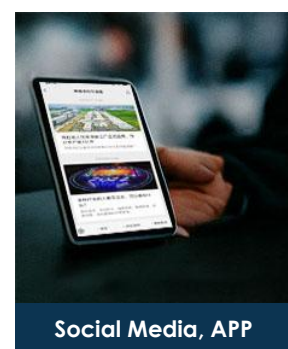
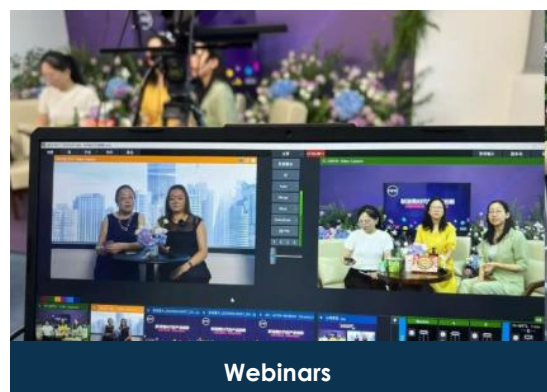


MULTIMEDIA SOLUTIONS FOR INDUSTRIAL FOOD AND BEVERAGE 2026 MEDIA KIT

- LEAD GENERATION
- BRANDING
- DIRECTCONTACT



China Food Manufacturing Journal 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.

Functional Foods Production & Digitalization: Powering the Future of F&B Industry

China's F&B industry demonstrated remarkable resilience and vitality over the past year, navigating a complex macroeconomic environment. The report published by the China Food Industry Association, reveals that large-scale food enterprises posted total profits of USD89.3 billion in 2024, a 5.2% year-on-year increase. Leading this growth were the beverage and refined tea manufacturing sector, which saw profits climb by 7.1%, and the food manufacturing sector, which recorded a 6.3% rise.

• Preventive Health Trend Fuels Functional Foods Boom

As the concept of preventive wellness gains traction, functional foods are emerging as a primary engine for market growth. Grand View Research projects China's functional foods market will reach USD36.78 billion by 2030, growing at a 9.1% CAGR from 2023 to 2030.

This shift is reshaping consumer health perspectives. McKinsey's latest "Future of Wellness" report identifies five key growth segments: functional nutrition, healthy aging, appearance and aesthetics, weight management, and mental health. Functional nutrition is especially popular with the new generation of consumers, who seek products that deliver on core needs like energy, gut health, immunity, and muscle and bone support.

• Digitalization Drives Transformation in the F&B Industry

Simultaneously, companies face mounting pressure from Chinese consumers' growing preference for high-quality, cost-effective, and personalized F&B options. This necessitates the adoption of intelligent solutions to accelerate R&D, manage supply chain fluctuations, and achieve significant energy and cost savings.

In this context, digital transformation has become an essential pathway for the industry's high-quality development. A new plan, jointly issued by the Ministry of Industry and Information Technology (MIIT) and six other departments, sets ambitious targets for 2027: large-scale enterprises are to achieve a 75% digitalization rate for key processes and a 75% adoption rate for digital R&D tools, while key enterprises will reach 80% digital penetration in operations and management.

This initiative aims to accelerate the development of "new quality productive forces", profoundly impacting product design, optimizing the entire value chain, and delivering major gains in efficiency.

• Three Key Trends Driving Innovation in F&B Packaging

According to Grand View Research, China's F&B packaging market is projected to reach \$39.2 billion by 2030, growing at a 5.8% CAGR from 2024 to 2030. As the market expands, its growth will be driven by several key forces:

Sustainability and Material Innovation: A strong focus on sustainability is driving a shift toward mono-material and biodegradable packaging. This, in turn, requires continuous upgrades to packaging machinery to handle lighter, eco-friendly materials effectively.

Automation and AI Integration: The increasing adoption of automation and AI is set to enhance packaging speed and precision, leading to significant gains in overall production efficiency.

Modular Design: This is becoming more prevalent in packaging equipment, enabling rapid changeovers between different formats and materials. This flexibility helps meet diverse market demands while reducing equipment replacement and maintenance costs.



Language: Simplified Chinese
6 Issues per Year

Total Readership
108,400

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.

FIGURES & READER PROFILE

Published 6x (5x Print/Digital + 1x Digital only) a year in Simplified Chinese, China Food Manufacturing Journal reaches a qualified controlled readership of 108,400 (including print and digital) decision makers range from food design, R&D, testing, purchasing and ingredients to managers who plan the purchase of processing, packaging, machinery and materials and execute manufacturing strategies, and plant managers 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 readership provides advertisers with the most comprehensive coverage of the whole decision making chain in the food and beverage processing, packaging and logistic sector in China. In addition an active WeChat Food & Beverage and corporate channel attracts 25,500+ engaged followers.

Total Readership

108,400
Food & Beverage Industry Readership

47,500
Print Magazine readers

63,950
Active newsletter Readership

60,600
Digital Magazine readers

25,500+
WeChat followers



108,000
Industrysourcing App is now installed on 108,000 users devices



Geographic Distribution		
Guangdong	9,060	19%
Shanghai	8,995	19%
Shandong	5,295	11%
Jiangsu	4,635	10%
Zhejiang	4,140	9%
Beijing	3,595	8%
Fujian	1,979	4%
Henan	1,400	3%
Liaoning	1,105	2%
Hebei	1,165	2%
Sichuan	1,030	2%
Tianjin	980	2%
Hubei	866	2%
Anhui	410	1%
Hunan	405	1%
Chongqing	255	1%
Shannxi	350	1%
Rest of China	305	1%
Mainland China	45,970	97%
Taiwan, China	1,030	2%
Hong Kong, China	500	2%
Total	47,500	100%

Products Manufactured	
Convenience Food	27%
Confectionary/Snack Food	21%
Dairy Products	18%
Dietary Supplement	20%
Functional Food	17%
Health Food	17%
Meat/Poultry/Meat Products	18%
Biscuits, Bakery Products	16%
Beverage Non-carbonated	16%
Beverage Carbonated	14%
Pre-packaged Meals/Frozen Food	14%
Fruit & Vegetable Products	9%
Ingredients/Additives/Flavorings	9%
Seafoods	7%
Pet Food	7%
Canned Foods	6%
Grain & Cereals	4%
Oils & Fats	4%
Beer/Wine/Spirits	5%
Tea & Coffee	2%

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

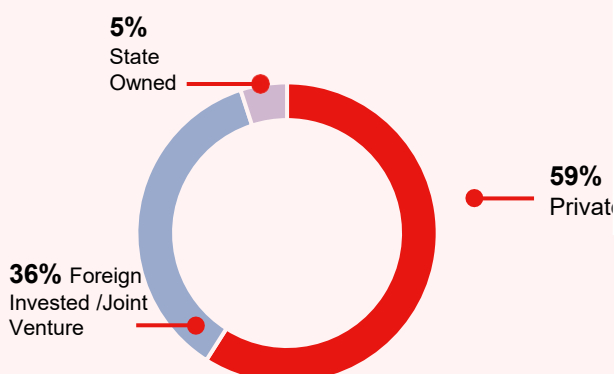
Business Type	
Food Processor	48%
Beverage Processor	26%
Contract Food & Beverage Packagers/Bottlers	13%
Ingredient/Additives Manufacturer Equipment	7%
Government/Agency/Research/Association	4%
Equipment Importer etc	2%

Annual Business Turnover (US\$)	
0-1 Million	2%
1.1-2.5 Million	14%
2.6-5 Million	26%
5.1-10 Million	32%
Over 10 Million	25%

Packaging Materials Used by both Contract Packagers and Food & Beverage Processors with Integrated Packaging Lines

Plastic Bottles, Containers	40%
Plastics-film, Wraps, Pouches etc.	30%
Paper/Paperboard-bags, Cartons	25%
Metal Cans/Containers	18%
Foil	6%
Glass	3%

Job Function	
Production and Engineering Management	34%
Food Designer/QC/R&D Chemists	25%
GM/Owner/President	23%
Purchasing Management	13%
Logistics Management	4%
Marketing & Sales	1%



2026Editorial Calendar

ISSUE	March	May	June
Ad Closing Dates	20-Jan	23-Mar	08-May
FOOD SAFETY	New Regulations for Functional Foods	Safety Assessment for Novel Foods	Foreign Object Detection and Control
BEVERAGE	Functional Beverage	Functional Dairy	Chinese Herbal Drinks
INGREDIENTS INSIGHTS	Next-Generation Sweetener Solutions	Development and Application of Marine-based Functional Ingredients	New Application for Prebiotics / Probiotics / Post-biotics
FORMULATION TRENDS	Women's Health Formulations Across The Lifecycle	Advances in Infant Formula: Application of HMOs	Beauty from Within
PROCESSING	Industry 4.0 in F&B Processing	Novel Dairy Processing Technologies	AI-Powered Optimization of Key Processing Parameters
PACKAGING	Liquid Food Packaging Solutions Innovations	AI in Packaging Inspection & Sorting	Sleeving/Labeling / Coding
SPECIAL REPORT & SUPPLEMENT	Health & Nutrition (I): Blood Sugar & Weight Management Confectionery & Chocolate Special FIC 2026 Preview	Bakery Supplement interpack 2026 Special AI in F&B Industry	Health & Nutrition (II): Microbiome & Immune Health Automation in F&B Industry FiA & Propak China 2026 Preview
Trade Shows	Mar.,The 32th China International Exhibition on Packaging Machinery & Materials,Guangzhou Mar.,Food Ingredients China 2026 (FIC 2026),Shanghai Apr.,China International Beverage Industry Exhibition on Science & Technology,Shenzhen May,interpack 2026,Germany Jun.,Food Ingredients Asia China 2026(FIA),Shanghai Jun.,ProPak China 2026,Shanghai Jun.,FoodTech & Pharmatech Taipei 2026,Taiwan		

How we delivery the content?



Print



Ezines



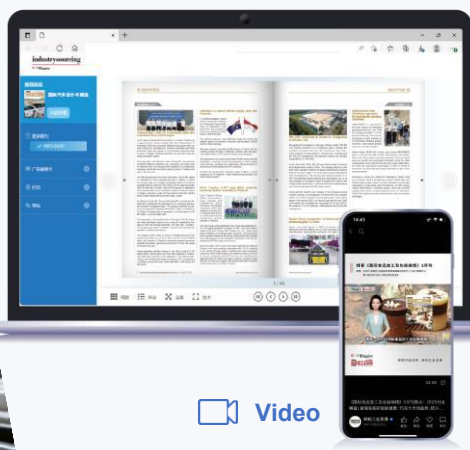
Website



WeChat



e-Newsletters



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Video



Virtual anchor
Broadcast the content
summary of each issue
Scan QR CODE to watch now



2026 Editorial Calendar

ISSUE	August	October	November (E-zine Only)
Ad Closing Dates	14-July	02-Sep	15-Oct
FOOD SAFETY	Big Data Analytics in Food Safety Risk Assessment	Food Supply Chain Security	Advanced Process Measurement in QC
BEVERAGE	AI in Beverage Development	Sports Drink for Different Exercise Stages	Fermented Drinks
INGREDIENTS INSIGHTS	Sugar/Salt/Fat Reduction: Flavor Optimization & Texture Improvement	Chinese Herbs and Edible Plant Extracts	Innovation and Application of Hybrid Protein Systems
FORMULATION TRENDS	Mood Health : Postbiotics/Probiotics and Adaptogens	Delivery Systems Update: Targeted Release and Precision Delivery of Active Ingredients	Aging Health: Easy-to-Swallow Textures and Nutrition Fortification
PROCESSING	Energy Efficiency Management in F&B Processing	Modular Design: Enhancing Flexibility and Efficiency	Factory of the Future: Integration of Digitalization, Sustainability & Flexibility
PACKAGING	Robotics	Innovations in Paper Packaging: Enhancing Barrier Properties & Durability	Advances in Lightweight & High-Barrier Mono-material Packaging
SPECIAL REPORT & SUPPLEMENT	2026 F&B Industry—Ringier Technology Innovation Awards Dairy Supplement	Health & Nutrition (III): Sports Nutrition & Bone/Joint Health Brewing in China Special	OUTLOOK 2027 Health & Nutrition (IV): Personalized Nutrition
Trade Shows	Oct., China Brew 2026, China Beverage 2026, Shanghai Nov., SWOP 2026, Shanghai Nov., The 24th National Food Additives and Ingredients Exhibition (FIC-Health 2026), Guangzhou		

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 contact: innovation@ringiertrade.com



2026 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 Automotive Manufacturing industry.

- Food & Beverage Future Ecosystem Summit 2026 (Aug., Guangzhou China)
- Concurrent Event: Ringier Technology Innovation Awards 2026- Food & Beverage Industry Pet Nutrition Pet
- Nutrition Innovation Forum 2026 (Oct., Shanghai China)



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
Readership: 63,950

ISSUE	January	February	March	April	May	June
Topic	Ready-to-Eat Meal: Optimizing Texture, Flavor & Nutrition	Weight Management	FIC 2026 Preview	Convenience Food Processing	Bakery Supplement	Propak & Fi Asia-China 2026 Preview
			Next-Generation Sweetener Solutions	Women's Health: Across The Lifecycle	New Application for Postbiotics/ Probiotics/Prebiotics	
ISSUE	July	August	September	October	November	December
Topic	Immune Health	Chinese Herbal Drinks	Innovation in Dairy	Robotics	Sports Beverages	Aging Health
		2026 Ringier Technology Innovation Awards	Mood Health	Health Benefits of Plant Extracts	Delivery Systems Update	OUTLOOK 2027

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 : 6, Readership: 17,650

ISSUE	January	March	May	July	September	November
eNewsletter Theme	Industry 4.0 in F&B Processing	Intelligent Manufacturing in Beverage Industry	Robotics	Digital Twins Optimizing Production Processes	AI-Driven Process Control	F&B Factory in The Future

Packaging Language: Simplified Chinese, Frequency : 12, Readership: 22,800

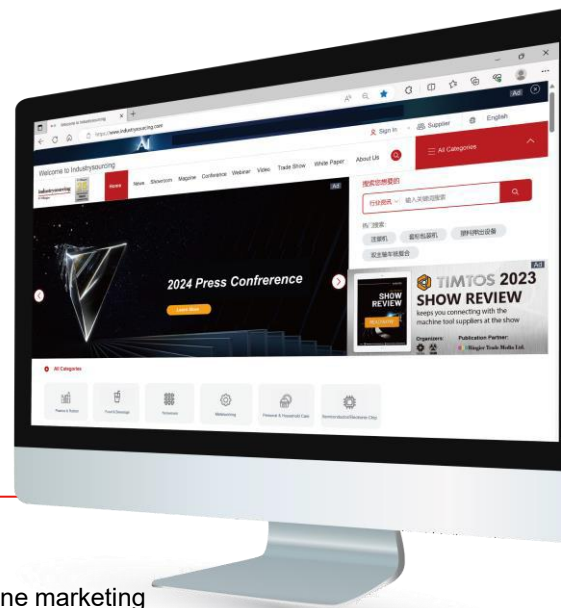
ISSUE	January	February	March	April	May	June
eNewsletter Theme	Lightweight Packaging Material & Structure	Enhancing Barrier Properties & Durability for Paper Package	Innovation in Liquid Packaging	Innovative Design of Personal Care Refills	interpack 2026 Report	New Biodegradable Materials & Applications
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Packaging Design for the Circular Economy	Sleeving/Labelling/ Coding	Improving the Quality & Safety of Food-Grade Recycled Plastics (rPET)	AI in Packaging Design	Modular Design: Enhancing Flexibility & Efficiency	Packaging Industry Outlook

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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.



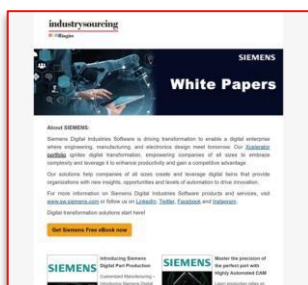
SOCIAL NETWORKS - WECHAT

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.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!



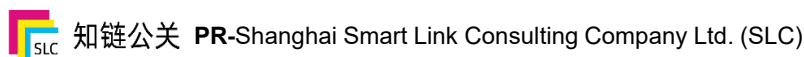
VIDEO

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.





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.



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

Data Base-Direct Marketing

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

B2B Media

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

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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