

2018
Media Planner

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International Metalworking News for Asia

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Market Introduction

Key microeconomic trends in South East Asia promises growth in metalworking

The South East Asia region is gaining prominence through its growing contribution towards the Asian economy. It accounts for 12% of the Asia's total GDP. The region will continue to be a magnet for manufacturing activity. It is predicted that the automobile industry in South East Asia will maintain the fast growth from 2018 to 2021. The relatively low labour cost in the region is expected to encourage whole vehicle and accessory manufacturers to shift the production capacity to this region. From construction opportunity standpoint, South East Asia is aggressively investing in the infrastructure development, especially the emerging countries like Vietnam, Indonesia and Philippines. Most of these countries have also been noticed taking valiant steps in improving the infrastructure investment climate and attract foreign investors.

Industrial sectors where automation is employed on a wide scale such as automotive, aerospace and defence, electronics, industrial machinery, and renewable energy will bode well for the growth of the metalworking market. The growth of Industry 4.0, or the Internet of Things (IoT), is a key trend and will have a profound influence on tooling and workholding as it relates to the flow of information to machine tools and engineers/operators. In turn, these trends will continue to drive the industry towards more machining, automation, including, tool assembly and setup, tool life monitoring, automatic cutting parameter adjustments, in-process part inspection and real-time part-to-part corrections. With that, there will also be further implementation of sensors and smart chip technologies that provide even more cutting and performance data and insight, allowing manufacturers to build valuable databases that can help optimize machining processes.



Multiple delivery channels for the magazine content : Print + E-zines + Apps + E-newsletters + Social Media + Website



Total Readership: 41,700

Digital Editions include embedded videos and interviews from trade shows and factory visits.

International Metalworking News for Asia (IMNA) print magazines, digital e-magazines, and fully interactive magazine Apps with video links on iTunes and Google Play facilitate technology transfer by providing readers in English (with highlights in Chinese) with industry news and trends. IMNA has been providing readers in Asia practical solutions for improving productivity, reducing cost, and turning innovations into real competitive advantages to advance their operations.

These readers depend on IMNA for detailed technical information for real-world applications Metal Cutting, Lasers, Tooling & Workholding, Software & Control, Metrology, Welding and Metal Forming & Fabrication that can help them develop their business planning and strategies, product quality, process stability, equipment reliability, operator safety and business profitability, as they take advantage of the emerging opportunities from the Asia region.

Our editorial partners include Ringier's family of Metalworking magazines covering the Greater China and a team of authoritative editorial advisors throughout South East Asia.

For suppliers, International Metalworking News for Asia is an effective multimedia platform which provides the latest information on their products and services. Through a dedicated **Metalworking** vertical, the industry community can find daily news updates and exclusive online features, videos and reports on major industry events – including live updates from trade shows as they happen – to keep the industry stay informed. E-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to the industry with your latest company information.

Social Media Channels such as Facebook, Twitter, Blogger, Youtube, LinkedIn are playing an important role in the delivery of content designed specifically for a mobile audience. Now marketers can use our social media channels to reach and influence customers

READERSHIP / BUYER DEMOGRAPHICS

Published 6x a year in English, **International Metalworking News for Asia** reaches a qualified controlled readership of **16,600** manufacturing decision makers who plan the purchase of metalworking, cutting & forming 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 enjoy a bonus readership of **25,100** via the E-magazine & newsletter, and can reach even more readers on the iPad/iPhone versions, and Android App versions.

4 main delivery channels for the magazine content

Print: **16,600** Total Readership: **41,700**
 Digital: **25,100**



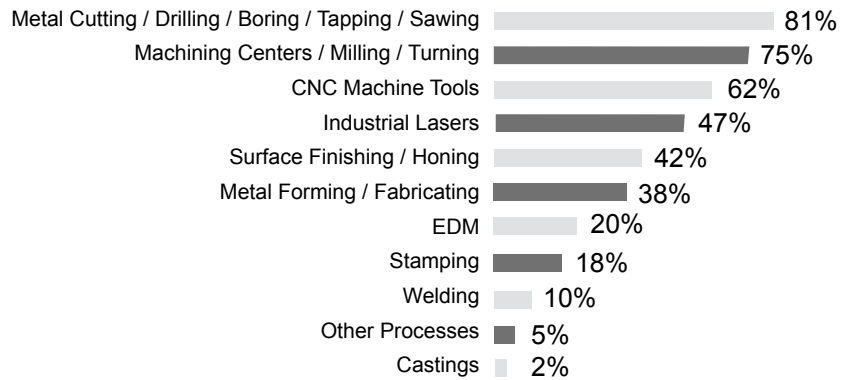
Apps industrysourcing downloads **98,000+**

Social Media: Facebook, Twitter, Blogger, Youtube, LinkedIn Followers **6,000+**

Geographic Distribution

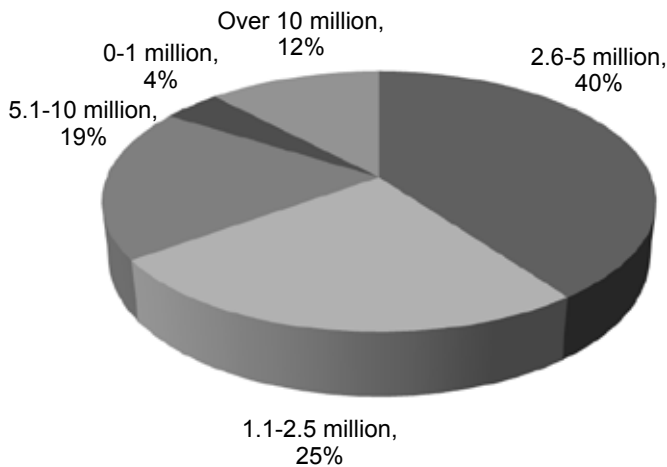
Asia		
Thailand	3,710	22%
Vietnam	3,280	20%
Indonesia	3,105	19%
Malaysia	3,012	18%
Singapore	1,320	8%
Philippines	615	4%
Taiwan	725	4%
Australia / New Zealand	290	2%
Cambodia / Myanmar / Laos	295	2%
Hong Kong	248	1%
Total	16,600	100%

Metalworking Processing

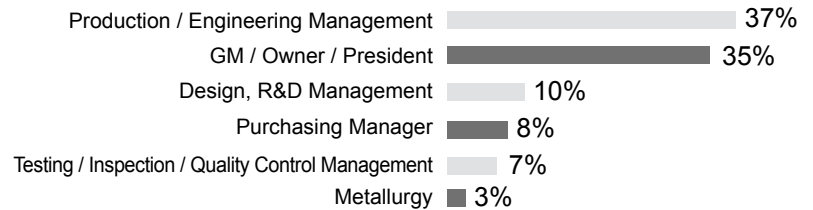


Note: adds to more than 100% due to multiple responses

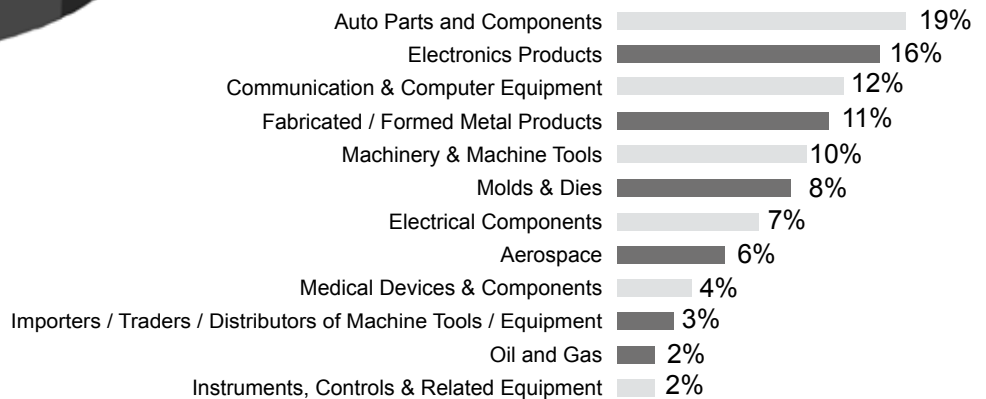
Annual Business Turnover (US\$)



Job Function



Business Function



2018 EDITORIAL CALENDAR

ISSUE	February	April	June
Ad Closing Dates	January 2	March 9	May 4
Metal Cutting	Automation/ Robotics/ Cryogenic Machining/ Drilling Machines	Gear Cutting Machines/ Grinding Machines/ Honing Machines	Horizontal Machining Centers/Hybrid Machines/ Lathes
Lasers	Laser Welding/CO2 laser/Laser Cutting	Diode Lasers/Fiber Lasers/Laser Joining	Laser Tube Cutting/ Laser Hardening
Tooling & Workholding	Abrasives/ Belts/ Brushes/ Grinding Wheels/ Adhesives/ Angle Heads	Cutting/ Drilling/ Milling/ Chucks/ Clamps/ Collets	End-of-Arm Tooling/ Fixturing Systems/ Positioners
Software & Control	CNC & Machine Controls/ CAD/ CAM nesting software	CAD/CAM & Related Software/ Model-based engineering	3D Design Software/ Product Lifecycle Management
Metrology	3D Laser Scanners/Automation/ Robotics/Machine Tool Probes	Coordinate Measuring Machines/ Metals Analyzers	Optical Measurement Equipment/ Other Gages and Gaging/ Multisensor Systems
Metal Forming & Fabricating	Additive Manufacturing Systems/ Coil Handling Equipment	Deburring Machines/ Extrusions/ Finishing Systems	Forging/Heat Treating/Hydroforming/ Waterjets
Industry Zone	Thailand Automotive	Vietnam Die/Mould	Singapore Aerospace
Technology Zone	Integration of 3D printing technology with machine tools	Technological advances (hardware technology and software application in machine tools)	Smart Automation Solutions
Show Preview	---	MetalTech Malaysia (MTM) 2018	MTA Vietnam 2018
Trade Shows	---	May 9-12, 2018 IMT Duo Taipei, Taiwan	May 22-25, 2018 MTT Indonesia 2018, Indonesia
		May 16-19, 2018 INTERMACH & Subcon Bangkok, Thailand	May 23-26, 2018 MetalTech Malaysia (MTM) Kuala Lumpur, Malaysia
Click here for more information about related trade shows			
Ringier Conferences	---	Apr 17-18, 2018 ASEAN Automotive & Motorcycle Parts Manufacturing Summit 2018, Ho Chi Minh City Vietnam Apr 24-25, 2018 High Performance Machining Technology Conference, Chongqing	---

E-newsletter Subject (18x)	January	February	March	April	May	June
	Tool assembly & Setup	Automatic cutting parameter adjustments	In-process part inspection and real-time part-to-part corrections	Implementation of sensors and smart chip technologies	Additive technology for designing and manufacturing parts	Integration of digital manufacturing
	---	Tool life monitoring	---	3D printing of metal products for lower volume applications	---	Development of ceramic and diamond endmills
	July	August	September	October	November	December
	Key advances in cutting tool coatings and materials	Clamping and cutting tool security	Automated tool presetting and process measurement equipment	Digitization of the manufacturing industry	CNC Machines	CO2 laser
	---	3D Laser Scanners	---	Coordinate Measuring Machines	---	Machine tool industry in 2019

2018 EDITORIAL CALENDAR

ISSUE	August	October	December
Ad Closing Dates	July 2	August 28	October 19
Metal Cutting	Milling Machines/ Multitasking Machines/Ram EDM Machines	Rotary Tables/Turning Centers/ Vertical Machining Centers	Wire EDM Machines/Five-Axis Machining Centers/Machine Controls
Lasers	Punch Laser Processing/Solid-State Laser	Laser Blanking/Laser Optics/Laser Marking	Laser/Plasma Combo Machines/ Laser Cladding
Tooling & Workholding	Punches and Dies/Rotary Tables/Saw Blades/Gripping	Spindle Systems/Steady Rests/ Threading Tools/Turning	Toolholders & Adapters/Vises and Vise Jaws/Holemaking
Software & Control	ERP Management & Related Software	CAM for Production Machining	Digitalization in machine tool manufacturing
Metrology	Surface Roughness/ Finish/Tool Presetters/Touch Probes	Ballbar Systems/Calibration/ In-Line Process Monitoring	Bore Gages/Laser Tracker Systems/ Video measuring system
Sheet Metal Forming / Welding	Oxyfuel Cutting Systems/ Part Marking Equipment/ Plasma Cutting Systems	Punch Presses/Roll Forming/ Sawing Systems/Press Brakes/Panel Benders	Stamping Presses/Tube & Pipe Fabrication/Turret Presses
Industry Zone	Philippines Electronics	Indonesia Infrastructure/Automotive	Malaysia Oil & Gas
Technology Zone	Additive Manufacturing	Remote Diagnostics	Outlook 2019: Machine Tool Demand In Asia
Show Preview	METALEX Vietnam 2018	METALEX Thailand 2018	Manufacturing Indonesia 2018
Trade Shows	Aug 08-10, 2018 Manufacturing Expo (Hanoi), Vietnam	Oct 11-13, 2018 METALEX, Vietnam	Nov 07-11, 2018 Taiwan International Machine Tool Show (TMTS) , Taiwan
	Aug 22-25, 2018 International Metalworking, Philippines		Nov 21-24, 2018 METALEX, Thailand
Trade Shows	Aug 29-Sep 1, 2018 TAIROS- Taiwan Automation Intelligence and Robot Show, Taiwan	Oct 11-13, 2018 INTERMACH, Myanmar	Dec, 2018 Manufacturing Indonesia, Jakarta, Indonesia
	<u>Click here for more information about related trade shows</u>		
Ringier Conferences	Aug 2-3, 2018 Implantable & Interventional Medical Device Manufacturing & Technology Conference, Qingdao	Oct, 2018 Innovative Laser Application Summit, Shanghai Oct, 2018 Global Smart Factory Summit, Shanghai	Nov, 2018 Engine Components New Technology Manufacturing Summit, Shanghai

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

Online Editorial Features—Daily updates and online exclusives

Business in Asia Pacific- the latest information about business and trade trends in Asia Pacific
 Industry News - news on important events, people, companies and industry developments around the world
 Trade Show Update - latest news, onsite interviews and videos, and e-show daily of major trade events

Regular Features

- Boardroom Connection
- Industry News
- Product Highlights
- Buyer Alert

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