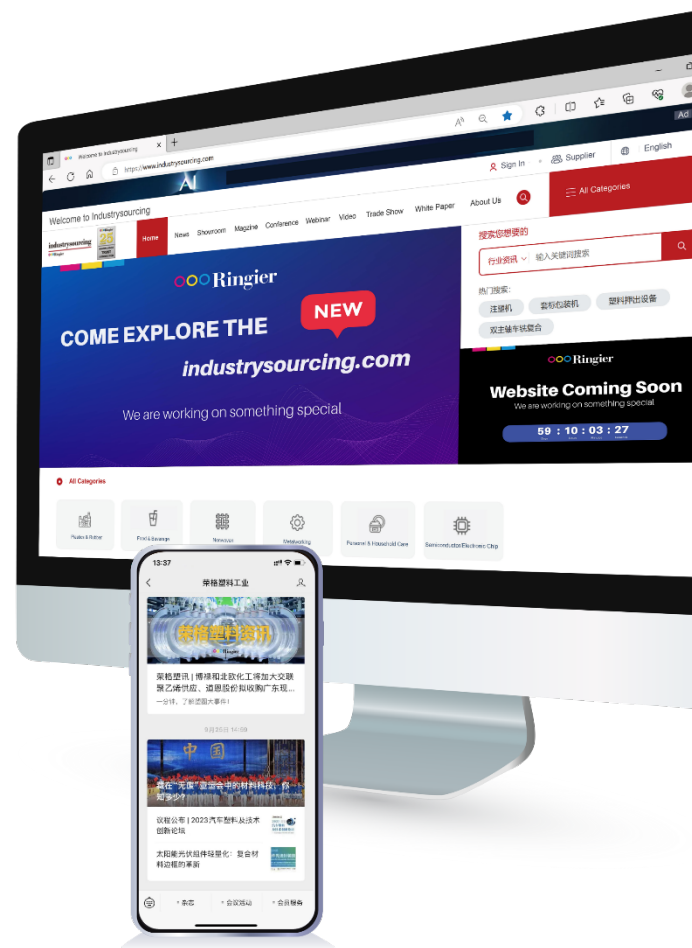


2025 MEDIA PLANNER



Omnichannel Media Solutions for the *Plastics & Rubber* Industry

Magazines · Websites · Showroom · Newsletters · Email Marketing · Webinars · White Paper
Conferences/Events · Videos · Content · Social Media · Trade Show · PR & Marketing

Market Introduction

The past year's sluggish consumer demand has intensified the evolution of the market, and many chemical companies have continued to implement cost reduction plans. According to Grand View Research, the global plastic market size was estimated at USD 624.8 billion in 2023 and is expected to grow at a compound annual growth rate (CAGR) of 4.2% from 2024 to 2030. Besides, the next few years will see remarkable technological innovations to achieve low-carbon operations, circular economy and digital transformation.

In the area of material solutions, plastic compounds are expected to enhance their properties to achieve lightweighting, efficient thermal management, and recyclability in solid-state battery packs. Also on the rise are compounds such as halogen-free flame-retardant reinforced PA66 employed in high-voltage connectors; POE, silane grafted olefin polymers, and light stabilizers for photovoltaic adhesive films; and ETFE film to enhance power generation efficiency of photovoltaic modules, among others. Innovations in solar automatic dies; medical-grade PLA and PEEK 3D filament extrusion equipment; biodegradable bone nail injection molding technology; high-strength and high-stiffness materials used in aerospace, aviation, and rail transportation; layered injection molding and automation for molded optical lens; AI bottle chip sorting systems, etc. are expected to create an impact in the production processes for many products.

In terms of applications, emerging materials such as those with self-healing properties, superior durability, and advanced functionalities are revolutionizing industries like automotive and electronics. In the era of Industry 4.0, more companies are expected to leverage artificial intelligence (AI) and machine learning to streamline processes, optimize supply chains, and make data-driven decisions. Also, AI will be further utilized to accelerate materials discovery, predict properties, and optimize formulations, expedite research and development, and empower the creation of materials with unprecedented properties and functionalities.

The new quality productivity brought together by these innovative technologies will surely benefit more emerging and future industries, including new energy vehicles, emerging hydrogen energy, new materials, innovative medicines, biomanufacturing, commercial aerospace, low-altitude economy, etc.

China is expected to remain a dominant force in Asia's plastics and rubber industry. According to the National Bureau of Statistics, the output of plastic products from January to June of 2024 reached 36.194 million tons, marking a 0.5% year-on-year growth for national aggregate statistics enterprises. Additionally, the General Administration of Customs reported that China's export volume of plastic products during the same period amounted to 53.16 billion US dollars, reflecting an 8.3% year-on-year increase. China continues to attract significant global investment, with approximately 32,000 enterprises being invested in from January to July 2024, representing an 11.4% year-on-year growth. This trend aligns with the continued acceleration of newly established foreign-funded enterprises since 2023 (source: Chinese Ministry of Commerce). China's competitive edge can be attributed to its expansive consumer market, comprehensive industrial system, abundant innovative application potentials.

The issuance of the Action Plan for Promoting Large-scale Equipment Renewals and Consumer Goods Trade-ins by the State Council is expected to accelerate the construction of a new development pattern, promote high-quality development, and promote investment and consumption. Many sectors will benefit from this plan, including the home appliances, automobiles, consumer goods, infrastructure, chemicals, industrial equipment and other fields. All these sectors continue to rely on plastics as material of choice.

China's plastics industry focus for 2025 and beyond will center on building a circular economy model – with sustainable production, utilization of recycled materials and reduction of carbon emissions being the main targets. These will need innovations in materials solutions, technologies and production processes as the country seals its position in the global industrial arena.



International Plastics News for China, in a strategic editorial partnership with Germany's Kunststoffe and backed by a team of authoritative editorial advisors in China, has been the leading media for the plastics industry since 1998. The print and digital magazine provides plastic products manufacturers in China with comprehensive information ranging from advanced processing technologies to upcoming market trends to help them develop high value-added products.

The print and digital magazines, along with a dedicated vertical website, bi-weekly & vertical sector e-newsletters - Plastics Recycling, Compounding and Masterbatching, Plastics and Composites for Automotive Industry, Packaging, Industrial Robotics, as well as magazine apps with video links are source of up-to-date reports on machinery as well as process technologies, R&D, industry trends and market developments. For machinery and material suppliers, International Plastics News for China is an effective interactive platform which provides professionals with their latest technology and solutions. Through a dedicated Plastics & Rubber vertical website,

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 informed.

Biweekly e-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to plastic product manufacturers in China with your latest company information.

Total Readership
102,050

Language: Simplified Chinese
9 Issues per Year (Includes 1
Buyer's Guide)



In partnership with UK based AMI
- a leading events and content company
for the plastics industry

2025 Editorial Calendar

ISSUE	March	April CHINAPLAS Special Edition	May	June	July
Ad Closing Dates	17-Jan	03-Mar	01-Apr	12-May	13-Jun
CUTTING-EDGE TECHNOLOGY	Thermoforming Thin-wall injection molding Plastic recycling technology (mechanical recycling, chemical recycling, heat recycling)	Precision injection molding CMF & Design Industry 4.0 & intelligent manufacturing Application of AI in plastics production	3D printing Intelligent integrated injection molding Flexible manipulator	Multi-layer co-extrusion technology Mold design and manufacturing IML	On-line inspection & Quality control technology Mode flow analysis Ultra high voltage cable extrusion production line Large diameter pipe extrusion
RAW MATERIALS & ADDITIVES	Functional film Additives for recycled plastics	Low-carbon plastics Fiber reinforced plastics	3D printing supplies Application of cutting-edge 5G materials	Halogen-free flame retardant material Thermosetting/thermoplastic composites	Transparent plastic Thermoplastic elastomer
SPECIAL REPORTS	OUTLOOK 2025 Special Report: 20th Ringier Technology Innovation Award - Plastics Industry (I)	Preview of CHINAPLAS 2025 Special Report: 20th Ringier Technology Innovation Award - Plastics Industry (II) Wind power, photovoltaic and energy storage	Review of CHINAPLAS 2025 Battery thermal management	Automotive interior and exterior decoration Electric vehicle charging pile	Rubber Heat-conducting plastic
SUPPLEMENT	Packaging and recycling	New energy vehicles and lightweight technologies	Additive manufacturing	Electricity & electronics	Wire and cable
TRADE SHOW	<ul style="list-style-type: none"> Mar.4-6: The 31th China International Exhibition on Packaging Machinery & Materials, Guangzhou Mar.17-19: TCT Asia 2025, Shanghai Apr.8-11: China International Medical Equipment Fair (CMEF 2025), International Component Manufacturing & Design Show (ICMD 2025), Shanghai Apr.9-10: LUXE PACK SHANGHAI 2025 Apr. 15-18: CHINAPLAS 2025, Shenzhen Apr.25-May.2: The 21st Shanghai International Automobile Industry Exhibition Jun. 4-7: Die & Mould China 2025(DMC 2025), Shanghai Jun.24-26: ProPak China 2025, Shanghai 				

2025 Editorial Calendar

ISSUE	August Buyers Guide	September	November	December/Digital
Ad Closing Dates	10-Jul	11-Aug	24-Sep	11-Nov
CUTTING-EDGE TECHNOLOGY	Magnetic template Clean Room Solutions	Micro Injection Molding Liquid silicone injection molding Hot Runner Technology	Flat die head technology Compression Molding Pultrusion Blow molding	Intelligent sorting technology Melt filtration Solid waste crushing technology
RAW MATERIALS & ADDITIVES	Injection Molding/Extrusion/Post Processing Machines (Thermoforming & Others)/Blow Molding/Key Components/ Machines & Equipment for Pre- Processing and Recycling/ 3D Technologies/ Raw Materials and Compounds/Semi- Finished Products/Additives/Mol ds and Components /Auxiliary Equipment/Measureme nt and Testing/ Automation/Others	Antimicrobial plastics LSR	Carbon fiber composite Structural foam Plastics	Bio-based plastics Recycled plastics for food contact application
SPECIAL REPORTS		Preview of CHINAPLAS 2025 Hot Spots for IVD Interventional medical consumables	Review of CHINAPLAS 2025 Processing machinery for marine plastics	Observation of China's new material industry Global advances in plastic recycling technology
SUPPLEMENT		Medical Plastics	Low altitude economy and lightweight technologies	Future for low-carbon emission technology
TRADE SHOW	<ul style="list-style-type: none"> Sept.24-26: Medtec China 2025, Shanghai Oct.: China International Medical Equipment Fair(CMEF), Shenzhen Oct.8-15: K Show 2025, Germany Nov.: China Int'l Plastics Exhibition, Nanjing Nov.: SWOP 2025, Shanghai Nov.: AMTS & AHTE South China 2025, Shenzhen Nov.: DMP Greater Bay Area Industrial Expo (DMP 2025), Shenzhen 			

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 :** 20x per year **Subscriber :** 56,300

ISSUE	January	February	March	April	May	June
Topic	OUTLOOK 2025 : Upcoming Trends in the Plastics Industry	CMF design and precision machining for consumer electronics	Emerging technologies in plastic recycling	Preview of CHINAPLAS 2025	Innovative application of plastic materials in new energy fields such as wind power and photovoltaic	Innovative 3D printing consumables and processing technology
	-	-	Special Report: 20th Ringier Technology Innovation Award - Plastics Industry	Bio-based plastics and related applications	New energy vehicles and lightweighting technologies	LSR injection molding technology and related applications
ISSUE	July	August	September	October	November	December
Topic	Material innovation for ultra-high voltage cables	High precision mold technology	Technical difficulties and trends in precision injection molding for plastic medical instruments	Energy saving and efficient plastic processing technology	Cutting-edge technologies at K Show 2025	Progress in low-carbon technologies
	Halogen-free flame retardant plastics	-	Top Chinese Plastic Processing Machinery Enterprises	-	Plastics industry related regulations and policy interpretation	2025 plastic industry events inventory

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.

Compounding Masterbatching *Language : Simplified Chinese* **Frequency :** 6x per year **Subscriber :** 11,000

ISSUE	January	March	May	July	September	November
Topic	Compounding Masterbatching without PFAS	Feeding and dosing	Electrically conductive compounds	Twin-screw extrusion screw and barrel knowledge	Stabilizers and coupling agents	Drying and conveying

Plastics Recycling *Language : Simplified Chinese* **Frequency :** 12x per year **Subscriber :** 11,200

ISSUE	January	February	March	April	May	June
Topic	Additives for recycled plastics	Melt filter application in plastic recycling	Minimizing odor emission from plastic recyclates	Technical difficulties of plastic recycling and sorting	Recycled marine plastics and related applications	Efficient recycled plastic extrusion granulation technology
ISSUE	July	August	September	October	November	December
Topic	PIR (Post-Industry Recycling) plastics and applications	Policy interpretation of recycled plastics	High value application of recycled plastics (automobiles, electronics, etc.)	Highlights of latest chemical recycling technology	Developments in mechanical recycling technology	Yearend review : major trends in plastics recycling in 2025

Plastics in Automotive *Language : Simplified Chinese* **Frequency :** 6x per year **Subscriber :** 7,530

ISSUE	January	March	May	July	September	November
Topic	Battery Flame Retardant Material	Innovation in Interior and Exterior Decoration	Lightweight Materials	Automobile Parts' Injection Molding	Plastic Parts of NEV	The Application of Recycled Plastics in Automobiles

Additive Manufacturing *Language : Simplified Chinese* **Frequency :** 6x per year **Subscriber :** 15,100

ISSUE	January	March	May	July	September	November
Topic	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



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2025 CONFERENCES FOR PLASTICS & RUBBER INDUSTRY



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

- ◆ Mar., Plastic Innovative Materials Application & Processing Technology Congress 2025 Concurrent Event:
Ringier Technology Innovation Awards 2025- Plastics Industry, Shanghai China
- ◆ Aug., New Energy Vehicle Industry Development Summit 2025, Suzhou China
- ◆ Sept., Semiconductor Manufacturing Process and Materials Forum 2025, Shanghai China
- ◆ Sept., Packaging Development Innovation Conference of FMCG 2025, Guangzhou China
- ◆ Nov., PV Modules Advanced Packaging Technology Conference 2025, Wuxi China
- ◆ Nov., Civil Aircraft Manufacturing Technology Forum 2025, Xian China

DIGITAL ADS & SHOWROOM

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Getting more leads begins with having your Product Showrooms in the websites trade marketplace.

STATISTICS*

Industrysourcing.com

Monthly Page Views: **5,230,032**

Monthly Visitors: **282,548**

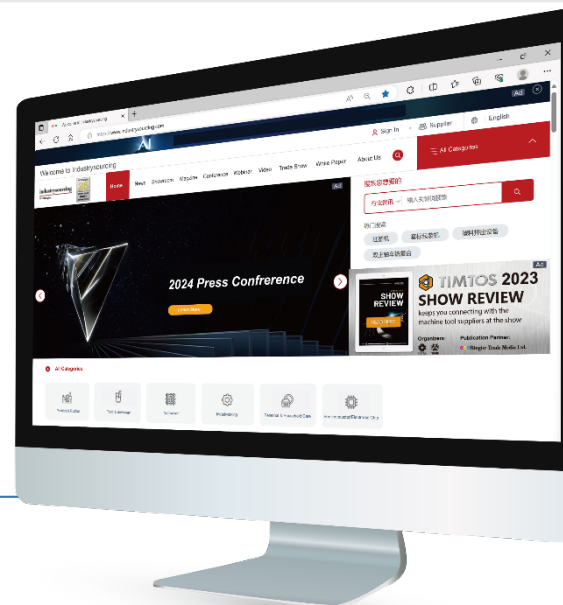
Percentage of New Visitors: **76%**

Industrysourcing.cn

Monthly Page Views: **6,358,998**

Monthly Visitors: **404,164**

Percentage of New Visitors: **66%**



EMAIL MARKETING

"Personalized" email allows you to focus your online marketing efforts to a highly targeted geographic and/ or demographic segment of contacts in our database. Full reporting metrics provided. Privacy compliant.

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.

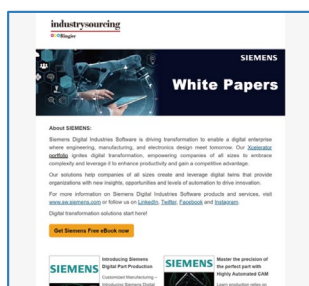


SOCIAL NETWORKS - WECHAT

Present your company effectively - Use Ringier Social Networks sponsored posts, reach buyers as they're scrolling through social networks. Drive traffic from the biggest and most popular social media.

WHITE PAPER

Ringier includes your white paper in industry e-newsletters, supplier website and feature item on the homepage of industrysourcing and related vertical website homepages. In addition, your white paper can be noted in ringier's magazines next to related editorial.



SMS

Send text messages about your latest product or company news directly to your target clients' cell phones!



VIDEO

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.



知链公关 PR-Shanghai Smart Link Consulting Company Ltd. (SLC)

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.

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- 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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CONTACT US

Location	Name	Tel	Email
Mainland China	Maggie Liu	+86-20 2885 5121	maggieliu@ringiertrade.com
Hong Kong, China	Octavia	+852 9648 2561	octavia@ringier.com.hk
Taiwan, China	Sandra Su	+886 4 2329 7318	sandrasu@ringier.com.hk
International	Mike Hay	1-604-440-8478	mchhay@ringier.com.hk
Singapore	Annie Chin	+65 9625 7863	annie@janianmedia.com

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