

We aim to offer a wide range of media services and events, which reinforce communication and cooperation among industry leaders, effectively spread technological thoughts, share market insights and inspiring ideas, help advertisers to expand their business and enhance brand awareness.

The **ONLY** Official Media of CHINAPLAS

- Official Website
- eNews
- Show Daily
- International Visitors' Guide
- Live Streaming



600,000+ Global Members

Exclusive CHINAPLAS Visitor Database
180,000+ in 2018



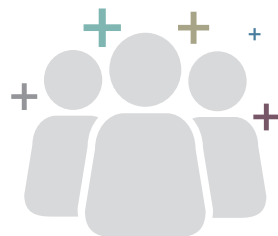
No. of New Reader Data in the
 1st Half of 2019: **116,936**



By Job Function

32%
 Chief Engineer / Senior Engineer /
 Production / Equipment Manager & Engineer

25%
 Product Design / R&D / Technical /
 Quality Control Manager & Engineer

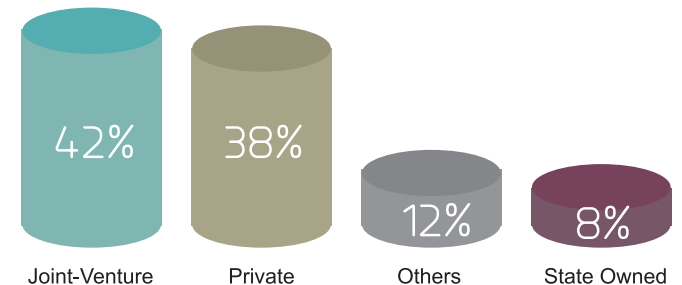


21%
 Managing Director /
 General Manager / Factory Manager

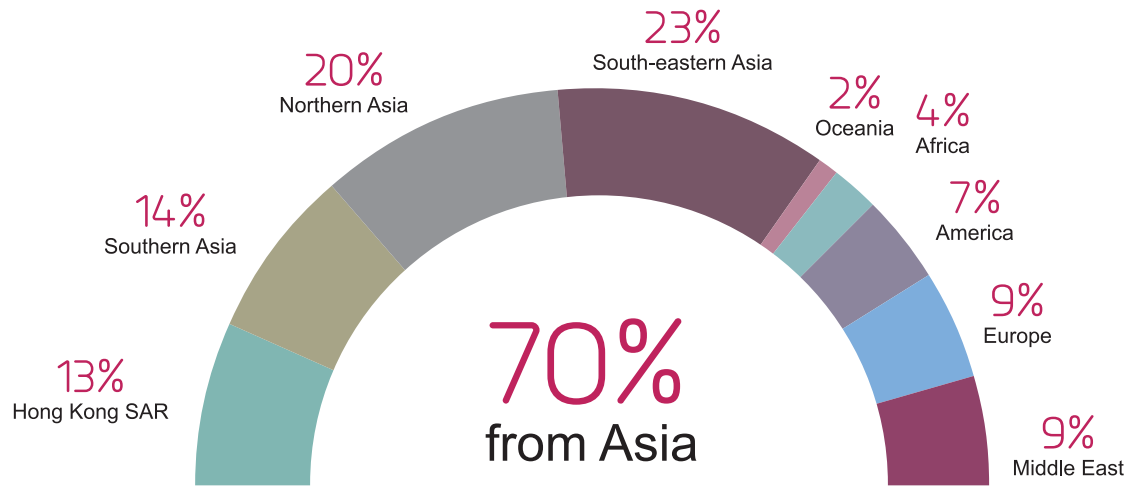
19%
 Purchasing Manager & Executive

3%
 Others

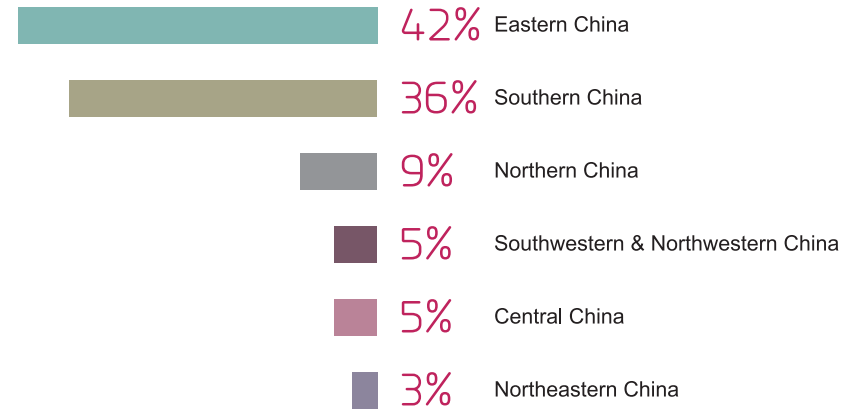
By Ownership



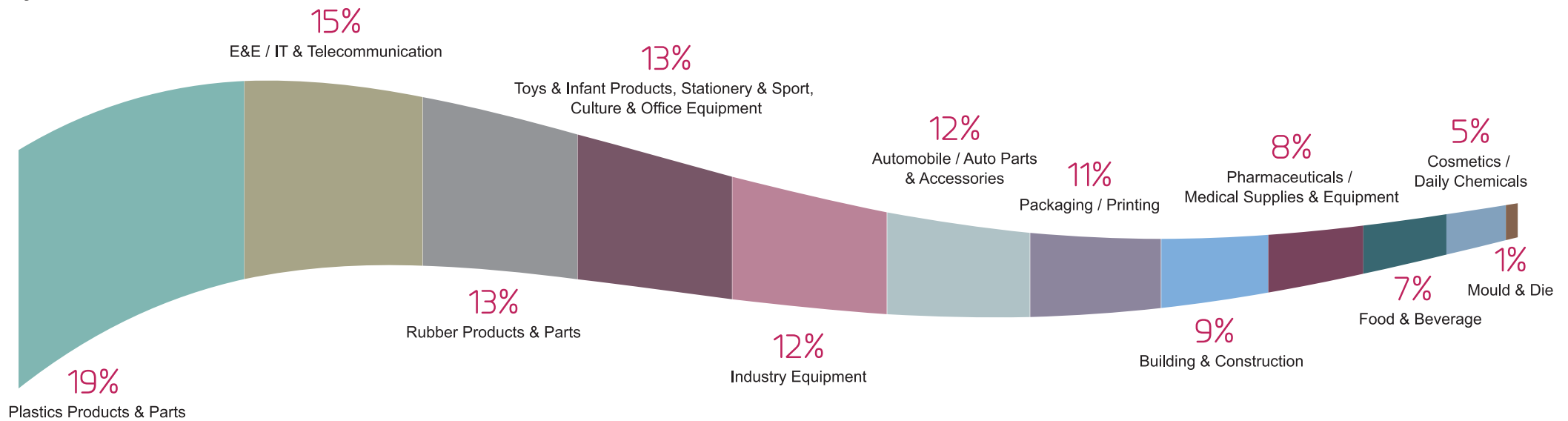
• **Qualified Members in 193 Countries & Regions**



• **China Readers by Geographical Categories**



• **By Sector**



Note: The sum of the percentage exceeds 100% as readers may make multi-choices.



● Online Media

- 90,000+ Monthly Users
- 6 Webinars with 1389 Audiences in the past 4 Months
- 500,000+ Live Streaming Views in 2019

● Social Media

- 60,000+ WeChat and Facebook Followers
- 9,000+ Views on Average for Every Weibo Post

● Prints

- **China Plastic & Rubber Journal (CPRJ)**
Bi-monthly magazine since 1982, reaches 29,000+ Chinese readers per issue
- **CPRJ International Edition**
Quarterly magazine since 2009, reaches 15,000+ overseas readers per issue

● Conference & Customized Events

- 8,000+ Attendees in the past 3 Years
- Targeting Sectors: Automotive, Packaging, Medical, Appliance, 3C Electronics, Recycling & Circular Economy and more

We Are Your Best Choice

- Loyal membership database by constant and precise screening
- Integrated marketing tools to maximize your brand exposure and investment return
- Strong editorial team and 100+ contributors globally, delivering industry news, technology updates, market trends and insights
- Close collaboration with industry associations, experts and leading event partners
- Bonus promotions at 40+ local and international events

Content Marketing is the Trend

Hottest topics and industrial innovations such as **circular economy, sustainable packaging, new mobility, 5G applications, Industry 4.0 and 3D printing** will be introduced to readers seamlessly through our channels. Advertisers enjoy the maximum exposure of their product innovations through our platforms, which helps to build confidence, positive and lasting effect on brand promotion.