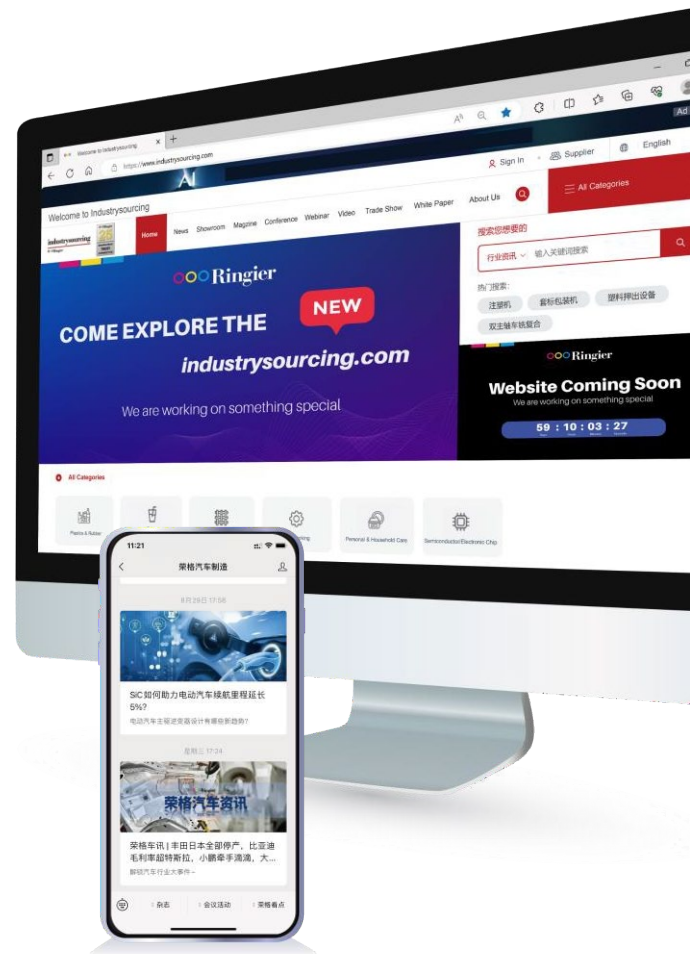


2025 MEDIA PLANNER



Omnichannel Media Solutions for the **Food & Beverage** Industry

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

Health and Nutrition Industry is Thriving, New Quality Productivity to Reshape the F&B Industry

Market Introduction

As national policies focused on expanding domestic demand and promoting consumption take effect, consumer demand is on the rise, leading to a marked improvement in the economic performance of the Food & Beverage industry.

According to data from the China Food Industry Association, in the first quarter of 2024, China's F&B industry achieved a total profit of RMB 153.62 billion, marking an 11.9% year-on-year increase. Specifically, the total profits of the food manufacturing sector and the alcoholic beverages and refined tea manufacturing sector grew by 18.8% and 11.1%, respectively.

Along with the "recovery" of the traditional F&B industry, the health and nutrition sector is poised to experience unprecedented opportunities. According to McKinsey's Future of Health Survey, 62% of Chinese consumers consider health to be a top priority in their daily lives. This holds true particularly for Gen Z and Millennials, who place a growing emphasis on health. These consumers are not only willing to invest more in health management, sleep improvement, physical fitness, scientific skincare, and mental well-being, but also show a strong preference for safe, effective products that feature natural ingredients and innovative formats, noted McKinsey. This consumer trend is expected to drive the functional nutrition food industry towards greater specialization, diverse dosage forms, and personalized packaging.

New Quality Productivity: A Profound Impact on Industry Transformation

The concept of "new quality productivity" introduced at the 2023 Central Economic Work Conference will strongly influence industry transformation.

In the F&B processing sector, advanced automation equipment, artificial intelligence, and big data analytics are set to restructure production processes. These innovations will enhance the production efficiency and product quality of companies, while also drive a shift towards digital, intelligent, and environmentally sustainable production.

In the packaging sector, automated food packaging production lines, representing the new quality productivity in the food industry, are expected to see continued growth. The industry size is projected to soar to RMB18.29 billion by 2028, with a compound annual growth rate (CAGR) of 33.4% between 2024 and 2028¹. The integration and application of advanced technologies, such as AI-powered machine vision systems and machine learning, will further enhance the performance and efficiency of these automated food packaging lines.

Additionally, driven by the trend toward sustainability, biodegradable materials, plastic and weight-reducing designs, and smart packaging with traceability features are becoming new industry standards. These innovations not only enhance production efficiency but also offer consumers safer, healthier, and more environmentally friendly product choices.

Sourcing:

1. LeadLeo Research Institution, 《2023 China Food Packaging Machine Industry》



China Food Manufacturing Journal (CFMJ) has been the leading media for the China's food and beverage processing industry for over 20 years. The magazine has served decision makers involved in processing, packaging and development of food and beverage products. The print and interactive digital magazines, as well as Apps with video links, monthly e-Newsletters, and WeChat content are covering the whole F&B production chain, from ingredients & additives formulation, product manufacturing & processing to packaging, inspection, testing and logistics. The iConnect e-Newsletter covering the topics of Automation in F&B Industry and Packaging, will provide up-to-date information about solutions regarding F&B automation and packaging.

For suppliers, **China Food Manufacturing Journal** is an effective multimedia platform which provides the latest information on their products and services for industry players to increase productivity, reduce cost, and turn innovations into real competitive advantages. Through a dedicated Food & Beverage WeChat channels and 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. With the most current and informative content in both digital and printed forms, CFMJ offers the most effective communication package for ingredients, processing machinery, and packaging suppliers to the makers of F&B products in China.

Total Readership
108,400

Language: Simplified Chinese
6 Issues per Year

2025 Editorial Calendar

ISSUE	March	May	June
Ad Closing Dates	13-Jan	08-Apr	07-May
FOOD SAFETY	New Regulations for Food Additives	Novel Detection Technology: Rapid Identification of Food Contaminants and Pathogens	Safety Assessment Strategies for Food Contact Materials
BEVERAGE	Functional Beverage	Development of Sports Drinks for Different Stages of Exercise	Development of New Plant-based Beverage
INGREDIENTS INSIGHTS	Innovation in Natural/Functional Sweetener	New Application for Prebiotics/Probiotics/Post-biotics	Chinese Herbs and Edible Plant Extracts
FORMULATION TRENDS	Sports Nutrition Formulation	Nutritional Fortification of Infant Formula	Beauty from Within
PROCESSING	Convenience Food Processing: Retaining Nutrition and Flavour	Automation in F&B Processing	Optimization of The Processing of Healthy Snacks
PACKAGING	Sleeving/Labelling/Coding	Robotics	Development of Food Packaging under The Concept of Circular Economy
SPECIAL REPORT & SUPPLEMENT	Health & Nutrition (I) : Mood Health & Cognitive Health Confectionery & Chocolate Special (I) FIC 2025 Preview	Dairy Supplement (I) Bakery Supplement	Health & Nutrition(II) : Microbiome Health Automation in F&B Industry FiA & Propak China 2025 Preview
Trade Shows	Mar.4-6, The 31th China International Exhibition on Packaging Machinery & Materials, Guangzhou Mar.5-7, China International Beverage Industry Exhibition on Science & Technology, Shanghai Mar.17-19, Food Ingredients China 2025(FIC 2025) , Shanghai Apr.9-10, LUXE PACK SHANGHAI 2025, Shanghai Jun.24-26, Propak China 2025 , Shanghai Jun.24-26, Food Ingredients Asia China 2025(FiA 2025), Shanghai Jun.25-28, FoodTech & Pharmatech Taipei 2025, Taiwan		

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

2025 Editorial Calendar

ISSUE	August	October	November (E-zine Only)
Ad Closing Dates	15-Jul	09-Sep	15-Oct
FOOD SAFETY	Foreign Object Detection and Control	Big Data Analytics in Food Safety Risk Assessment	Prevention & Control for The Contaminants in Food Processing
BEVERAGE	AI in Beverage Formulation Development	Low/No-Sugar Beverage	Fermented Drink Development
INGREDIENTS INSIGHTS	Flavor/Texture Optimizing	Natural Preservatives/Antioxidants	Innovation and Application in Alternative Proteins
FORMULATION TRENDS	Clean-label Formulation	New Delivery Systems & Dosage Forms	Aging Health
PROCESSING	Innovation in "New Food" Processing	Flexible Manufacturing Systems	Energy Efficiency Management in Food Processing
PACKAGING	Smart Packaging : Tracking Traceability & Extending Shelf-Life	Innovations in Liquid Food Packaging Technology	Innovation in Recyclable High-barrier Packaging
SPECIAL REPORT & SUPPLEMENT	2025 F&B Industry--Ringier Technology Innovation Awards Dairy Supplement(II)	Brewing in China Confectionery & Chocolate Special (II)	OUTLOOK 2026 Health & Nutrition(III): Weight Management
Trade Shows	Nov. SWOP 2025, Shanghai Nov., DMP Greater Bay Area Industrial Expo (DMP 2025), Shenzhen Dec. Hi & Fi Shenzhen 2025		

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2025 CONFERENCES FOR FOOD & BEVERAGE INDUSTRY



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

- Plastic Innovative Materials Application & Processing Technology Congress 2025 (Mar., Shanghai China)
 Concurrent Event: Ringier Technology Innovation Awards 2025- Plastics Industry
- Food & Beverage Future Ecosystem Summit 2025 (Aug., Guangzhou China)
 Concurrent Event: Ringier Technology Innovation Awards 2025- Food & Beverage Industry
- Packaging Development Innovation Conference of FMCG 2025 (Sep., Guangzhou China)
- Petfood Innovation Summit 2025 (Dec., Shanghai China)

* 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 : 20x per year
Subscriber: 63,800

ISSUE	January	February	March	April	May	June
Topic	Development of Functional Beverage	Sports Nutrition	FIC 2025 Preview	Convenience Food Processing	Bakery Special	ProPak & Fi Asia-China 2025 Preview
			Natural/Functional Sweetener	Weight Management	New Application for Probiotics/Prebiotics	
ISSUE	July	August	September	October	November	December
Topic	Beauty from Within	Plant-based Drink	Innovation in Dairy	Smart Packaging Update	Healthy Snack Formulation & Processing	Energy Efficiency Management
		2025 F&B Industry-Ringier Technology Innovation Awards	Foreign Object Detection and Control	Natural Preservatives/Antioxidants	Processing Technology of Chocolate	Outlook 2026

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.

Automation in F&B

Language: Simplified Chinese, Frequency : 6X, Subscriber: 18,020

ISSUE	January	March	May	July	September	November
eNewsletter Theme	Digital Twins Optimizing Production Processes	Intelligent Manufacturing in Dairy Industry	Energy Efficiency Management in F&B Production	Robotics	AI in F&B Production	Intelligent Manufacturing in Beverage Industry

Packaging

Language: Simplified Chinese, Frequency : 12X, Subscriber: 22,050

ISSUE	January	February	March	April	May	June
eNewsletter Theme	Light-weight Packaging	Improving the Quality & Safety of Food-grade Recycled Plastics (rPET)	Innovation in Liquid Packaging	Innovative Design of Personal Care Refills	Recycling-friendly Packaging Design	Vision Inspection in Packaging Automation
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Trends in Packaging Plastic Reduction	Sleeving/Labeling/Coding	Innovations in Aseptic Packaging	AI in Packaging Design	Active & Smart Packaging	Packaging Industry Outlook

DIGITAL ADS & SHOWROOM

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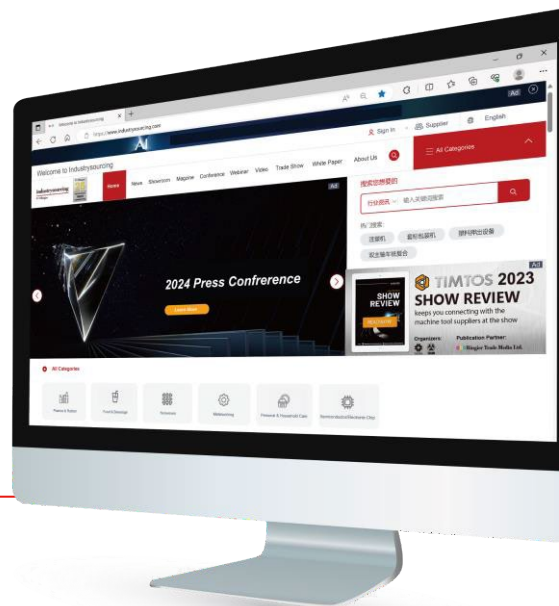
STATISTICS*

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.

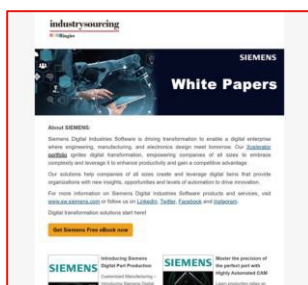


SOCIAL NETWORKS - WECHAT

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](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

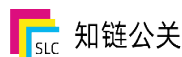
Video is one of the most versatile and profitable digital marketing tools. From assisting you recording and editing high-quality videos, to broadcasting your events to help you get more exposure at the big trade show, we are here.



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-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.

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

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