

2018
Media Planner

Ringier Trade Media Ltd.

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News for Asia**

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Market Introduction

Over the years, Asia Pacific has consistently posted faster growth than the rest of the world. While the global economy has been slow in its recovery at 3.8% growth, Asia has been performing well above expectations that the International Monetary Fund (IMF) expects it to post 5.4% economic expansion in 2018. India remains the region's fastest-growing economy with anticipated 7.7% growth, while China retains its position as the largest economy at 6.2%. The 10-member ASEAN bloc will continue to play an important role in the Asian region with 5.1% growth.

Significant upsurge in investments in plastics and rubber manufacturing Asia reflects the region's important position as a leading market and supplier of plastics and rubber technologies and materials. The global UV absorbers market is projected to reach US\$1 billion by 2022, at 6.5% annual growth. Asia Pacific is the third largest market for UV absorbers and the world's fastest-growing market. The global nylon 6 & 66 market is estimated at US\$41.1 billion by 2025 with Asian manufacturers being the major suppliers. The global engineering plastics market is posting tremendous growth due to expanding application and technological advancements at US\$97.2 billion by 2020, with Asia Pacific being the growth driver with demand rising by 7% annually. The Asia Pacific's GFRP composites market is projected to be worth US\$18.6 billion by 2019, growing by 8.3% yearly.

More important, the goal of meeting Industry 4.0 standards has encouraged many Asian businesses to embark on digitalization and automation. Installation of robotics across Asia has risen to over 1.2 million units by 2018. Companies in Asia Pacific are also expected to invest 6% of their revenues on digitalization in the next 5 years creating huge demand for innovative technologies to achieve smart manufacturing.



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



Total Readership: 29,930

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

For more than 10 years, International Plastics News for Asia has established itself as a leading source of exclusive content and technical articles for the plastics and rubber industry in the Asia Pacific region. Prepared and written by a team of industry and editorial experts from Ringier Trade Media, the bi-monthly print and digital magazines and industry vertical reach decision-makers in Asia Pacific's plastics processing companies, contract molders and manufacturers with in-plant machinery lines.

For suppliers, International Plastics News for Asia is an effective multimedia platform which provides the latest information on their products and services. Through a dedicated Plastics and Rubber vertical (www.industrysourcing.com/plastics), the industry community can find daily news updates and exclusive online features, videos and reports on major industry events – including live updates from major industry 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. This multiple delivery channels enable you to get the most benefits from interactive magazines Apps with video links on iTunes and Google Play, plus technical articles and reports from Ringier's family of Plastics magazines covering the Greater China, as well as Plastics Engineering in the US – each of which is the leading magazine in their respective markets.

To meet the dramatic increase in the use of mobile devices to access information, all digital products and content have been designed to adjust to the screen size of the mobile or device being used, so that users can access, search and view both paid and editorial content clearly and for maximum impact. The magazine digital editions are going through a reformatting to allow easy viewing on smart phones as well as tablets.

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 Plastics News for Asia** reaches a qualified controlled readership of **15,730** manufacturing decision makers who plan the purchase of machinery, materials and execute manufacturing strategies, and plant managers and engineers 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 14,200 via the E-magazine & E-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: **15,730** Total Readership: **29,930**
 Digital: **14,200**



Apps industrysourcing downloads **98,000+**

Social Media: Facebook, Twitter, Blogger, Youtube, LinkedIn Followers **7,000+**

Geographic Distribution

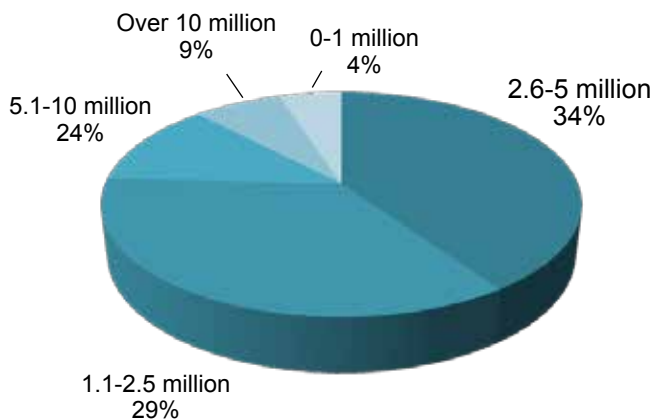
South East Asia		
Vietnam	3,350	21%
Malaysia	3,250	21%
Thailand	2,855	18%
Indonesia	2,685	17%
Singapore	1,450	9%
Philippines	680	4%
Cambodia / Myanmar / Laos	490	3%
Australia / New Zealand	480	3%
Taiwan	350	2%
Hong Kong	140	1%
Total	15,730	100%

Product Manufactured

Bottling / Containers	23%
Auto Parts & Accessories	20%
Packaging Materials / Films	17%
Computer / Telecom / Office Equip	15%
Housewares	14%
Building / Construction Materials	12%
Small Appliances / Hand Tools	12%
Medical / Dental / Optical / Healthcare	12%
Toys / Sporting Goods / Recreation	7%
Industrial	5%
Furniture & Furnishings	4%
Shoes	4%
Mold Making	3%
Major Appliances	3%
Others	2%

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

Annual Business Turnover (US\$)



Business Type

Trade Processor / custom / contract molder	40%
Captive / Proprietary plastics product processor	37%
Rubber product processor	12%
Compounders, master batchers, resin suppliers	7%
Government agencies / associations / Design / technical / consultant	2%
Manufacturer / importer / distributor / agent of machinery or equipment	2%

Plastics Processing

Injection molding	61%
Extrusion	30%
Blow molding	29%
Rubber Processing	12%
Others	8%

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

Job Function

GM / Owner / President	30%
Production Manager	27%
Design Engineering	21%
Purchasing Manager	14%
Chemical engineering/Research & Development	8%

2018 EDITORIAL CALENDAR

ISSUE	February	April	June
Ad Closing Dates	December 19	March 16	May 11
Process & Technology	Injection molding - Resin transfer molding (RTM) Chillers	Smart manufacturing software/IoT Profile extrusion systems	Automation solutions Inspection/testing equipment
Industry Application	Automotive	Packaging	Energy/power generation
Material Focus	Fiber reinforced plastics (FRP)	Stabilizers Antimicrobials	Bio-polymer/bioplastics
Country Monitor	India	Singapore	Thailand
Rubber Update	Thermoplastic rubber & compound	Rubber injection molding	Styrene butadiene styrene (SBS) copolymer
Special Reports	Extruders & extrusion plants for rubber manufacturing Thermoforming trends update	Large-volume production systems Expert talk: Changing demands for engineering plastics	Developments in medical polymers; new devices and equipment
Trade Show Reports	Special supplement: PlastIndia 2018	Special supplement: Chinaplas 2018 Special supplement: NPE 2018 Preview: Interplas Thailand 2018 Review: PlastIndia 2018	Special supplement: InterPlas Thailand 2018 Review: Chinaplas 2018 Review: NPE 2018
Trade Shows	February 7–12, 2018 PlastIndia, India	May 16–19, 2018 InterMach & Subcon 2018, Bangkok, Thailand	June 20–23, 2018 Propak Asia 2018, Thailand June 20–23, 2018 InterPlas, Thailand July, 2018 M' SIA-PACK & M' SIA-PLAS, Malaysia
Click here for more information about related trade shows			
Ringier Conferences	March 7–8, 2018 Plastics & Rubber Processing Technology and Innovative Materials Application Summit & Expo, Shanghai	Apr 17–18, 2018 ASEAN Automotive & Motorcycle Parts Manufacturing Summit 2018, Ho Chi Minh City Vietnam	Jun, 2018 Innovative Plastics Compounding Technology Conference, Ningbo Jul 26–27, 2018 Plastics in Appliance & Electronics Confernece, Qingdao Jul 19–20, 2018 Composite Materials Innovative Application Summit, Changzhou

E-newsletter Subject (20x)	January	February	March	April	May	June
	Pipe extrusion	Bioplastic/ biopolymer	Dies/components	Thermoforming	Engineering plastics	Consumer electronics
	Automation	---	Film extrusion	---	Packaging	Auxiliary equipment
	July	August	September	October	November	December
	Recycling	TPU/TPE	IML/IMD	Coating / finishing	Injection molding	Outlook 2019 -Plastic
	Digitalization	---	Blending/ gravimetric	---	Plastic compounds	Outlook 2019 – Rubber

2018 EDITORIAL CALENDAR

ISSUE	August	October	December
Ad Closing Dates	July 13	September 17	October 19
Process & Technology	In-mold labelling/in-mold decoration Extrusion blow molding	Granulators/pelletizers Recycling systems	Gearboxes Melt pumps
Industry Application	Electrical/electronic	Medical/healthcare	Consumer products
Material Focus	Polyamides	Impact modifiers Adhesives	Carbon blacks
Country Monitor	Malaysia	Vietnam	Philippines
Rubber Update	Rubber compression molding	Rubber compounds	Outlook 2018 (Trends and future developments in Rubber Materials and Rubber Machinery)
Special Reports	Expert talk: Developments in polymers with special mechanical properties Advanced co-extrusion molding techniques	ASEAN Plastics Industry: Prospects and Opportunities Advanced process control system	Outlook 2018 (Future developments in Plastics Raw Materials & Processing Machinery, Auxiliary Equipment, Emerging Applications)
Trade Show Reports	Special supplement: TaipeiPlas 2018 Review: InterPlas Thailand 2018	Review: TaipeiPlas 2018	---
Trade Shows	Aug 08–11, 2018 Vietnam Manufacturing Expo Aug 15–19, 2018 TaipeiPlas, Taiwan Aug 8–11, 2018 Int' l Food Processing Industry Fair (VnFoodtech), Vietnam Sep 19–22, 2018 Indoplas, Indopack & Indoprint, Indonesia	Oct. 4–7, 2018 VietnamPlas, Vietnam Oct 11–13, 2018 INTERMACH, Myanmar	Nov 14–17, 2018 Plastics & Rubber Indonesia Nov, 2018 Allpack Indonesia 2018 & Allplas Indonesia 2018
Click here for more information about related trade shows			
Ringier Conferences	Aug 2–3, 2018 Implantable & Interventional Medical Device Manufacturing & Technology Conference, Qingdao Sep 6–7, 2018 ASIA Plastics Processing Technology and Innovative materials Summit, Indonesia Sep, 2018 New Energy Vehicle Manufacturing Conference, Shenzhen	Nov, 2018 Engine Components New Technology Manufacturing Summit, Shanghai	---

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

Regular Features

Industry News – Updates, trends and market developments in the Asia Pacific and the rest of the world

Boardroom Connection – Insights from a manufacturer and supplier of finished plastic and rubber products with focus on the company's operations, technology, target market and customer services.

Dialogue – Insights from a manufacturer and supplier of technology, production solutions and raw materials with emphasis on how the company's products can benefit plastics and rubber processors

Process & Technology – Technical reports on new processing technology and machinery

Industry Application – Emerging industry and how it benefits from recent developments on plastic materials and technologies

Material Focus – Technical report on new raw materials, their properties and benefits to processors

Country Monitor – Report focusing on issues/developments relating to the country's plastics and rubber industry.

Special Reports – Report on special issues, trends and developments related to plastic and rubber manufacturing.

Online Editorial Features - Daily updates and online exclusives

Business in Asia and the rest of the world - the latest information about Asia policies, regulations and manufacturing trends and from other parts of the world with impact on Asia

Industry News - news on important events, people, companies and industry developments in Asian markets

Technology Article – the latest information on new technologies, raw materials and processes

Trade Show Update - latest news, onsite interviews and videos, and e-show daily of major trade events

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