

2025 MEDIA PLANNER

A Ringier Trade Publication

国际 中国汽车及汽车零部件制造与设计 & 新能源汽车厂商必读
汽车设计及制造
 Automotive Manufacturing and Design for China
 2024.7

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Omnichannel Media Solutions for the *Automotive Manufacturing* Industry

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 Conferences/Events · Videos · Content · Social Media · Trade Show · PR & Marketing

Market Introduction

In recent years, China's automobile industry has performed remarkably well. In 2023, China's automobile production and sales exceeded 30 million units, setting a new historical record. During this period, China's automobile exports surpassed Japan, making China the world's top exporter. Notably, the sales of new energy vehicles (NEVs) reached 9.495 million units in 2023, representing a market share of 31.6%, with an export volume of 1.203 million units. Electric vehicles, photovoltaic modules, and lithium-ion batteries—often referred to as the "new three" for export—have become a significant highlight in global trade.

The rapid growth of automobile manufacturing in emerging economies like China also presents opportunities for the automotive manufacturing equipment market. According to a report by MarketsandMarkets, the global automotive manufacturing equipment market is expected to grow from US\$6.7 billion in 2023 to US\$11.4 billion by 2028, at a compound annual growth rate (CAGR) of 11.1% during this period. Technologies such as robotics, machine vision, and artificial intelligence (AI) are advancing rapidly, and the trend toward industry integration has become increasingly evident.

It is worth noting that with the adoption of emerging technologies such as gigacasting, alongside traditional machine tools, laser processing equipment, and injection molding equipment, the use of gigacasting equipment is also on the rise. Additionally, the digitalization and intelligent upgrading of equipment are key areas of focus for manufacturers

In addition to the intelligent transformation and upgrading of automobile factories, technological advancements such as 4D millimeter-wave radar, lidar, AIGC, and high-precision mapping have brought new levels of intelligence to driving. The rise of intelligent automobiles has also spurred rapid growth in the automotive chip industry. Some organizations predict that annual demand in China's automotive chip market will exceed 45 billion units by 2030. These vast market opportunities have attracted numerous companies, leading to the emergence of domestic chip manufacturers, while traditional giants are launching new products and expanding their product lines. Furthermore, technologies like AEB (Automatic Emergency Braking) and intelligent lighting are gaining new significance in the era of smart vehicles, and innovative material technologies are finding broader applications.

In addition to the trend toward intelligence, electrification is also a major focus. For electric vehicles, cruising range and battery safety remain top concerns for consumers. Several strategies are being employed to address range anxiety, such as increasing battery energy density, using solid-state batteries, and implementing lightweight solutions. Additionally, improving charging efficiency is a key priority, with the construction of charging stations accelerating. As fast-charging technology advances and electrical architectures evolve toward higher voltages, power electronics are shifting from 400V to 800V, and electric drive systems are increasingly adopting SiC semiconductors.

The GB38031-2020 standard mandates that after a thermal runaway event in the battery cells, the battery system must not catch fire or explode within 5 minutes, placing strict requirements on battery manufacturers. Flame-retardant materials, fire-resistant coatings, and other protective measures are essential for ensuring battery safety.

Last but not the least, traditional fuel vehicles remain the mainstream in the current automotive industry, and the manufacturing and processing of key components such as engines and transmissions still demand attention. Systems like the chassis, steering, and braking will evolve alongside the development of new energy vehicles (NEVs). These differences in manufacturing processes create opportunities for equipment manufacturers and material suppliers to explore new market possibilities.

According to the China Association of Automobile Manufacturers (CAAM), China's total automobile sales in 2024 are projected to reach 31 million units, with exports exceeding 5.5 million units and NEV sales expected to hit 11.5 million units. The road ahead is both long and promising. We believe the automobile market in 2025 will bring even more exciting developments. Together with our partners across the industry chain, we look forward to witnessing these changes!



Language: Simplified Chinese
 6 Issues per Year

Total Readership
81,000

Ringier's Automotive Manufacturing & Design for China, in an editorial partnership with Germany's Automotive Electronics & Systems by Hanser, and a team of authoritative editorial advisors in China, has been providing China's automotive industry with comprehensive news about technological breakthroughs, innovative materials, new applications and rapidly evolving trends for almost a decade. Automotive 5G connecting. In every issue we focus on important matters for motor vehicles manufacturers and designers, such as engineering developments, new technologies, processes, components, materials and design. A major focus is Electric Vehicles, Autonomous Driving, Interconnectivity & Hydrogen Powered Vehicles. From lightweighting processes, such as laser welding and friction-stir welding, innovative cutting technologies for dealing with ultrahigh strength steel to aluminum body panels and its innovative substitutes. We are the leading industrial media in China, not because of our highly popular print magazine or multiple digital channels, but because we understand the relations between manufacturers, designers and engineers and importance of providing comprehensive solutions that would engage them all. We offer the most effective communication package for the machinery, materials, software and electronic suppliers to the OEMs, T1&2 suppliers in the automotive industry E-Newsletters including plastics in Automotive.

The print and interactive digital magazines, along with a dedicated vertical website, Apps with video links, monthly e-Newsletters, and WeChat provides provide up-to-date information. Automotive Manufacturing & Design for China offers the most effective communication package for the machinery, materials, software and electronic suppliers to the OEMs, T1&2 suppliers in the automotive industry E-Newsletters including plastics in Automotive.

2025 Editorial Calendar

ISSUE	February	April	May
Ad Closing Dates	15-Jan	05-Mar	31-Mar
BATTERY & MOTOR & ELECTRIC CONTROL	800V Inverter Battery Cell Manufacturing	Hair-Pin Motor Motor Magnetic Materials Solid-state Battery	SiC Chips Hybrid System OBC
ADAS&V2X	Sensors/Cameras Human-Machine Interaction (HMI)	Software Platform AEB	Simulation High-Precision Map
AUTOMOBILE PARTS	Lighting System Automobile Mold Processing	Chassis System (CTB/CTP/CTC) Engine/Transmission Shell	Air Conditioning System High Voltage Connector Box/Shell Processing for NEVs
TECHNOLOGIES & MATERIALS	Intelligent Testing Techniques 3D Printing	Laser Processing Polymer Material Injection Molding Processing	Flame-Retardant Materials/Fireproof Coating Assembly Technology
SPECIAL REPORTS	Gigacasting/Die Casting Automobile Exports-Southeast Asia	Revolution in Automotive Chips	Machine Vision CHINAPLAS 2025 Review CIMT 2025 Review
TRADE SHOWS	Feb.27-Mar.2, IEME 2025, Jinan Mar.3-6, CME China machine tool exhibition, Shanghai Mar.3-8, TIMTOS 2025, Taiwan, China Mar.4-6, SPS-Industrial Automation Fair Guangzhou (SPS) 2025, Asiamold 2025, Guangzhou Mar.6-9, Tianjin Industry Expo 2025, Tianjin Mar.17-19, TCT Asia 2025, Shanghai Mar.19-22, Suzhou International Machine Tool Exhibition, Suzhou Mar.28-31, The 25th Shenzhen International Machinery Manufacturing Industry Exhibition 2025, Shenzhen Apr. 15-18, Chinaplas 2025, Shenzhen Apr. 21-26, CIMT 2025, Beijing Apr. 22-24, NEPCON China 2025, Shanghai Apr.25-May 2, The 21st Shanghai International Automobile Industry Exhibition, Shanghai May 13-16, The 25th Exhibition of LiJia International machine tool Chongqing, Chongqing Jun.4-6, South China International Industry Fair 2025, LASERFAIR SHENZHEN 2025, Shenzhen Jun.4-7, Die & Mould China 2025(DMC 2025), Shanghai Jun.17-20, BEIJING ESSEN WELDING & CUTTING FAIR, Shanghai		

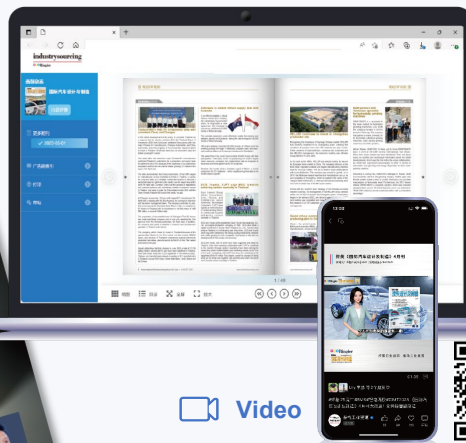
* Editorial content, trade show and conference schedule subject may change without notice.

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2025 Editorial Calendar

ISSUE	July	September	November (E-zine)
Ad Closing Dates	29-May	12-Aug	29-Sep
BATTERY & MOTOR & ELECTRIC CONTROL	Hydrogen Fuel Cell Battery Management System(BMS)	EIC System Design Electrical/Electronic Architecture	Charging Station Technology Battery Recycling
ADAS&V2X	LiDAR/Millimeter-Wave Radar Vehicle-to-Everything/Cloud	Zero-Gravity Seats In-Car Display Screens	Cabin Driving Integration HUD
AUTOMOBILE PARTS	Transmission System Lightweight Parts	Automotive Semiconductors Braking System	Powertrain System
TECHNOLOGIES & MATERIALS	Connection Technology AIGC Applications	Coating Techniques Innovative Interior and Exterior Materials	Robot Technology Aluminum/Magnesium Materials
SPECIAL REPORTS	CIBF 2025 Review	Innovative Processing Techniques in Power Batteries AMTS 2025 Review	Outlook for the Chinese Automotive Market in 2025 K-SHOW 2025 Review CIIF 2025 Review
TRADE SHOWS	Jul.9-11, Automotive Manufacturing Technology & Materials Show (AMTS 2025), The 17th International Assembly & handling Technology Exhibition (AHTE 2025), Shanghai Aug.8-10, 2025 World Battery Industry Expo, Guangzhou Sept.23-27, Industrial Automation Show 2025, Metalworking and CNC Machine Tool Show 2025, Robotics Show 2025, Energy Show 2025, Shanghai Nov., China Int'l Plastics Exhibition, Nanjing Nov., PTC ASIA 2025, CeMAT ASIA 2025, Shanghai Nov., AMTS & AHTE South China 2025, Shenzhen Nov., NEPCON Asia, Shenzhen Nov., DMP Greater Bay Area Industrial Expo (DMP 2025), Shenzhen Dec., CHINACOAT 2025, SFCHINA 2025, Shanghai		

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2025 CONFERENCES FOR AUTOMOTIVE MANUFACTURING INDUSTRY



Connecting industry through information exchange!

Ringier organizes high level technical and business conferences bringing industry leaders together for information exchange and networking opportunities in the Automotive Manufacturing industry.

- 2025 ASEAN High-Performance Machining Summit —Autoparts, Electronics , Assembly automation (Mar. 4-5, Hanoi, Vietnam)
- Plastic Innovative Materials Application & Processing Technology Congress 2025 (Mar, Shanghai, China)
 Concurrent Event: Ringier Technology Innovation Awards 2025- Plastics Industry
- China Coatings and Ink Summit & Expo 2025 -Anti-Corrosive Coatings, Architectural Decoration Coatings, Rail Transit and Automotive Coatings, Wood coatings, Ink & Printing Sessions & Biobased Coatings sessions (May, Shanghai, China)
 Concurrent Event: Ringier Technology Innovation Awards 2025 - Coatings Industry
- Advanced Manufacturing Industry Development Conference 2025 (May, Chengdu China)
- Automotive Industry Development Conference 2025 - Die Casting Technology Forum (Aug, Chongqing China)
- New Energy Vehicle Industry Development Summit 2025 (Aug, Suzhou, China)
- Advanced Manufacturing Industry Development Conference 2025 (Sept, Beijing, China)
- 2025 ASEAN Advanced Automotive Manufacturing Summit - Flexible Production & EV Solutions (Nov. 12-13, Cikarang, Indonesia)

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

Industry and Magazine e-Newsletters

Scheduled industry and magazine e-newsletters targeting specific industries, job functions and decision making responsibilities in China and S. E. Asia deliver relevant news to industry leaders or engineers throughout the year providing insightful and valuable content that readers rely on. It brings your message to the place your target audience visits most – their inbox. Generate immediate response and website traffic by promoting your key products and services by direct communications with your core target audiences.

Language: Simplified Chinese
Frequency : 16x per year
Subscriber: 48,000

ISSUE	January	February	March	April	May	June
Topic	800V Inverter Sensors	Lighting System Automobile Mold Processing	3D Printing Gigacasting	Automobile Exports Motor Manufacturing	Automotive Semiconductors AEB	Chassis System Laser Processing
	X	X	X	X	Injection Molding Processing Flame-Retardant Materials	Machine Vision Simulation
ISSUE	July	August	September	October	November	December
Topic	Laser Processing Lightweight Parts	Zero-Gravity Seats Electrical/Electronic Architecture	Intelligent Manufacturing Equipment Innovative Power Battery Technology	Braking System HUD	Coating Techniques Innovative Interior and Exterior Materials	Intelligent Assembly Battery Recycling
	Connection Technology BMS	X	X	X	Intelligent Cockpit EIC System Design	X

iConnect e-Newsletters

iConnect e-Newsletters bring together all of the latest and best content on a specific topic. Each e-Newsletter provides its sponsors with a cost-effective opportunity to build category thought leadership among a qualified audience of buyers.

Plastics in Automotive		Language: Chinese, Frequency : 6X, Subscriber: 7,530				
ISSUE	January	March	May	July	September	November
eNewsletter Theme	Battery Flame Retardant Material	Innovation in Interior and Exterior Decoration	Lightweight Materials	Automobile Parts' Injection Molding	Plastic Parts of NEV	Innovative Plastic Materials

Additive Manufacturing		Language: Chinese, Frequency : 6X, Subscriber: 15,100				
ISSUE	January	March	May	July	September	November
eNewsletter Theme	Additive Manufacturing in Emerging Industries	TCT Asia 2025 Review	Metal 3D Printing Scale Production	Printing Materials Innovation	Intelligent Upgrading of Additive Manufacturing Equipment	Additive Manufacturing Industry Outlook

Metal Fabrication		Language: Chinese, Frequency : 12X, Subscriber: 7,530				
ISSUE	January	February	March	April	May	June
eNewsletter Theme	Durring	Punching	Laser cutting	Plate rolling	Surface finishing	Die casting
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Laser Welding	Lean production practices	Plate processing	Robotic bending cell	Additive manufacturing	Welding automation

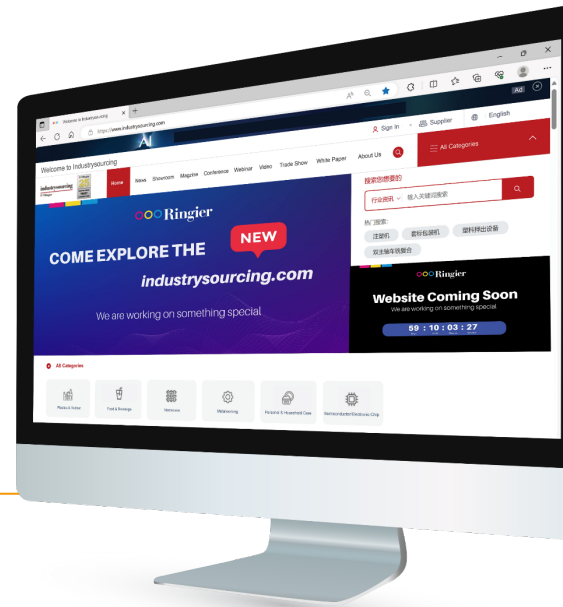
Industrial Robotics		Language: Chinese, Frequency : 6X Subscriber: 36,300				
ISSUE	January	March	May	July	September	November
eNewsletter Theme	Industrial Robotics Market Report – Key Data and Forecasts	Robot + Medical-Advanced Applications and Future Potential	Robotic Company Financial Overview + AI-Driven Motion Control	Collaborative Robots (Cobots) in Industrial Applications – Enhancing Human-Robot Collaboration	Industrial Robot+ Automobile Manufacturing + Electronics Manufacturing–New Technologies and Case Studies	Year-End Robotics Review + Smart Warehousing Innovations

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	Monthly Visitors: 282,548	Monthly Visitors: 404,164
	Percentage of New Visitors: 76%	Percentage of New Visitors: 66%



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WEBINARS

Webinars are a powerful way to share your industry expertise and position your company as a thought leader in front of your industrial community.

Ringier Webinars provide a content-rich learning experience to your prospective buyers. Events are interactive. Moderators ask and answer questions fully engaging the attendee through a Q&A session.

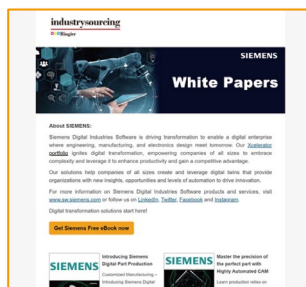


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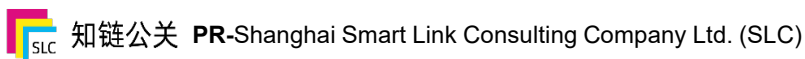
Video is one of the most versatile and profitable digital marketing tools. From assisting you recording and editing high-quality videos, to broadcasting your events to help you get more exposure at the big trade show, we are here.



SINCE 1998

From print media to integrated multimedia solutions **Ringier Trade Media Ltd** has consistently been a front runner in the application of new communication technologies. As a leading B2B industrial information provider the company has successfully promoted industrial development for the past 26 years. With a focus on quality content, industry knowledge, excellent service to the communities we serve our various media channels connect and engage with industry experts , suppliers and users.

Ringier Trade Media has been shaped by its commitment to innovation, and meeting the needs of customers & readers.



PR or "below the line advertising " that tells stories, positions companies as industry/thought leaders is clearly a growing effective form of communication - Our PR experts can help put a program together for you.

Events

- Conferences(Hybrid events) - China/S.E. Asia
- Webinars- China/S.E. Asia
- Innovation Awards
- Custom Events
- Virtual Conferences
- Workshops

B2B Media

- Magazines - China/S.E. Asia
- Digital Media
- Social Media
- International Media Partners
- Content Marketing

Data Base-Direct Marketing

- 20+Vertical Industries
- 30+ Industry Newsletter
- China + S.E. Asia Markets
- Integrated Media Strategies
- White Papers
- Webcasts
- Podcasts

PR

- Article Content/Press release/Application story/Brand story
- Media management/ Press Release/Mass media
- Video Shooting/Editing
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