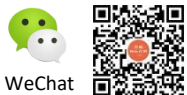


# China Food Manufacturing Journal

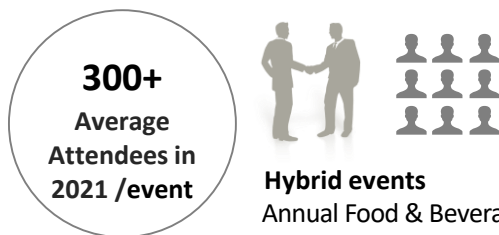
2022 Multi Media Platforms that cover the Food and Beverage market in China

— 2022 Media Planner —

Events – Direct marketing – Print – Social media – Mobile – Content marketing



- Virtual Conference
- Webinar



One Brand that can provide you with multiple channels to reach the food and beverage community in China

China Food Manufacturing Journal provides strong engagement with the food and beverage sector on a continuous basis by utilizing a comprehensive qualified data bases and leading content that links buyers and sellers, results in active customer engagement and helps grow your revenues.

## Market Introduction

During the post-epidemic period, the development of various industries has been affected to varying degrees. Food and drink as a daily necessity were slightly less affected. According to data, from January to June 2021, the national food industry revenue reached 996.288 billion yuan, a cumulative increase of 12.6%; The total profit of the industry reached 78.50 billion yuan, a cumulative increase of 10.4%. Compared to the same period, the food and beverage industry is still showing an upward trend, and the development trend is relatively stable. At the same time, the epidemic has catalyzed the emergence of new consumption trends in the food industry, and behind each trend lies a new track of billions of dollars.

Affected by the epidemic, consumers are paying more attention to their own health and food safety, and pursuing healthier diets. Functional food and beverage products that offer nutrition, beauty, mental and immune health, were welcomed by many consumers. Consumers choose products that enhance resistance, including vitamins and dietary supplements, weight management and herbal medicine/traditional products, etc.. This will drive development of related plant based, functional ingredients, as well as the protein substitute products.

At the same time, most consumers expressed concern about sugary drinks.

In the past year, the popularity of sugar-free, low-sodium foods and drinks has increased. Despite this, the demand for sugary drinks remained. Based on this desire, many food and beverage processors are required to focus on product growth and innovation while also taking into account consumers' needs for health and taste.

With China's continuing implementation of the "carbon neutral" and "carbon peak" goals, the traditional food and beverage industry, high energy consumption, low efficiency of the industrial model, is in urgent need of technological breakthroughs. As a result, businesses from all stages of the food and beverage supply chain are working to reduce their carbon footprint. The trend towards environmentally friendly and sustainable packaging will be even more pronounced in 2021 and beyond, with many food and beverage companies starting to use packaging materials that are recyclable or biodegradable or even edible, and plant-based plastic packaging or bioplastics will grow further.



↑ People were signing up for the magazine at Ringier's booth

Multiple Delivery Channels for Content :  
 Print + E-zines + Apps + Website+ E-newsletters + Social Media + Video + Mobile



**NEW! Virtual anchor**  
 Broadcast the content  
 summary of each issue

Scan QR CODE to watch now



WeChat



Ringier FoodBeverage

APP



**Total Readership: 105,750**

**Digital Editions Include Embedded Videos and Interviews From Trade Shows and Factory Visits.**

China Food Manufacturing Journal (CFMJ) has been the leading media for the China's food and beverage processing industry for 19 years. The magazine has served decision makers involved in processing, packaging and development of food and beverage products. The monthly print and digital magazines and magazine Apps with video links on iTunes, Wandoujia APP store and 360 APP are source of comprehensive content covering the whole F&B production chain, from ingredients & additives formulation, product manufacturing & processing, to packaging and inspection & testing.

Two monthly specialized newsletter, **Functional ingredients** and **Automation in F&B Industry and Packaging**, will provide up-to-date information about functional F&B products formulation, market trends on nutraceuticals; advanced technologies on dairy and bakery products manufacturing; and sophisticated techniques and solutions regarding F&B automation.

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, 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. Bi-weekly E-newsletters featuring headline industry news, trade show coverage, and analysis and market reports keep you linked to the industry with the latest company information. 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.

**Changing media usage pattern?**

Your customer is a different media consumer than 5 years ago, not only the media channels they use but the message content that they respond to- Our commitment is to ensure that we deliver your message using the communication channels that meet their needs - with content that informs - interacts with them and generates a response;

From WeChat to LinkedIn , Desktop to mobile, Print to video. **Print however remains the most trusted medium, enjoying high pass along readership with no restrictions to accessing the content.**

**Trending Right now?**

Postponement of many trade shows- can't meet customers face to face - don't worry - Virtual events- single sponsored and multi sponsored virtual conferences complete with interactive booths, multiple high quality speakers and content , one on one chats put your "face to face" with prospects. Then you continue with marketing solutions on Wechat.



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.



An Annual "Food and Beverage" series of conferences bringing together the key industry players in different cities across China.

## 2022 Editorial Calendar

ISSUE	Mar	May	June
AD CLOSING DATES	January 24	April 25	May 17
FOOD SAFETY	Pest Management in Food Plants	Effective Sanitizing and Disinfecting for Food Manufacturers	Allergen Control
BEVERAGE	Ingredients for Inside Beauty & Health Drinks	Ingredients for Sports & Energy Drinks	Beer Brewing Technology / Additives Update
INGREDIENTS INSIGHTS	Natural Sweeteners	Heart Health	Beauty from Within
FORMULATION TRENDS	Bone, Joint & Muscle Health	Healthy Ageing	Sports & Energy
PROCESSING	Snack Processing	Technology Drives Baking Advancements	Mixing & Homogenization
PACKAGING	Marking & Coding	Hot-filled Beverages in PET	Renewable Packaging
SPECIAL REPORT & SUPPLEMENT	Dairy (I) Bakery (I)	Chocolate Supplement ( I ) <b>FIC 2022 Preview</b>	Functional Ingredients ( II ) : Sports & Energy Brewing in China Special (I) <b>FIA &amp; Propak China 2022 Preview</b>
TRADE SHOWS & RINGIER EVENTS	Mar. 2-4, China International Beverage Industry Exhibition on Science & Technology, Shanghai Mar. 4-6, The 28th China International Exhibition on Packaging Machinery & Materials , Guangzhou May 24-26 , The 25th China Bakery Exhibition (CBE 2022) , Guangzhou May 31 – Jun 2 , Food Ingredients China 2022 (FIC 2022) , Shanghai June 21-23, CPHI CHINA 2022, P-MEC China 2022, Shanghai June 22-24 , Food Ingredients Asia China 2022 (FIA) , Shanghai June 22-24 , Propak China 2022 , Shanghai		

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

ISSUE	January	February	March	April	May	June
eNewsletter Theme	1. Plant-base 2. Trends Affecting the F&B Packaging	1. Low-sugar / Low Salt 2. FIC 2022 Preview	Clean Labels  Snack Food Processing	Healthy Ageing  Processing Technology of Plant Protein Products	Bakery Ingredients  Bakery Processing	1. Animal Substitute Protein 2. Propak & Fi Asia-china 2022 Preview

**Regular Features**

- Boardroom Connection
- Industry News
- Product Highlights

**Special Reports:**

- **2023 Outlook Issue** - Demonstrate your company's strengths during the period when buyers are making next year's purchasing plans.
- **2022 Trade Show Issues** - Maximize your brand exposure before, during and after the top industry events!

## 2022 Editorial Calendar

ISSUE	July	August	October	November
AD CLOSING DATES	June 10	July 11	September 6	October 10
FOOD SAFETY	Traceability	Food Safety of Frozen Food	Control Of Pathogens in Food Processing Environments	How Technology is Transforming Sanitation
BEVERAGE	Protein Enhancement	Additives for Better Taste in Low-sugar & Sugar-free Beverages	Alcoholic Beverage Formula	Global Beverage Report
INGREDIENTS INSIGHTS	Omega-3	Probiotics / Prebiotics	Plant Extract	Hyaluronic Acid
FORMULATION TRENDS	Blood Sugar Management	Infant Nutrition	Brain Health	Pet Nutrition
PROCESSING	Food & Beverage Supply Chain Challenges	3D Printing	Processing Technology Of Chocolate	Pet Food Processing
PACKAGING	How to Make a Better PET Bottle	Label	Intelligence Packaging	Global Innovation in F&B Packaging
SPECIAL REPORT & SUPPLEMENT	Dairy (II) Bakery (II)	Ringier Technology Innovation Awards for Food&beverage Industry Functional Ingredients ( III ) : Brain Health	Brewing in China Special ( II ) Chocolate Supplement ( II )	Functional Ingredients ( IV ) : Health Ageing Meat & Poultry Outlook Issue 2023
TRADE SHOWS & RINGIER EVENTS	Aug. 11-13, SWOP 2022, Shanghai Oct. 12-15 , China Brew 2022, China Beverage 2022 , Shanghai Nov. 22-25, 25nd DMP Greater Bay Area Industrial Expo (DMP 2022), Shenzhen 2022 Foodtech & Pharmatech Taipei 2022 , Taiwan, China Ringier events, Please go ringierevents.com to get more info.			

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

ISSUE	July	August	September	October	November	December
eNewsletter Theme	1. Beauty from Within	Infant Nutrition	Natural Sweeteners	Pet Nutrition	Digestive Health	Outlook
	2. Renewable Packaging	Food & Beverage Supply Chain Challenges	Intelligence Packaging	Alcoholic Beverage	Processing Technology of Chocolate	Meat Processing

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Follow us on RingierFoodBeverage  
 wechat - Communicate with industry followers on a daily basis!  
 website: [http://www.industrysourcing.cn/client/index/hy\\_index.html?tid=17](http://www.industrysourcing.cn/client/index/hy_index.html?tid=17)

## Digital Direct Marketing – (E-newsletter)

Scheduled **Industry, magazine** e-newsletters targeting specific industries, job functions and decision making responsibilities in China, S.E.Asia and the Middle East 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.**

### Functional ingredients

Language: Chinese, Frequency : 12X Subscriber: 9,274

ISSUE	January	February	March	April	May	June
eNewsletter Theme	Plant-base	Low-sugar / Low Salt	Clean Labels	Healthy Ageing	Heart Health	Animal Substitute Protein
	Immunity Health	FIC 2022 Preview	Bone, Joint And Muscle Health	Sports & Energy	Bakery	Propak & Fi Asia-china 2022 Preview
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Beauty From Within	Infant Nutrition	Natural Sweeteners	Pet Nutrition	Digestive Health	Plant Extract
	Blood Sugar Management	Brain Health	Probiotics / Prebiotics	Beer Brewing	Dietary Fiber	Immune Health

### Automation in F&B

Language: Chinese, Frequency : 6X, Subscriber: 18,007

ISSUE	January	March	May	July	September	November
eNewsletter Theme	Snack Food Processing	Food Packaging Safety	Bakery	Food & Beverage Supply Chain Challenges	Pet Food Processing	Beverage Filling And Processing

### Packaging

Language: Chinese, Frequency : 12X, Subscriber: 22,000

ISSUE	January	February	March	April	May	June
eNewsletter Theme	Active & Smart Packaging	Packaging Materials	Label	New Technologies For Packaging Testing	Aseptic & Vacuum Packaging	Automation
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Sustainable Packaging	Secondary Packaging	Packaging Design	Digital Packaging	Rigid Packaging /Cardboard Cartons	Packaging Industry Outlook

### Dairy

Language: Chinese, Frequency : 12X, Subscriber: 2,352

ISSUE	January	February	March	April	May	June
eNewsletter Theme	Application of clean labeling in dairy industry	Innovative dairy ingredients	Development of new yogurt products	Application of intelligent packaging in dairy industry	Vegetable protein beverage market and processing technology	Focus on formula
ISSUE	July	August	September	October	November	December
eNewsletter Theme	Ice cream: Market and new product development	Lactic acid bacterial drinks: Market and processing technology	Application of automation technology in dairy industry	Cheese processing technology	Liquid milk: Market overview and processing technology	Global Yogurt Market Report

\* Editorial Calendars are subject to change without prior notice

 **Ringier Trade Media Ltd.**



With over 20 years of professional experience, Ringier Trade Media Ltd is constantly striving to create new marketing opportunities for its partners. By utilizing the latest technologies and media channels, we provide interactive "peer-to-peer", cross-platform and multimodal communication.

We offer integrated media strategies to help you communicate with your customers and enhance your brand value.

### 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

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## Contact us

Ask your Ringier representative on how you can avail of the special rate

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