

Happi China

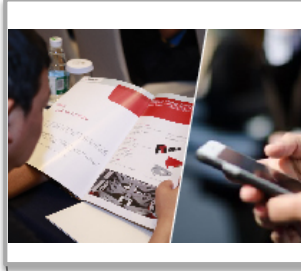
— 2021 Media Planner —

Virtual Conference/Webinar



In Demand - Over 120 webinars held in 2020

Trusted Media (Print+E-zine)



35,380 Subscribers

Digital marketing tools: E-newsletter/EDM/White paper



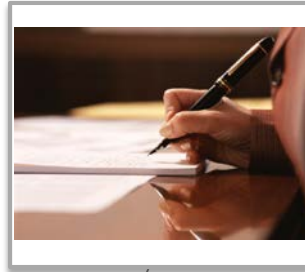
19,580 eNewsletter Subscribers

New in 2020 - Hybrid conferences



Physical plus Virtual = more qualified delegates - more reach

Content Marketing:



Article Content Written by professional editors + Promotion



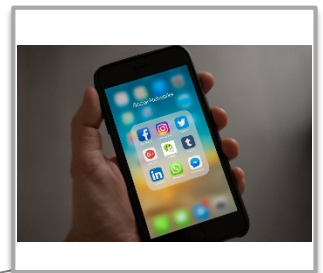
Video shooting/Editing+ Promotion

Professional Industry News Website – viewable on any device any platform



industrysourcing.cn:
939,944 Page view/Month
424,073 Unique visitor/Month

Social Media/APP



16,000 Social Media Followers

happi 国际个人护理品 生产 商情
china
The World's Personal Products Industry
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One Brand that can provide you with multiple channels to reach the Skin Care community



WeChat

2021 Multi Media Platforms that cover the Skin Care market in China

HAPPI China enables strong engagement with customers on a continuous basis by utilizing its deep qualified data bases and leading content that generates leads, customer engagement and grow your revenues.

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

Market Introduction

Total retail sales of the global beauty and personal care industry in 2019 reached \$500 billion, exhibiting an increase of 5% year-on-year, and maintaining a steady growth, according to Euromonitor. The most outstanding sector is the prestige beauty market in the Asia-Pacific region and China, with a five-year compound growth rate of 7% and 10% respectively.

In China, the National Bureau of Statistics reports that from January to July 2020, the total retail sales of cosmetics amounted to 170.8 billion yuan, with a year-on-year increase of only 1%. As of July, the cumulative retail sales achieved growth for the first time. Obviously, the industry is recovering from disruptions brought on by the COVID-19 pandemic, but it will take some time to achieve the same rapid growth enjoyed in previous years.

While the pandemic interrupted the continuing growth in the beauty industry, the situation calls on players to focus on emerging trends.



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

In January 2021, China's Cosmetics Supervision and Administration Regulation ,which outlines new definitions of cosmetics, ingredients management, safety, claims, and obligations, is expected to take effect.

Beauty is essential, but consumers put value on overall health, now seeking more professional expert advice and services. This also opens up further opportunities to enhance cosmetics and personal care products with health ingredients, to address safety and hygiene concerns by incorporating antimicrobial ingredients, by developing better makeup tools and packaging, and so on.

Cross-industry players are bringing more market opportunities as well. For now, the number of new niche brands is increasing rapidly, and domestic brands also get a good share of the market. But foreign capital still leads the way in advanced technology and prestige beauty.

Skin care/health is a sustainable market in China. New trends to watch for developments in skin microbiome, tech beauty, clean beauty, medical aesthetics, and men's skin care.

Digital technology (from AI to online tools) is playing a crucial role in the beauty industry, directly promoting the evolution of sales channels, online customer engagement, and the upgrade of the industrial chain.

Multiple delivery channels for content :
Print + E-zines + Apps + Website+ E-newsletters + Social Media + Video + Mobile



Total Readership: 35,380

Digital Editions include embedded videos and interviews from trade shows and factory visits.

As a leading magazine dedicated to the development of cosmetics and personal care industry, Happi China has served Chinese manufacturers and retailers for 15 years. Through deep cooperation with foreign magazines such as Happy, Beauty Packaging in the United States and a team of expert domestic editorial consultants, we provide latest reports from R&D field of innovative technologies, raw material production, market trends, packaging information, contract manufacturing services, etc. All contents can be released simultaneously on Ringier personal Care website, twice a month electronic newsletter, e-magazine, WeChat Subscription account and other media channels.

selected, narrow user base, we also offer a variety of customized digital marketing solutions, including webinars, banners, videos, live broadcasts, etc. If you are looking to widen your market – contact us and we will provide you with best solutions on the market.

To meet the dramatic increase in the use of mobile devices to access information, all digital products and content have been designed to adjust to the screen size of the mobile or device being used, so that users can access, search and view both paid and editorial content clearly and with maximum impact. Happy China magazine digital editions enable easy viewing on smart phones as well as tablets.

In this digital age, to help customers communicate their information more comprehensively to a accurately

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 met 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 gamers to accessing the content.

Trending right now? Marketing solutions on Wechat- including live seminars, live video and audio broadcast, article placements and Mini Apps for products and supplier sourcing.

Published 10x a year in Simplified Chinese, Happi China reaches a qualified controlled readership of 35,380 (including print and digital) decision makers range from formulators, chemists who design and create products, designers and makers of beauty packaging. or who plan the purchase of machinery, materials an 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. In addition an active Wechat Skin Care and corporate channel attracts 16,000+ engaged followers.

| Geographic Distribution | | |
|-------------------------|---------------|-------------|
| Guangdong | 4,415 | 28% |
| Shanghai | 3,635 | 23% |
| Zhejiang | 1,776 | 11% |
| Jiangsu | 1,450 | 9% |
| Beijing | 893 | 6% |
| Shandong | 819 | 5% |
| Fujian | 320 | 2% |
| Hebei | 270 | 2% |
| Tianjin | 265 | 2% |
| Hubei | 265 | 2% |
| Liaoning | 220 | 1% |
| Sichuan | 177 | 1% |
| Henan | 170 | 1% |
| Hunan | 160 | 1% |
| Anhui | 120 | 1% |
| Chongqing | 50 | 0% |
| Heilongjiang | 50 | 0% |
| Rest of China | 180 | 1% |
| Mainland China | 15,235 | 96% |
| Taiwan | 395 | 3% |
| hongkong | 170 | 1% |
| total | 15,800 | 100% |

| Annual Business Turnover (US\$) | |
|---------------------------------|-----|
| 0-1 million | 2% |
| 1.1-2.5 million | 14% |
| 2.6-5 million | 39% |
| 5.1-10 million | 27% |
| over 10 million | 18% |

| Organization Type | |
|--|-----|
| Foreign Invested/Joint Venture | 50% |
| Private | 49% |
| State Owned/Collective/ Township Enterprise | 1% |

4 main delivery channels for the magazine content



Print: 15,800



Digital: 19,580

E-magazine, newsletters, iPad/iPhone and Android App versions.



Wechat Unique Followers 16,000+



Industrysourcing App is now installed on 109,000 users devices

**Total
Readership
35,380**



| Job Function | |
|---|-----|
| Scientist/Chemist/Research/Formulator | 36% |
| GM/Owner/President | 20% |
| Production/Plant Manager/ Chemical Engineer | 17% |
| Purchasing Manager | 12% |
| Packaging Designer/Producer | 9% |
| Sales/Marketing Manager | 4% |
| Other; e.g. Consultant/Government | 2% |

| Breakdown by Industry | |
|---|-----|
| Manufacturer of Personal Care Products (Skin, Oral, Hair, Body) | 37% |
| Manufacturer of Color Cosmetics | 16% |
| Manufacturer of Cosmeceuticals | 13% |
| Manufacturer of Detergents/Household Cleaners/Household Care | 9% |
| Manufacturer of Fragrances/Aromatics/Essence | 7% |
| Manufacturer of Packaging | 7% |
| Manufacturer of Other Toiletries/Personal Hygiene Products | 3% |
| Design/Consultants/R&D/Testing Services | 3% |
| Materials/Ingredients Manufacturer/Distributor/ Importer | 2% |
| Government/Association/Universities | 2% |
| Machinery Manufacturer/Dealer/Distributor | 1% |

2021 Editorial Calendar

| ISSUE | January | February | April | May | June |
|---|----------------------------------|--|--|---|--|
| Ad Closing Dates | December 10 | January 25 | March 1 | March 29 | May 10 |
| INGREDIENTS: FORMULATING/ TESTING | Microecology Plant extracts | Anti- Irritants, Soothing Agents Preservatives | Anti-aging Ingredients Emulsifiers | Sun Care Surfactants | Cleaning Agents Product Performance Test |
| PACKAGING: DESIGN/ PROCESSING | Digital intelligent Packaging | Sustainable Packaging | E-commerce Packaging | Applicators/ Dispensers | Package Design |
| MARKET & TRENDS | Beauty Technology Trends | Male Skin Care | Dermocosmetics | Biological fermentation/ Fermented cosmetics | Skin Microecology |

Trade Shows & Ringier Conferences

- Mar, 24-26, Personal Care and Homecare Ingredients (PCHI 2021)
- Mar, 4-6, The 27th China International Exhibition on Packaging Machinery & Materials, Guangzhou
- Apr, 7-8, LUXE PACK Shanghai 2021
- May, 6-8, Shanghai Int'l Beauty Expo 2021
- May, 12-14, The 26th China Beauty Expo
- June, Personal Care Technology Summit & Expo 2021, Shanghai (Ringier Conferences)
- June, Ringier Technology Innovation Awards 2021 - Personal Care Industry, Shanghai (Ringier Conferences)
- June, 22-24, Propak China 2021

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

| Issue | January | February | March | April | May | June |
|----------------------|--------------------------------|----------------------|--|--|--|--|
| eNewsletter Theme | Microecology Plant extracts | - | Anti- Irritants, Soothing Agents | Anti-aging Ingredients Emulsifiers | Sun Care Surfactant | Cleaning Agents Performance tests |
| | - | Digital Packaging | Male Skin Care | Dermocosmetics | Biological Fermentation/ Fermented Cosmetic | Skin Microecology |

Regular Columns

- Industry Updates
- Happiword
- Formulary
- Feature Report

Editorial content that attracts readers – Issue to issue, all year!

- **Online Editorial Features** - Daily updates and online exclusives including insight reports on big industrial events
- **Industry Updates** - News on related China policies/regulations, latest industry developments and important events
- **Trade Show Reports** - The latest news, onsite reports and e-show daily of the big trade events
- **Find your perfect position** — Your ad next to award winning content ensures readers will see it every time

2021 Editorial Calendar

| ISSUE | July | September | October | November | December |
|---|---|-----------------------------------|---|---|----------------------------|
| Ad Closing Dates | June 15 | August 3 | September 3 | October 8 | November 9 |
| INGREDIENTS: FORMULATING/ TESTING | Dermocosmetics Oral Care | Humectant Sensory Enhancer | Fragrance Traditional Chinese Medicine Care | Makeup Cosmetics Skin Lightening | Hair Care Thickener |
| PACKAGING: DESIGN/ PROCESSING | Packing material | Sample packaging | Tube/Label | Functional packaging | Packaging technology |
| MARKET & TRENDS | Ingredients market | Makeup / cosmetics | Testing/Inspection | Alternative Preservation | Outlook 2021 |
| Trade Shows & Ringier Conferences | <ul style="list-style-type: none"> ● August, Nonwovens Technology Innovative Application Conference 2021, Xiamen (Ringier Conferences) ● September 11 , Skin Health Management & Medical Aesthetics Seminar 2021 (Ringier Conferences) ● November, Cosmoprof Asia, Hong Kong ● November, Personal Care Technology Summit 2021, Guangzhou (Ringier Conferences) ● December, Innovative Packaging Summit 2021, Guangzhou (Ringier Conferences) | | | | |
| <i>Editorial content, trade show and conference schedule subject may change without notice.</i> | | | | | |

| ISSUE | July | August | September | October | November | December |
|----------------------|-----------------------|-------------------------|--------------------------------------|--|--|----------------------------|
| eNewsletter Theme | - | - | Humectant Sensory Enhancer | Fragrance Traditional Chinese Medicine Care | Makeup Cosmetics Skin Lightening | Hair Care Thickener |
| | Ingredients Market | Packaging technology | Makeup Cosmetics | Testing/Inspect ing | Alternative Preservation | Outlook 2021 |

For editorial submissions and inquiries,
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Follow us on Ringier HappiChina
 wechat - Communicate with industry followers on a daily basis!
 website: www.industrysourcing.cn/personalcare



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, generate sale leads 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 – Lead Generation

- 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

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

Contact us

To learn how you can get more quality sales leads, please email to crm@ringiertrade.com or contact:

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