-type: none"> <li>Mar 17-19, 3P Pakistan 2012, Pakistan Organizer: (Karachi) CEMS PAKISTAN PVT LTD</li> </ul>	<ul style="list-style-type: none"> <li>May 14-17, Plastivision Arabia 2012 UAE Organizer: (Sharjah) Expo Centre Sharjah</li> <li>May 20-23, PROPAC Arabia/Food &amp; Hotel Arabia 2012, Saudi Arabia Organizer: (Jeddha) Al Harithy Company for Exhibitions Ltd</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



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

July	September	November
June 13	August 13	October 13
Pneumatic Equipment & Components	Process Monitoring/ Control Equipment	Testing/Measuring Equipment
Electrical/Electronics	Packaging	Infrastructure
Bioplastics	HDPE/LLDPE	Carbon Blacks/Carbon Fibre
Qatar	Abu Dhabi, UAE	Jordan
Rubber Compression Molding	PUR Rubber	<b>Outlook 2013 (Rubber)</b>
Automation/Advanced Production Solutions	Developments in Plastic Film Production	<b>Outlook 2013 (Plastics)</b>
Review: Plastivision Arabia 2012 Preview: TAIPEIPLAS 2012		Review: TAIPEIPLAS 2012
<ul style="list-style-type: none"> <li>Jun 04-07 JIMEX 2012, Jordan Organizer: (Amman) Golden Gate for Exhibitions</li> </ul>	<ul style="list-style-type: none"> <li>Sep/Oct, Plast Alger 2012, Algeria Organizer: (Algiers) Fairtrade Messe und Ausstellungen GmbH &amp; Co. KG</li> </ul>	<ul style="list-style-type: none"> <li>Nov MEMEX 2012, UAE Organizer: (Abu Dhabi) IIR Middle East</li> </ul>

*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

- Industry news
- Process & technology
- Material focus
- Industry applications
- Nation report
- Boardroom connection
- Rubber special

## 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 - Middle East* reaches a qualified controlled readership of 9,650 decision makers in the Middle East and North Africa area who plan the purchase of plastics machinery, materials and implement manufacturing strategies; as well as 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 5,700 in the E-magazine, and can reach even more readers on the iPad/iPhone versions, and Android App versions.**

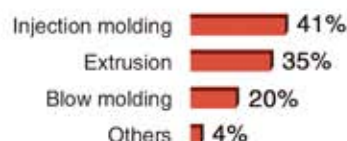


**Total Readership  
15,350**

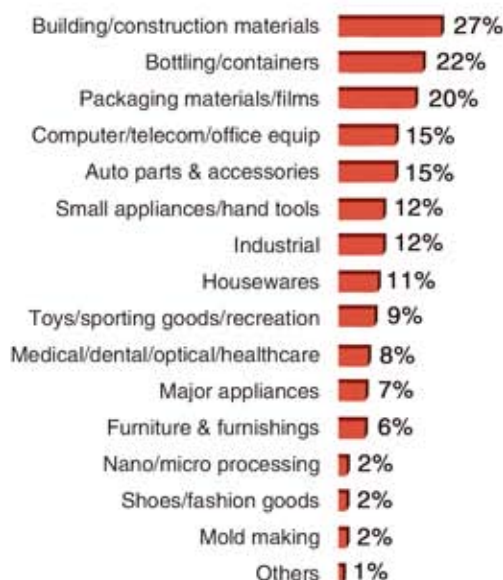
## Geographic Distribution

Persian Gulf		
Saudi Arabia	2,582	27%
U.A.E.	1,990	20%
Kuwait	560	6%
Iran	430	4%
Qatar	355	4%
Bahrain	350	4%
Iraq	280	3%
Oman	168	2%
<b>Sub-total</b>	<b>6,715</b>	<b>70%</b>
The Levant		
Syria	320	3%
Lebanon	315	3%
Jordan	240	2%
Palestine	10	1%
<b>Sub-total</b>	<b>885</b>	<b>9%</b>
North/Central Africa		
Egypt	490	5%
Algeria	180	1%
Nigeria	130	1%
Morocco	100	1%
Tunisia	60	1%
Libya	20	1%
<b>Sub-total</b>	<b>980</b>	<b>10%</b>
Bonus Strategic Countries		
Turkey	550	6%
Pakistan	520	5%
<b>Sub-total</b>	<b>1,070</b>	<b>11%</b>
<b>Total</b>	<b>9,650</b>	<b>100%</b>

## Plastics Processing

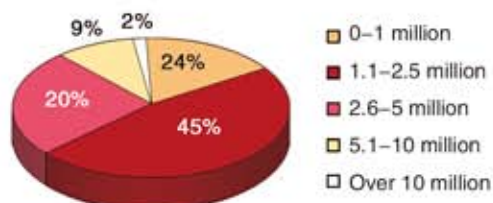


## Products Manufactured



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

## Annual Business Turnover (US\$)



## Job Function



# 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

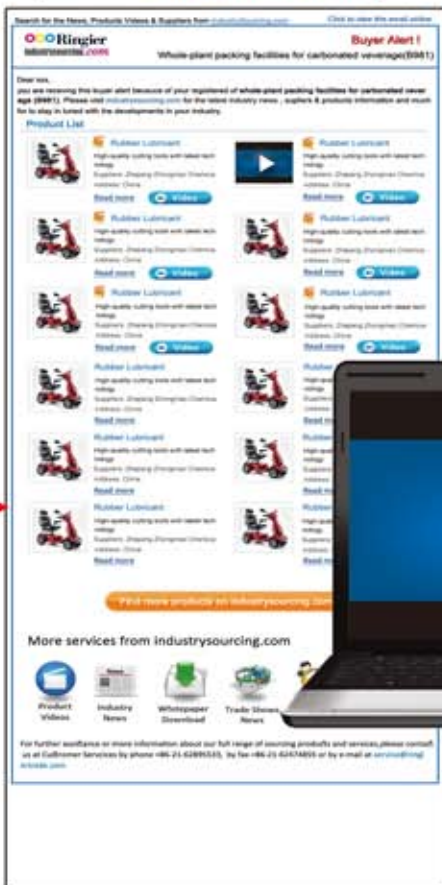


EDM



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.

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

# 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](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 Latin 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)

To learn how you can get more quality sales leads, please email to [crm@ringiertrade.com](mailto:crm@ringiertrade.com) or contact:

Beijing +86-10 6528 1840-7038	Shanghai +86-21 6289 5533	Guangzhou +86-20 8761 2012
Hangzhou +86-571 8704 7521	Shenzhen +86-755 8835 0829	Qingdao +86-532 8090 2026
Suzhou +86-512 6512 9765	Dongguan +86-769 2236 1061	Wenzhou +86-577 2899 8177
Ningbo +86-574 8717 6315	Tianjin +86 0 150 2274 2279	Hong Kong +852 2369 8788
Taizhou +86-576 8250 5696	Nanjing + 86-25 5771 3804	Taiwan +886-4 2329 7318
Chongqing/Sichuan +86 0 139 0834 1024		

Toll Free Hotline:

Mainland China 800-820-0083 Hong Kong / Taiwan / International 800-1122-8811