

# 2025 MEDIA PLANNER



## Omnichannel Media Solutions for the *Coatings and Ink* Industry

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

## Market Introduction

According to a report from Fortune Business Insights, the global paints and coatings market size was valued at USD 206.56 billion in 2023 and is projected to grow from USD 217.36 billion in 2024 to USD 303.97 billion by 2032, exhibiting a CAGR of 4.5% during the forecast period. And the global ink market size reached US\$ 20.4 Billion in 2023. IMARC Group expects the market to reach US\$ 26.6 Billion by 2032, exhibiting a growth rate (CAGR) of 2.9% during 2024-2032.

### Growth Areas

**Coatings:** At this stage, the growth of the coatings market is mainly driven by segments such as automotive, photovoltaic coatings, general industrial, coil and packaging coatings markets, amidst steady demand from the traditional construction market—The significant demand for EVs drove the need for coatings development such as in battery enclosures, charging infrastructure, electrical components. They contribute by enhancing the performance, safety, and aesthetics of electric vehicles, leading to their functionality, efficiency, and longevity in the rapidly evolving automotive industry; The growth of coil segments can be associated with the high production of sheets made of several materials, such as steel, copper, and polymers. Besides wires, semiconductors, cables, construction, and automobiles application, coil coatings are also used on commercial and military ships to protect against environmental effects such as UV radiation, thermal instability, and water; By the continued growth of the new energy industry, wind power, photovoltaic coatings industry as a whole grew significantly, about 30% growth.

**Ink:** The growth in the packaging industry represents the leading growth-inducing factor for the market as ink is widely used in the packaging of various products. Especially due to the recent release of ink standards for food contact materials, food packaging has become an important market segment for many companies. Further bolstering the market's growth is the demand for inks in innovative applications. For instance, the electronics industry is experimenting with conductive inks for flexible circuits. The textile industry, on the other hand, leans on inks for fabric printing and design.

### Cutting-Edge Technologies

Research and development by various coatings and ink companies is focused on reducing VOCs around resource conservation and energy, improving process efficiency, renewable materials, and minimizing waste. In addition, compliance issues are driving companies to look for more cutting-edge technologies and solutions.

- The integration of nanotechnology with smart materials led to the emergence of smart coatings. These are capable of sensing and responding to changes in their environment. For example, smart barrier coatings equipped with sensors and actuators, made predictive maintenance easy. And integration of smart technologies into corrosion monitoring systems to continuously monitor corrosion rates, could help to detect early signs of corrosion damage.
- As the market for biobased coatings is still rather small and their production is more complex and costlier than that of conventional products, they are still more expensive. The industry is already working on a second generation of biomass, derived from biowaste and cellulose. This will further broaden the portfolio of bio-based materials.
- Fluorinefree functional coatings are a promising alternative. Because market witnesses both commercial developments as well as research in reducing or eliminating the use of PFAS in coatings.
- Rising energy costs, the uncertainty of energy supply, and the availability of water make UV-cured powder coatings a highly desirable alternative to thermoset powder coatings and waterborne liquid paints and coatings.
- There has been a shift towards environmentally friendly pretreatment technologies that replace traditional chemical treatments such as chromate conversion coatings. These include processes such as phosphating, zirconium-based treatments, and eco-friendly conversion coatings, which offer comparable performance while reducing regulatory compliance issues.
- Substrate adaptability issue is addressed by innovations in advanced inkjet printing, such as the development of UV-LED curing technology and the introduction of high-viscosity inkjet inks. For instance, these innovations allow for the instant drying of inks on a wide range of substrates, including heat-sensitive materials.
- Following the EuPIA guidelines, China has also issued standards for inks for food contact materials, triggering innovations in inks and coatings for food packaging. For example, plastics can be replaced with high-performance inks and coatings, and alternatives to inks that are not conducive to packaging recycling, such as PVC inks, can be developed.
- Analog and other printing processes are typically inefficient and costly, especially when dealing with short-run print jobs. This problem is being solved by innovations in digital printing, such as high-speed inkjet technology and advanced color management systems. Some innovations include high-speed inkjet printing that enables rapid and efficient printing, making it economically viable to produce short-run jobs.



Language: Simplified Chinese  
5 Issues per Year

**Total Readership**  
**38,050**

**Coatings and Ink China** (ICN), in a strategic editorial partnership with Coatings World and Ink World of the US and a team of authoritative editorial advisors in China, has been the leading media for China coatings and ink industry for the past 20 years.

The print and interactive digital magazines, along with a dedicated vertical website, Apps with video links, monthly e-Newsletters, and WeChat provides in-depth coverage ranging from latest R&D to emerging market trends, updates on technology, application, as well as raw material.

**Coatings and Ink China** offers the most effective communication package to suppliers for improving productivity, reducing cost, and turning innovations into real competitive advantages.

## 2025 Editorial Calendar

ISSUE	March	May	July (E-zine)	September	November
AD Closing Dates	07-Feb	02-Apr	28-May	25-Jul	13-Oct
Application & Trend	Fire Retardant/Anti-Corrosion Coatings Auto/Railway Coatings Textile Ink	Wood Coatings Smart Coatings Energy Cured Ink	E-Vehicle Coatings Interior & Exterior Coatings Digital Inkjet Ink	Coil Coatings Powder Coatings Flexo Ink for Packaging	Coatings for Photovoltaic/and Energy Storage Marine/Aerospace Coatings Conductive Ink
Chemicals & Raw Materials	Wetting Agents/Dispersants	Pigments/ Titanium Dioxide/Carbon Black	Resins/Emulsions	Defoamer / Matting Agents	Biocides & Fungicides
Special Reports	Chinacoat 2024 Review Outlook 2025	2025 Ringier Technology Innovation Awards – Coatings Industry Smart Ink	China Coatings Summit 2025 Review Biobased Materials	Top Ink Makers 2025 Smart Factory	Top Coatings Makers 2025 Chinacoat 2025 Preview
TRADE SHOWS	Jul.9-11, Automotive Manufacturing Technology & Materials Show (AMTS 2025), The 18th International Assembly & handling Technology Exhibition (AHTE 2025), Shanghai Sept. 3-5, China Coatings Show 2025, Shanghai Dec. , CHINACOAT 2025,SFCHINA 2025, Shanghai				

## 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: Chinese  
Frequency : 12x per year  
Subscriber: 21,500

ISSUE	January	February	March	April	May	June
Topic	Coatings for Photovoltaic/and Energy Storage	EB Cured Ink	Wetting Agents/ Dispersants	E-Vehicle Coatings	Flexo Ink for Packaging	Smart Factory
ISSUE	July	August	September	October	November	December
Topic	Powder Coatings	Biocides & Fungicides	Digital Inkjet Ink	Biobased Materials	Fire Retardant/ Anti-Corrosion Coatings	Defoamer / Matting Agent

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## 2025 CONFERENCES FOR COATINGS AND INK INDUSTRY



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

- May., 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, Concurrent Event: Ringier Technology Innovation Awards 2025 - Coatings Industry, Shanghai China
- Aug. 20-21, 2025 ASEAN Coating Innovation and Technology Development Conference, Jakarta Indonesia

**DIGITAL ADS & SHOWROOM**

on [industrysourcing.com](http://industrysourcing.com) & [industrysourcing.cn](http://industrysourcing.cn)

Promote awareness of your brand across [industrysourcing.com](http://industrysourcing.com) and [industrysourcing.cn](http://industrysourcing.cn). Reach your target audience with highly visible ads.

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

STATISTICS*	Industrysourcing.com	Industrysourcing.cn
	Monthly Page Views: 5,230,032	Monthly Page Views: 6,35,998
	Monthly Visitors: 282,548	Monthly Visitors: 404,164
	Percentage of New Visitors: 76%	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.com](http://industrysourcing.com) 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.

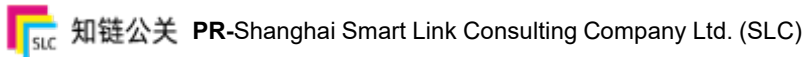




SINCE 1998

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.



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
- WeChat Account Operation

**For more promotion on global markets, please [click here](#)**

## 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@janiaimedia.com

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