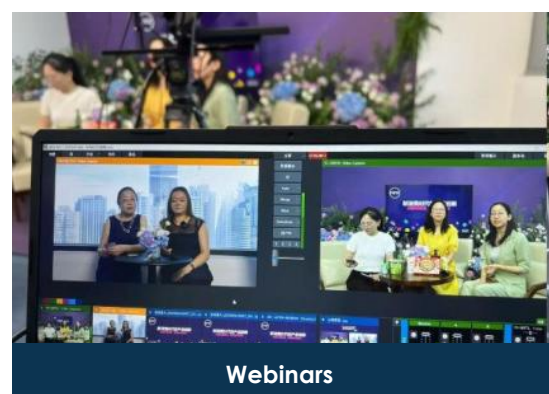


# MULTIMEDIA SOLUTIONS FOR INDUSTRIAL FOOD AND BEVERAGE 2026 MEDIA KIT

- LEAD GENERATION
- BRANDING
- DIRECTCONTACT



Conferences, Custom Events, Conventions



Webinars



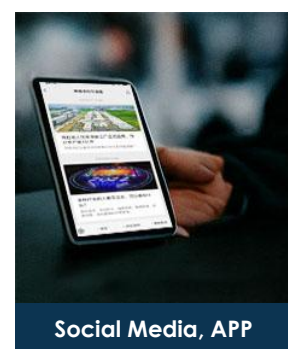
Newsletters, Email Marketing



Content Marketing, Videos, PR



Web, Showroom, Whitepaper



Social Media, APP

**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.

## 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):<br>Blood Sugar & Weight Management<br>Confectionery & Chocolate Special<br>FIC 2026 Preview                                                                                                                                                                                                                                                                                                  | Bakery Supplement<br>interpack 2026 Special<br>AI in F&B Industry  | Health & Nutrition (II): Microbiome & Immune Health<br>Automation in F&B Industry<br>FiA & Propak China 2026 Preview |
| Trade Shows                 | Mar.,The 32th China International Exhibition on Packaging Machinery & Materials,Guangzhou<br>Mar.,Food Ingredients China 2026 (FIC 2026),Shanghai<br>Apr.,China International Beverage Industry Exhibition on Science & Technology,Shenzhen<br>May,interpack 2026,Germany<br>Jun.,Food Ingredients Asia China 2026(FIA),Shanghai<br>Jun.,ProPak China 2026,Shanghai<br>Jun.,FoodTech & Pharmatech Taipei 2026,Taiwan |                                                                    |                                                                                                                      |

## How we delivery the content?



Print



Ezines



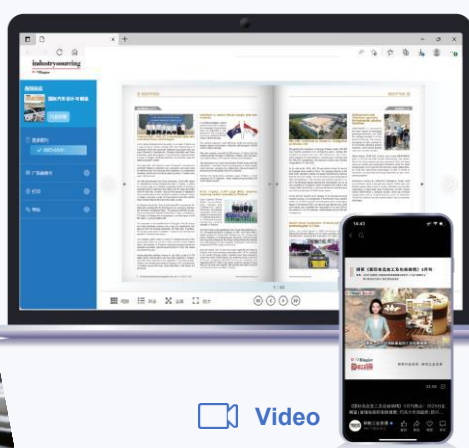
Website



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Video



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summary of each issue  
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## 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<br>Health & Nutrition (IV): Personalized Nutrition                    |
| Trade Shows                 | Oct., China Brew 2026, China Beverage 2026, Shanghai<br>Nov., SWOP 2026, Shanghai<br>Nov., The 24th National Food Additives and Ingredients Exhibition (FIC-Health 2026), Guangzhou |                                                                                         |                                                                                    |

### Win the industry's leading award!

To enter your company or sponsor this event  
 contact: [innovation@ringiertrade.com](mailto: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

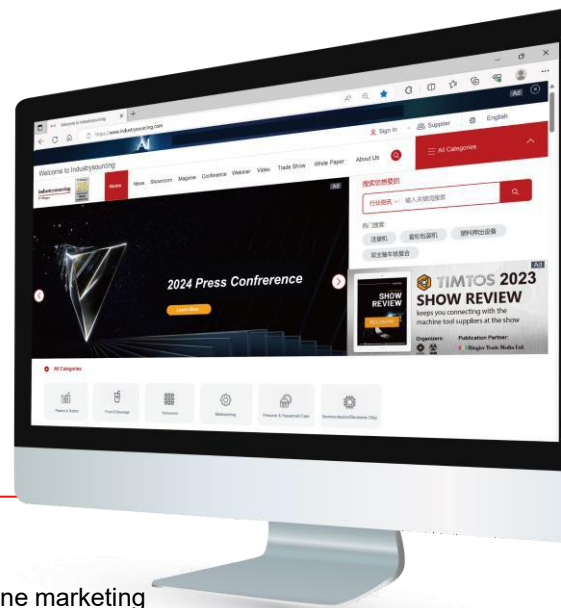
| ISSUE             | January                                    | February                                                    | March                                                                 | April                                      | May                                                | June                                       |
|-------------------|--------------------------------------------|-------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------|----------------------------------------------------|--------------------------------------------|
| 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                 |

## 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: <b>5,122,905</b>   | Monthly Page Views: <b>6,518,998</b>   |
|             | Monthly Visitors: <b>213,972</b>       | Monthly Visitors: <b>535,739</b>       |
|             | Percentage of New Visitors: <b>79%</b> | Percentage of New Visitors: <b>70%</b> |

## 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.



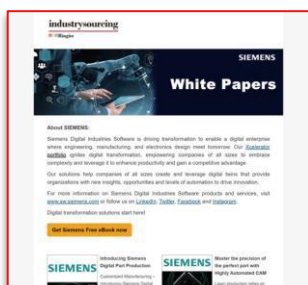
## SOCIAL NETWORKS - WECHAT

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!



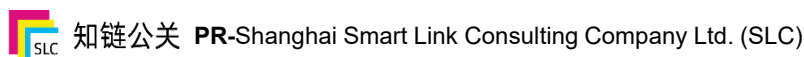
## VIDEO

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.





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

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

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