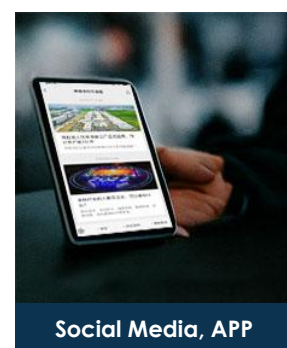
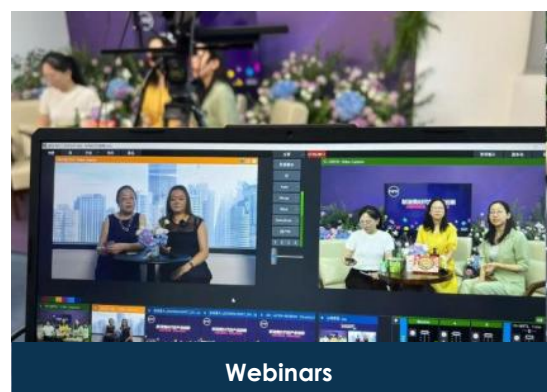


Multimedia Solutions 2026 Media Kit

-  Lead Generation
-  Branding
-  Direct Contact



International Plastics News for Asia enables strong client engagement on a continuous basis by utilizing its deep, qualified databases and leading content that generates leads, fosters client engagement, and drives revenue growth.

Southeast Asian End-User Industries Pose High Demand for Advanced Technologies and Bio-based Materials

Attractive investment incentives, high consumer spending, rapid urbanization, competitive operational costs and favorable business environment are pushing Southeast Asia countries ahead of their league in the plastics and rubber industrial sector. The region is expected to overcome market challenges in the coming years but its resiliency has been its greatest asset – and this has been very much visible in its manufacturing industries. Southeast Asia's plastics market size, estimated at 31.7 million tons (MT) in 2025 is projected to grow by more than 4% annually up to 2030 to reach 38.6MT. Other projections place the market size value from US\$46.3 billion in 2023 to around US\$68.2 billion by 2031. Rising demand from end-user industries such as packaging, automotive, construction and medical sectors is expected to push demand for plastics and rubber.

Food and beverage packaging will remain the driving force behind the growth of plastics demand in Southeast Asia. Dominating the region's packaging industry is Indonesia which is seen to grow by more than 6% yearly. Other dynamic players in the packaging sector are Thailand, Malaysia and Vietnam – whose fast-rising consumer spending augurs well for the packaging sector. The automotive industry in Southeast Asia is fast moving towards electrification as countries witness increased electric vehicle sales. An estimated revenue of over US\$6 billion in 2026 and a market volume of US\$7.7 billion by 2029 placed the region as the fastest growing at more than 10% in terms of EV adoption. In this sector, Indonesia has seen tremendous expansion in automotive production, while Thailand and Vietnam are not far behind as they serve as production hubs for global automotive players. Southeast Asian countries are bringing building and construction into new height as rising urbanization and expanding middle class push demand for both commercial and residential projects. Robust construction activities in Indonesia, Thailand, the Philippines, Malaysia and Vietnam are taking advantage of the huge investment influx into this sector. The consumer electronics market in Southeast Asia posts an annual revenue of more than US\$50.2 billion, demonstrating high demand for advanced smart consumer electronic devices. In the medical devices sector, the region is poised to grow annually by more than 8% with market volume of US\$17.6 billion by 2030. Countries in the region have recognized the importance of medical devices in the delivery of modern healthcare services to the populace. These dynamic end-user industries are expected to fuel demand for performance plastics and high-end technologies that will enable smart, energy-saving and efficient manufacturing operations.

As a lucrative market for injection molding products, Southeast Asia is also seeing growing usage of intelligent injection molding systems. The region is also putting into good use high end extrusion machineries capable of processing multimaterial plastics. With circular economy being a predominant theme in the plastics industry, sustainability will be emphasized as manufacturers continue their quest for biodegradable alternatives and effective recycling processing machines. In the same vein, opportunities for environmentally-friendly plastic materials, such as bioplastics, are expanding as this material is now widely accepted in various end-user industries that are aiming to raise their recycled plastic content in their finished products. Thus, Singapore, Indonesia, Thailand, Malaysia, and the Philippines are driving demand for bioplastics to new heights and this scenario will persist in the next few years.



English Publication
6 Issues per Year

Total Readership
38,880

For more than 17 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 including **Circular Economy, Auto manufacturing- Plastics and composites** 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.

FIGURES & READER PROFILE

Published 6x (print & digital) a year in English, **International Plastics News for Asia** reaches a qualified controlled readership of 38,880 (including print and digital) manufacturing decision makers who plan the purchase of machinery, materials and execute manufacturing & automation strategies; and plant managers & 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.

The whole value chain is covered from machine builders, automation & component suppliers, additives, resins, to masterbatches & compounders through to plastics molders and processors.

In addition an active engaged audience follow the various Plastics social media channels on Twitter, Facebook, YouTube, LinkedIn, Blogs for a combined average monthly page views of 112,000.

Total Readership



Geographic Distribution		
Vietnam	3,975	23%
Thailand	3,660	22%
Indonesia	3,330	20%
Malaysia	3,208	19%
Singapore	950	6%
Philippine	810	5%
Taiwan	460	2%
Cambodia/ Myanmar/Laos	132	1%
Australia/ New Zealand	105	1%
Hong Kong	90	1%
Total	16,720	100%

Annual Business Turnover (US\$)	
0-1 million	2%
1.1-2.5 million	15%
2.6-5 million	27%
5.1-10 million	33%
over 10 million	23%

Plastics Processing	
Injection molding	65%
Extrusion	35%
Blow Molding	25%
Rubber Processing	10%
Others	8%

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

Product Analysis	
Auto Parts & Accessories	25%
Bottling / Containers	21%
Housewares	16%
Packaging Materials / Films	18%
Computer / Telecom / Office Equip	7%
Medical / Dental / Optical / Healthcare	13%
Small Appliances / Hand Tools	12%
Plastics Recycling	12%
Building / Construction Materials	10%
Toys / Sporting Goods / Recreation	4%
Aerospace, rail, aviation	6%
Furniture & Furnishings	4%
Footware	4%
Mold Making	3%
Major Appliances	3%
Others	2%

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

Business Type	
Trade Processor / custom / contract molder	43%
Captive / Proprietary plastics product processor	36%
Rubber product processor	10%
Compounders, master batchers, resin suppliers	7%
Government agencies / associations / Design / technical / consultant	2%
Manufacturer / importer / distributor / agent of machinery or equipment	2%

2026 Editorial Calendar

Issue	February	April	June
Ad Closing Dates	19-Dec	10-Mar	04-May
INJECTION MOLDING	Hydraulic injection molding Mold & Die	Multi-component, multi-station injection molding Auxiliary equipment	Vertical injection molding Automation
EXTRUSION	Extrusion – blown film lines	Mono-material extrusion system	Twin-screw extruders
BLOW MOLDING	Injection blow molding	Stretch blow molding	Co-extrusion blow molding
RECYCLING	Post-consumer recycled materials	Recycling equipment	Mechanical recycling
RAW MATERIALS & COMPOUNDS	Additives Stabilizers	Bio-based plastics	Plasticizers Processing aids
INDUSTRY APPLICATION	Consumer electronics	Medical/pharmaceutical	Packaging
TECHNOLOGY FOCUS	Melt filtration process	Additive manufacturing trends	Digitalization
RUBBER UPDATE	Rubber tire production	Fluoro-silicone rubber	Rubber injection molding
TRADE SHOW SUPPLEMENT		CHINAPLAS Supplement	InterPlas Thailand Supplement
TRADE SHOW PREVIEW/REVIEWS	CHINAPLAS Preview Plastics & Rubber Vietnam Preview	InterPlas Thailand Preview	CHINAPLAS Review
Trade Shows	Feb.4-6, Propak Philippines 2026,Philippines Mar.31-Apr.2, Plastics & Rubber Vietnam 202 Mar.31-Apr.2, Propak Vietnam 2025 April 21-24, Chinaplas 2026,Shanghai May 7-13, interpack 2026,Germany May 14-17, MTA Asia 2026, INTERMACH & Subcon 2026, Plastic & Rubber 2026,Germany June.9-12, Exhibition for Plastics and Rubber industries 2026,Italy June 10-13, Propak Asia 2026,Thailand June 17-20, InterPlas Thailand 2026/Automotive Manufacturing,Thailand		

Print

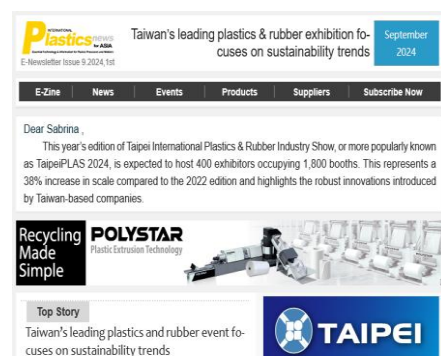
e-Newsletters



Social media



Follow
Metalworking



2026 Editorial Calendar

Issue	August	October	December
Ad Closing Dates	16-Jul	25-Aug	26-Oct
INJECTION MOLDING	All-electric injection molding Injection molding components	Horizontal injection molding Drying system	Outlook 2027: Future trends in injection molding
EXTRUSION	Single-screw extrusion Knives/cutting tools	Downstream extrusion system	Outlook 2027: Extrusion sector forecast
BLOW MOLDING	PET blow molding	Blow molding machinery market	Outlook 2027: Blow molding techniques
RECYCLING	Recovery crushers and granulators	Packaging recycling system	Outlook 2027: Recycling technologies
RAW MATERIALS & COMPOUNDS	Pigments Colorants	Advanced composites Adhesives	Outlook 2027: Bio-based plastics market forecast
INDUSTRY APPLICATION	Electric vehicles	Construction	Outlook 2027: Forecast on industry sector demand
TECHNOLOGY FOCUS	Software	Blending, kneading & mixing equipment	Automation
RUBBER UPDATE	Rubber injection molding	Silicone Rubber fluoro elastomers	Outlook 2027: Rubber market update
TRADE SHOW PREVIEW/REVIEWS	InterPlas Thailand Review TaipeiPLAS Preview	TaipeiPLAS Review Plastics and Rubber Indonesia Preview	Plastics and Rubber Indonesia Review
Trade Shows	Sept., VietnamPlas 2026, Vietnam Sept. 15-19, TaipeiPlas, Taiwan Nov., International Plastics & Rubber Machinery, Processing & Materials Exhibition 2026, Indonesia		

2026 CONFERENCES FOR PLASTICS INDUSTRY



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



- Plastics Innovative Materials Application & Processing Technology Congress 2026
 Concurrent Event: Ringier Technology Innovation Awards 2026- Plastics Industry(Mar ,Shanghai China)
- 2026 ASEAN High-Performance Machining Summit —Autoparts, Electronics, Assembly automation(Mar 10-11,Ho Chi Minh, Vietnam)
- Advanced Manufacturing Industry Development Conference 2026(Apr,Chengdu China)
- 2026 ASEAN Manufacturing Summit: Advanced Manufacturing of Consumer Plastics & Electronics(July.8-9,Kuala Lumpur, Malaysia)
- 2026 eVTOL Key Technology and Manufacturing Industry Development Conference(Jul .,Chongqing China)
- Humanoid Robot Precision Manufacturing and Materials Innovation Forum 2026(Oct. ,Shanghai China)
- 2026 ASEAN Advanced Automotive Manufacturing Summit - Flexible Production & EV Solutions(Nov. 3-4,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: English, Frequency : 24X Readership: 25,100

ISSUE	January	February	March	April	May	June
Topic	Blown film line	Extrusion systems	Consumer goods	In mold labeling	Auxiliary equipment	Building/ construction
	Masterbatches	Plasticizers	Blow molding systems	Packaging design	Testing, inspection system	Advanced composites
ISSUE	July	August	September	October	November	December
Topic	Multilayer film production line	Automotive parts & components	Dryers/chillers	Extruder components	Industrial controlling components	Outlook 2027 Plastics
	Additives	Thermosetting	Automation	Light stabilizers	PVC	Outlook 2027 Rubber

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.

Auto Manufacturing - Plastics & Composites

Language: English, Frequency : 6X Readership: 5,260

ISSUE	January	February	March	April	May	June
eNewsletter Theme	-	Advanced materials for EV batteries	-	Engineering plastics for vehicle interior	-	Engineering plastics for vehicle exterior
ISSUE	July	August	September	October	November	December
eNewsletter Theme	-	Advanced composites	-	Recycled materials for automotive applications	-	New compounds for lightweighting

Circular Economy

Language: English, Frequency : 8X Readership: 7,420

ISSUE	January	February	March	April	May	June
eNewsletter Theme	-	Mechanical recycling system	-	Biodegradable polyamides	Advanced recycling system	Recycled plastic for consumer goods
ISSUE	July	August	September	October	November	December
eNewsletter Theme	-	Smart, green packaging	Pyrolysis / chemical recycling update	Bottle-to-bottle recycling	-	Biodegradable plastic market

DIGITAL ADS & SHOWROOM on industrysourcing.com & industrysourcing.cn

Promote awareness of your brand across **industrysourcing.com** and **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

Monthly Page Views: **5,122,905**

Monthly Visitors: **213,972**

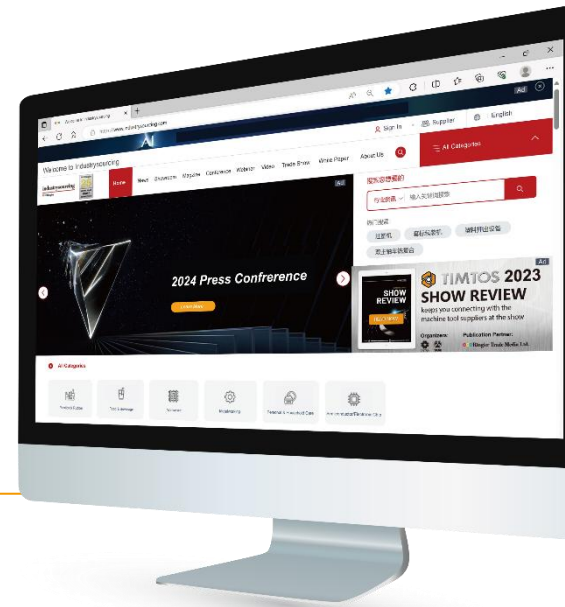
Percentage of New Visitors: **79%**

Industrysourcing.cn

Monthly Page Views: **6,518,998**

Monthly Visitors: **535,739**

Percentage of New Visitors: **70%**



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.

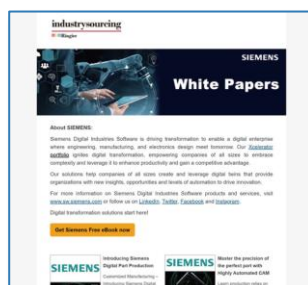


SOCIAL NETWORKS - WECHAT

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](https://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 since 1998. 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.

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@janianmedia.com

FOLLOW US ON

FACEBOOK



LINKEDIN



TWITTER



BLOGGER



YOUTUBE

