

Multimedia Solutions for Nonwovens Industry China 2026 Media Kit

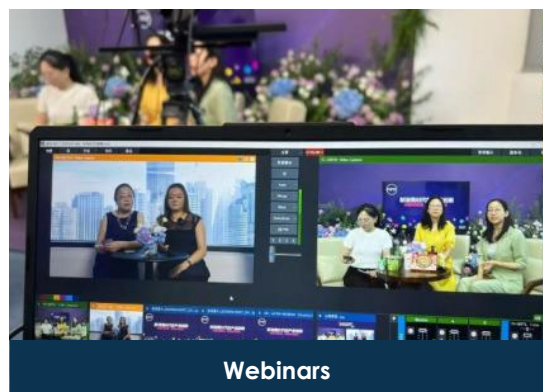
- Lead Generation
- Branding
- Direct Contact



Magazine



Conferences, Custom Events, Conventions



Webinars



Newsletters, Email Marketing



Content Marketing, Videos, PR



Web, Showroom, Whitepaper



Social Media, APP

Nonwovens Industry China 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.

Market Introduction

Over the past decade, China's nonwoven industry has experienced rapid development, with production output nearly doubling. In 2024, China's nonwoven production reached approximately 8.561 million metric tons, achieving a compound annual growth rate (CAGR) of 7% compared to 2014.

In terms of market demand, domestic demand is expected to maintain a recovery trend this year. The medical and hygiene sector continues to see growing demand, driven by China's aging population and increasing health awareness. This has expanded the market for medical nonwoven products such as surgical gowns, protective clothing, and medical dressings. The filtration and separation segment benefits from strengthened environmental policies, leading industrial enterprises to increase the replacement frequency of liquid, gas, and dust filtration materials. In the geotechnical and construction sector, rising green building standards are expected to drive new breakthroughs in demand for base fabrics used in building waterproof membranes.

The nonwoven industry has also achieved major breakthroughs in technological innovation. Electrospinning technology has enabled large-scale continuous production, with self-developed equipment and pilot production lines promoting its mature application in filtration and waterproof breathable membranes, while also accelerating its expansion into medical and energy fields. Meltblown pulp nonwoven technology has been successfully implemented, with multiple production lines operational, injecting innovation into markets such as hygiene products, food packaging, and filtration.

Amid multiple challenges including complexity and uncertainty in international trade, restructuring of global supply chains, and the transition toward green and low-carbon development, China's nonwoven industry faces unprecedented developmental pressures. At the same time, domestic companies are accelerating their global layout, which is expected to further expand the global market share of China's nonwoven industry.

Looking ahead, China's nonwoven industry is poised to diversify and develop further. The transition toward high-end products is accelerating, with increased R&D investment leading to international certification of advanced products such as meltblown nanofiber filtration materials and flushable spunlace nonwovens. Industry concentration is also rising, as leading enterprises enhance their market share through mergers and acquisitions, while innovative small and medium-sized enterprises are developing differentiated competitive advantages in niche segments.



For the past 20 years, Nonwovens Industry China, in a strategic editorial partnership with the world's leading information provider - Nonwovens Industry, has established itself as a leading source of exclusive content and technical articles for the nonwovens industry in China.

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 the latest information about advanced laser technology and cutting-edge applications, showing how industrial lasers promote product manufacturing and technology transfer around the world.

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

Total Readership
21,800

Language: Simplified Chinese
 3 Issues per Year

2026 Editorial Calendar

ISSUE	April	June Digital Only	September
AD Closing Dates	03-Mar	14-May	28-Jul
Special Report	Hygiene Supplement	Smart Manufacturing Supplement	Top 40 Global Nonwovens Producers Report
Application Report	High-Performance Nonwovens for Precision Filtration Automotive Nonwovens: Noise Reduction, Lightweight, and Eco-Friendly Nonwovens for Battery Separator	Wipes: Innovative Green Materials & New Product Categories Geotextiles and Agricultural Materials Baby Diapers	High-Performance Medical Protective Nonwovens Industrial Nonwovens Market Adult Incontinence Products Market
Materials	Flushable Materials	Fibers Functional Additives	Novel Hygiene Materials Nanotechnology
Processing & Converting	Spunlace Testing / Quality Control	Spunbond / Meltblown Needlepunch	Airlaid Winding / Slitting
TRADE SHOWS	Apr., China International Medical Equipment Fair (CMEF 2025), International Component Manufacturing & Design Show (ICMD 2025), Shanghai Sept., China International Trade Fair for Technical Textiles and Nonwovens (CINTE), Shanghai Sept., China International Medical Equipment Fair (CMEF 2026), International Component Manufacturing & Design Show (ICMD 2026), Guangzhou		

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

How we delivery the content?

Print



Ezines



Website

Social Media
WeChat

Follow us
on WeChat



Video



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

e-Newsletters



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 : 4x per year
Subscriber: 12,300

ISSUE	April	June
Topic	Flushable Materials	Wipes: Innovative Green Materials & New Product Categories
ISSUE	September	December
Topic	Top 40 Global Nonwovens Producers Report	High-Performance Medical Protective Nonwovens

手机版 如果您无法阅读此邮件，请点击这里！

国际非织造工业商情 9月 2024

2024年第9期

杂志电子版 行业信息 活动 产品 供应商 现在订阅

尊敬的%姓名%，

到2030年，全球土工布市场规模预计将达到118.2亿美元，2023-2030年的复合年增长率为6.6%。与其他材料相比，非织造布的生产成本通常更低，速度更快。而且从可持续发展的角度来看，非织造土工布确实能提高道路的使用寿命，并带来可观的效益。与此同时，不断增长的人口对农业生产力的需求预计将极大地促进产品需求。到2030年，全球农用织物市场规模预计将达到69.8亿美元，预测期内的复合年增长率为4.7%。

全新上线 荣格工业资源网 industry sourcing.cn

新闻头条

Glatfelter气流网业务下滑，水利逆势增长

虽然整体来看，Glatfelter的销售有所下降，但水利业务的增长为公司带来了积极的信号。在当前全球经济不确定性增加的背景下，这一增长无疑为公司提供了一定的稳定性。

了解更多

特吕茨施勒梳理/木浆CP复合非织造布生产线

CP线是由湿法木浆层与梳理层经水利复合而成，不仅具有环保价值，还兼具成本优势与功能性。特吕茨施勒CP线的生产速度最高可达300米/分钟，可大规模生产个人防护用品及医用敷料。

当前期刊

国际非织造工业商情(2024)

6月刊 4月刊 往期杂志

2026 CONFERENCES FOR NONWOVEN INDUSTRY



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

- Nonwovens Technology Innovation Application Conference 2026 (Oct. Hangzhou)

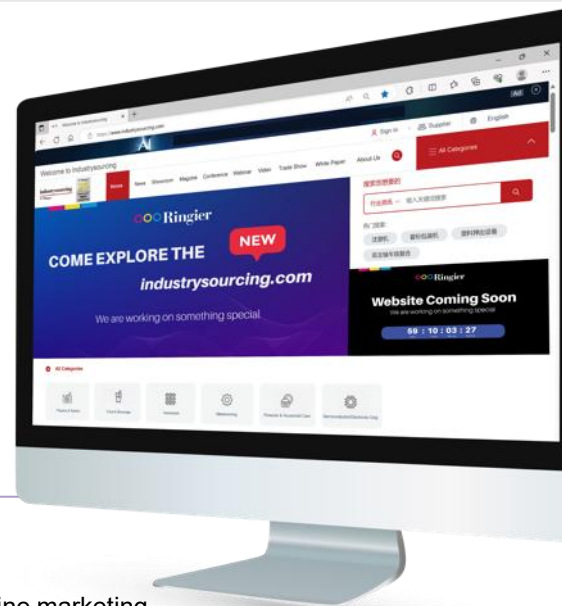


DIGITAL ADS & SHOWROOM

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	Industrysourcing.cn
	Monthly Page Views: 5,122,905	Monthly Page Views: 6,518,998
	Monthly Visitors: 213,972	Monthly Visitors: 535,739
	Percentage of New Visitors: 79%	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.



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

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

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

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