

EC

European Coatings JOURNAL

2015

MEDIA INFORMATION

Rate card no. 33 · Valid from October 1, 2014

+ ONLINE ADVERTISING + EVENT SPONSORSHIPS + MARKETING SERVICES



VINCENTZ



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Serving You.

Vincentz Network

As information services provider established for 120 years, we offer a comprehensive cross-media mix for the coatings industry consisting of technical journals, books, databases, events as well as digital services.

Our unique network of experts, leading partners in the market and innovative media provides world-wide coverage of the coatings, printing inks, adhesives and sealants industries and construction chemicals sector.

Vincentz Network – Efficient market reach for your marketing communication.



Our Vision

We bring the coatings community together – and that includes related industries.

As the coatings community's most competent provider of information and expertise, we operate the foremost surface technology network.

This helps companies in the market for organic coatings to secure their future.

Our Mission

We provide cutting edge technical expertise and business information thus giving companies in the coatings community greater decision-making capability.

We network the commercial and technological potential of major industry players world-wide thus providing our customers with the impetus to master challenges, increase productivity and achieve market success.

This ensures the future of their companies.

Our Values

Our editorial content and contact database are first rate.

Our print, event and online products and services are of the highest standard, provide the greatest value and are the most effectively packaged.

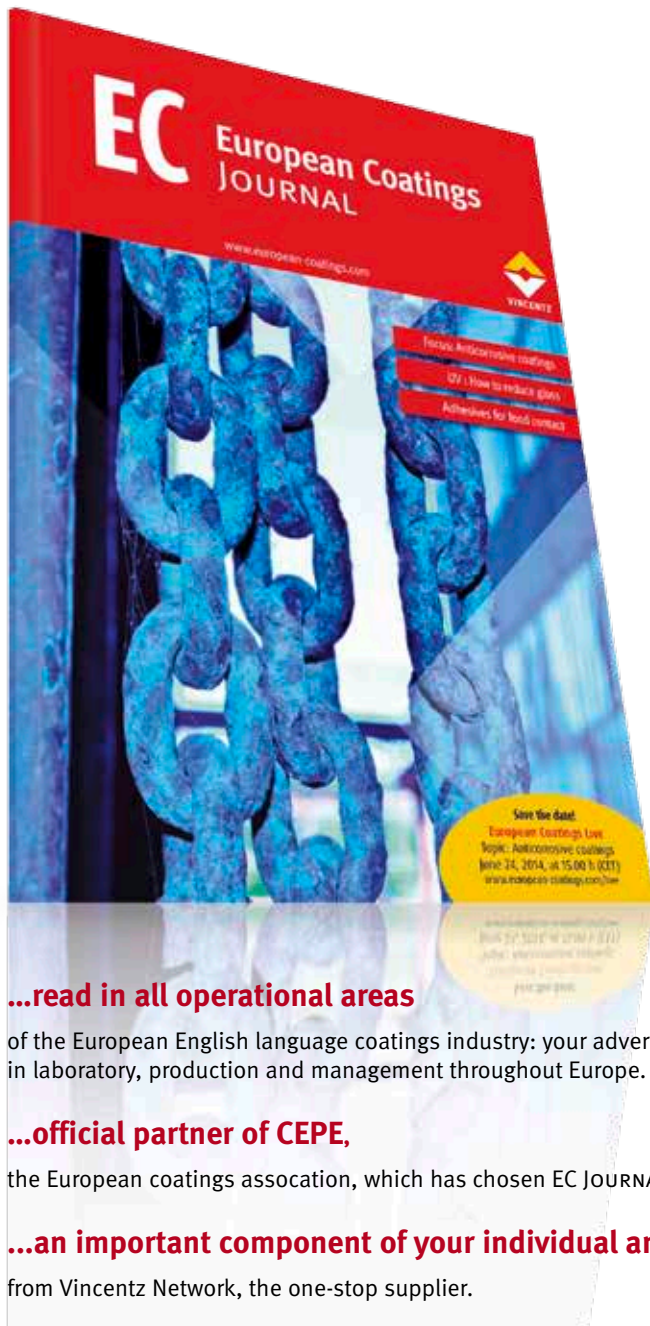
We exploit modern media technology and culture to benefit our customers.

Our audience knowledge is unsurpassed.

Our industry contacts are outstanding and our network is unique.

Our relations with our business partners are professional, fair and designed to be of mutual benefit.

Why EC JOURNAL?



EC JOURNAL is ...

...editorial leader

in the provision of information for the European English language coatings industry: highly developed reader acceptance and the publication's exquisite reputation provide an outstanding editorial environment for your advertising.

...covering the European market with a third-party audited circulation

and an extremely high proportion of personally addressed copies: an average of three additional readers per copy provides a unique reach of around 29,000 professionals with every issue.

...read in all operational areas

of the European English language coatings industry: your advertising will reach the decision-makers and leading opinions in laboratory, production and management throughout Europe.

...official partner of CEPE,

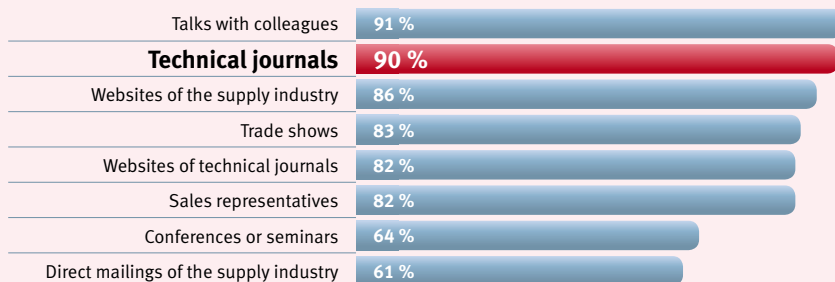
the European coatings association, which has chosen EC JOURNAL as the exclusive forum for its member associations.

...an important component of your individual and efficient cross-media solution

from Vincentz Network, the one-stop supplier.

That's why EC JOURNAL!

Which of the following sources of information do you use preferably to keep up-to-date in matters concerning the job?



(multiple choice)

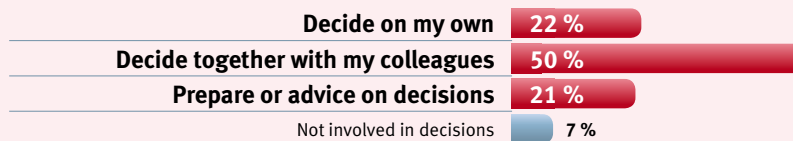
→ **90 % of the readers of EC JOURNAL use technical journals as preferred source of information to keep up-to-date in matters concerning their jobs!**

Do you have a management position?



→ **84 % of the readers of EC JOURNAL have a management position!**

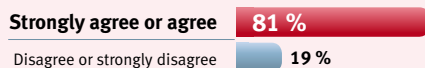
How are you involved in the purchasing and investment decisions in the company?



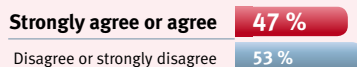
→ **93 % of the readers of EC JOURNAL are involved in purchasing and investment decisions!**

Advertisements in EC JOURNAL ...

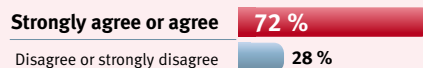
... have informational value for my profession



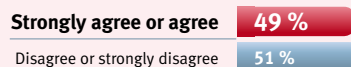
... have previously been helpful in planning and decision-making



... have previously prompted me to gather further product information



... have previously prompted me to contact a sales representative



→ **Advertisements activate readers of EC JOURNAL to gather further product information and contact potential suppliers!**

Source: Readership Analysis 2011

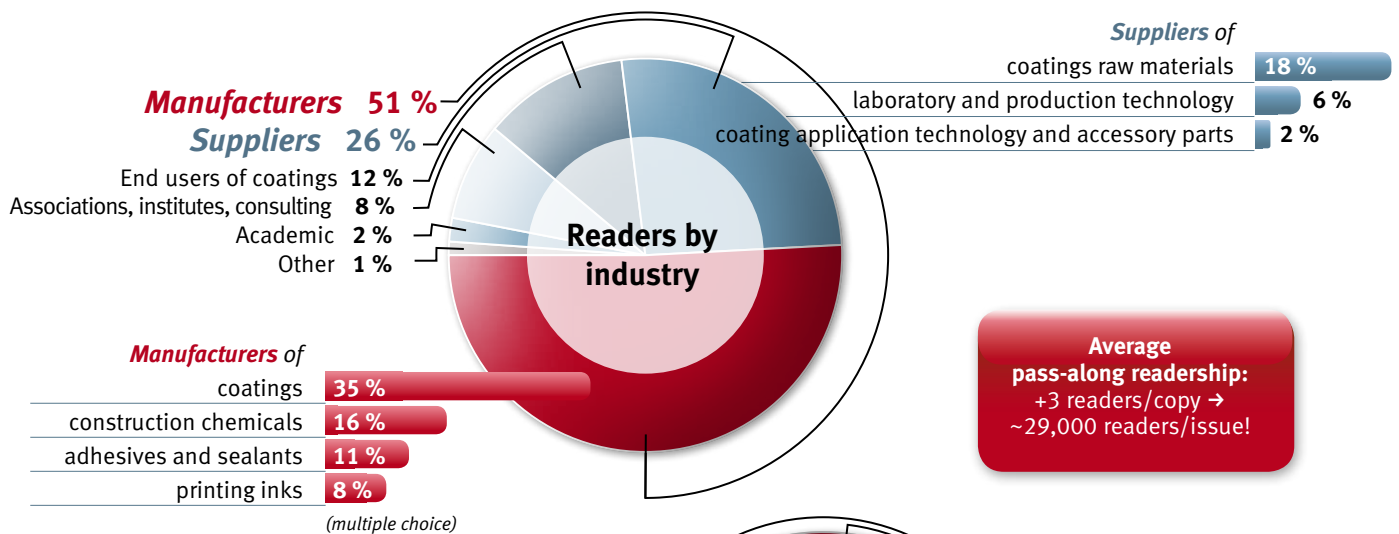
Advertisers

ABB France · Abrafati · Air Products · Allunga Exposure Laboratory · Anafapyt · Aquaspersions · Arichemie · Ashland
ASK Chemicals · Atlas Material Testing · ATP Engineering · Axalta Coatings · Aykim Sanayi Kimyasallari · Willy A. Bachofen
BASF Coatings · Brookfield Engineering · Bühler Partec · Burgess Pigment · Byk-Chemie · C & W Specialist Equipment · Cathay
Industries Europe · Celanese Emulsion Polymers · Chinacoat Exhibition · Chromaflo Technologies · Clariant International · Coloris
Global Coloring · Datapaq · Deutsche Messe · DIC · Disperlux · DKSH · Dow Automotive Systems · Dow Chemical · Duisberg Production
· Eckart · Elcometer · Emerald Performance Materials · Eternal Chemical · Evonik Industrie · Expocentre Moscow · Fidan Kimya Tek.
San. · Fluid Solutions · GDB International · Gemini Techniek · General Mineral · Gökkaya Makina San. ve Tic. · Grace
Hildering Packaging · Hoffmann Mineral · Hosokawa Alpine · ICL/BK Giuliani · Imerys Minerals · Imerys Talc Europe · Infopro
Communications · InfoPro Digital · Inkmaker · Ircom-Ekt · keim additec surface · Kemiteks Kimya Sanayi · Krüss · L.U.M. · Lanxess
Deutschland · Gebr. Liebisch · Lonza · Werner Mathis · Merck · Michelman · Mondo Minerals · Mühlmeier · Münzing Chemie
Netzsch-Feinmahltechnik · Netzsch-Gerätebau · Wilhelm Niemann · Nof Metal Coatings Europe · Nuplex Resins · Ofru-Recycling
Oleon · Oliver y Batlle · OMG Borchers · Omnova Solutions · Omya International · Pendraulik · Perstorp Holding · Phoseon Technology
Picassian Polymers · Prospector / UL · Protec Systempasten · Q-Lab Europe · Raytek · Rotec · Scheidel · Schülke & Mayr · Sili
Sigmund Lindner · Siliconi Commerciale · Siltech Corporation · SouthCoat · Süddeutsche Emulsions-Chemie · Synthomer Deutschland
Tanatex Chemicals · Tosoh Europe · TQC · VIL Resins · VMA-Getzmann · J. de Vree & Co. · Wacker Chemie · Wilden Pump
and Engineering · Worlée-Chemie · X-Rite Europe · Yamada Europe · Carl Zeiss Microscopy · Zeochem

Readers

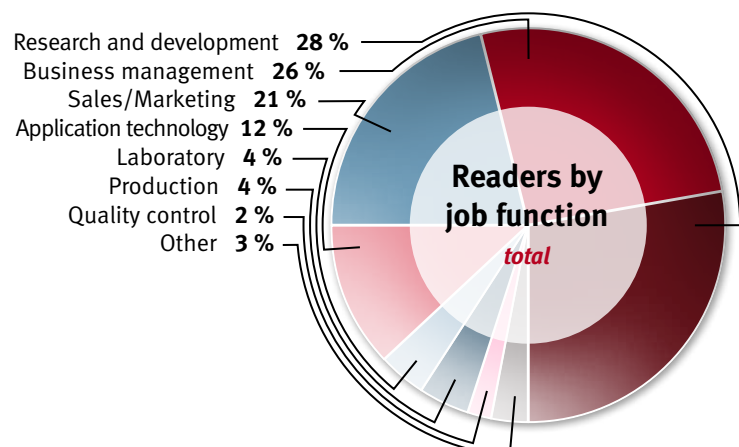
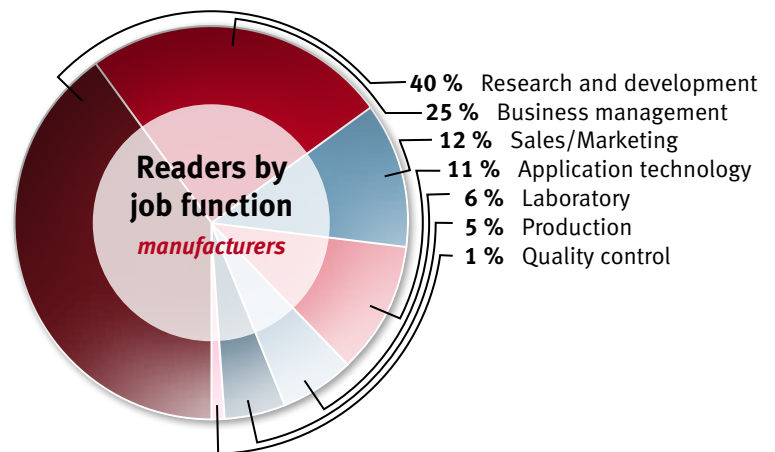
EC JOURNAL is the preeminent moderator of the international **coatings, printing inks, construction chemicals, adhesives and sealants industry** in Europe. The professional mix of technology and markets, information and commentary as well as trends and background provides premium inspiration.

EC JOURNAL connects the industry.



Average pass-along readership:
 +3 readers/copy →
 ~29,000 readers/issue!

Geographical distribution	
	Copies (average 7/2013 – 6/2014)
Europe	5,905
Germany	503
Austria	13
Switzerland	34
Scandinavia	612
United Kingdom/ Ireland	888
France	766
Belgium/The Netherlands/ Luxembourg	1,002
Italy	583
Iberia	402
Eastern Europe	908
Rest of Europe	194
Africa/Middle East	1,312
Asia Pacific	69
North America	55
Latin America	7
Total	7,348



Editorial Programme

Each issue of EC JOURNAL focuses on a selection of editorial topics, offering **suppliers of raw materials, equipment, machinery and services** the opportunity to **promote their products effectively throughout Europe to the relevant target group** under the appropriate topic.

Date of publication:

15th of month (except August)

Closing date for advertisements and digital data:

approx. 22nd of month preceding publication (later dates on request)

Issue	Topics	Issue	Topics
1 January	<p>Pigments Organic and inorganic white, black, functional and coloured pigments as well as special effect pigments for unusual decorative effects in coatings and printing inks</p> <p>Fillers Natural and synthetic, functional and multi-functional fillers enhancing optical and mechanical properties of contemporary coatings</p> <p>Annual review and forecast Retrospect, trends and strategies of leading players in the European paint and coatings industry</p>	6 June	<p>Polyurethanes Hydroxyl and isocyanate components, 1-pack and 2-pack systems, high solids, waterbased dispersions and powder coatings: formulation and production of high performance PUR systems</p>
2 February	<p>Architectural coatings Latest trends and developments in modern raw materials and formulations: from aesthetics through protection to functional surfaces</p> <p>Adhesives Exclusive technical article on modern raw materials for adhesives/sealants</p> <p>The Coatings Summit <i>19–21 January 2015, Miami/USA</i> Report from the event</p>	7/8 July/ August	<p>Additives Protecting, defoaming, stabilising, improving and crosslinking with additives in solvent-based, waterborne, powder and radiation curing coatings; innovative products and formulation advice</p>
3 March	<p>European Coatings SHOW 2015 <i>21–23 April 2015, Nuremberg/Germany</i> In-depth preview of Europe's leading exhibition and congress for the coatings, printing inks, adhesives, sealants, and construction chemicals industry</p>	9 September	<p>Radiation curing UV, IR and electron beam: emission-free high-tech systems and their specific raw materials, their economic and technical advantages and the increasing range of applications</p>
4 April	<p>European Coatings SHOW 2015 <i>21–23 April 2015, Nuremberg/Germany</i> Complete plans and up to date news on the exhibition, the EC CONGRESS and other colocated focus and industry meetings</p>	10 October	<p>Production technology Powerful, efficient technologies for the cost-effective, ecological production of coatings, inks, adhesives, sealants and construction chemicals; from metering and homogenization through conveying to warehousing</p> <p>Printing inks Exclusive technical article on modern raw materials for printing inks</p>
5 May	<p>Anticorrosive coatings New concepts and raw materials such as pigments and binders for high-performance, environmentally friendly low-build and high-build systems for use in corrosive environments</p> <p>Construction chemicals Exclusive technical article on modern raw materials for construction chemicals</p> <p>European Coatings SHOW 2015 <i>21–23 April 2015, Nuremberg/Germany</i> Report from the event</p> <p>EuPIA Annual Conference <i>23–24 March 2015, Marseille/France</i> Report from the event</p>	11 November	<p>Testing & Measuring High performance and practice-oriented solutions for R&D and quality control in the laboratory, pilot plant and production – instruments, processes and examples</p> <p>CEPE Annual Conference & General Assembly <i>30 September – 2 October 2015, venue tbd</i> Report from the event</p>
		12 December	<p>Powder coatings Raw materials, manufacture and quality control of modern functional and decorative powder coatings based on polyesters, epoxies, polyurethanes, acrylics and hybrids</p>

Incl. Buyers' Guide "Powder Coating" → see page 13 for more info

Display Advertisements

NEW! European Coatings LIVE

Since October 2013, **European Coatings JOURNAL'S** readers meet online once a month for their own exclusive get-together: **European Coatings LIVE**.

Hosted by the editors, this approx. 1 hour live programme offers additional information and further details on the current issue's editorial focus with lectures, interviews and Q&A sessions discussing readers' questions posted before and during the event.

As an advertiser, you are automatically on board...

Already fully included in your insertion order for a display ad, bound-in or loose insert in **European Coatings JOURNAL**, your company will be automatically presented during the **European Coatings LIVE** event in the month your ad has been published. The company presentation varies, depending on ad size: a logo and contact information for smaller ad sizes up to company profiles as well as product information for large ad sizes.

...and benefit from detailed lead reports on all attendees!

After **European Coatings LIVE**, as a company presented, you receive a detailed lead report with full contact data and tracking information on all event participants.

Every 4th Tuesday of the month at 15.00 h (CET) at www.european-coatings.com/live

Please note:

European Coatings JOURNAL issues 3 + 4/2015

(EC SHOW 2015 pre-show and show issues): display ads, inserts and stick-on advertising media

+ 5 % on total rate

(applies to less than 3 advertisements within 12 months)

Full-colour rates (CMYK)

Size (A4)	€ per ad
1/1 page	5,340.00
Island page	4,272.00
1/2 page	3,204.00
1/3 page	2,136.00
1/4 page	1,602.00

Minimum ad size: 1/4 page

Closing date for display ads and digital data: approx. 22nd of month preceding publication (later dates on request)

Special colour surcharges

Size (A4)	HKS, Pantone
	€ per special colour
1/1 page	800.00
1/2 page / Island page	400.00

Minimum special colour surcharge: 1/2 page rate

Special positions

2 nd /back cover (only 1/1 page)	€ 6,408.00
3 rd cover (only 1/1 page)	€ 6,141.00
Guaranteed position	+ 15 %

Special positions cannot be cancelled.

Discounts

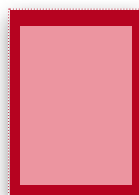
Series discount	%	Quantity discount	%
3 insertions	-3	1.5 pages	-5
6 insertions	-5	3 pages	-10
9 insertions	-8	6 pages	-15
11 insertions	-10	9 pages	-18
		11 pages	-20

Discounts only apply to advertisements within 12 months starting with the publication of the first ad. Discounts for a significantly higher number of insertions: on request.

Quantity discount = sum of all pages within one insertion year, e.g. 3 x 1/2 page = 1.5 pages = -5 % discount

All rates subject to VAT where applicable.

Sizes (A4)



1/1 page
Bleed:
210 mm wide x
297 mm high
Type area:
175 mm wide x
250 mm high



Island page
Bleed:
135 mm wide x
192 mm high
Type area:
118 mm wide x
175 mm high



1/2 page horizontal
Bleed:
210 mm wide x
148 mm high
Type area:
175 mm wide x
125 mm high



1/2 page vertical
Bleed:
105 mm wide x
297 mm high
Type area:
86 mm wide x
250 mm high



1/3 page horizontal
Bleed:
210 mm wide x
102 mm high
Type area:
175 mm wide x
85 mm high



1/3 page vertical
Bleed:
74 mm wide x
297 mm high
Type area:
57 mm wide x
250 mm high



1/4 page horizontal
Bleed:
210 mm wide x
77 mm high
Type area:
175 mm wide x
60 mm high



1/4 page vertical
Bleed:
59 mm wide x
297 mm high
Type area:
42 mm wide x
250 mm high

or

Bleed:
103 mm wide x
142 mm high
Type area:
86 mm wide x
125 mm high

Bleed: Oversize per bleed edge: 3 mm. Critical matter must be kept at least 5 mm from all trim edges.

Bound-In Inserts · Loose Inserts · Advertising Specials

Bound-In Inserts

Delivery size:

218 mm wide x 305 mm high,
several pages: folded accordingly

Trim size:

3 mm at bottom and outside,
5 mm at gutter and at top

Paper and binding:

Max. 170 g/m², perfect binding

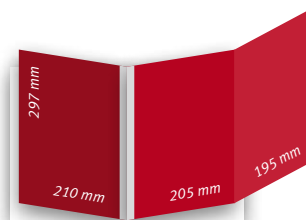
Please note:

Bound-in inserts which have a gatefold outside must be 5 mm shorter, i.e. their width should only be 210 mm including 5 mm in gutter. The front cover of the bound-in insert must be clearly indicated. Please supply additional 3% for potential loss during production.

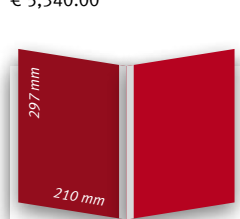
Tip-on-cards may not exceed a size of 25 cm² (max. length of edge: 6 cm).



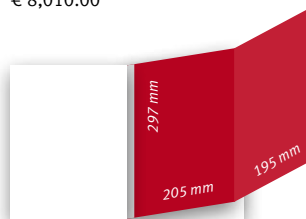
2 pages = 1 sheet
€ 5,340.00



6 pages = 3 sheets (gatefold at the side)
€ 8,010.00

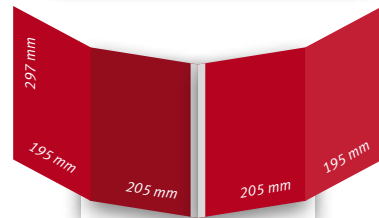


4 pages = 2 sheets
€ 6,675.00



4 pages = 2 sheets (gatefold at the side)
€ 6,675.00

Closing date:
approx. 22nd of month
preceding publication
(later dates on request)



8 pages = 4 sheets (double gatefold)
€ 9,345.00

Discounts bound-in inserts

Bound-in inserts	Quantity discount	%
1 sheet	2 pages	-
2 sheets	4 pages	-5
3 sheets	6 pages	-10
4 sheets	8 pages	-10

Discounts only apply to bound-in inserts within 12 months starting with the publication of the first insert. Pages of single bound-in inserts during insertion period may be added up to increase the total discount.

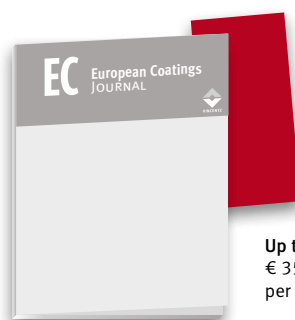
Loose Inserts

Delivery size:

Max. 200 mm wide x 277 mm high,
larger sizes will be folded or trimmed
against additional charges.
Please supply additional 3% for potential
loss during production.

Please note:

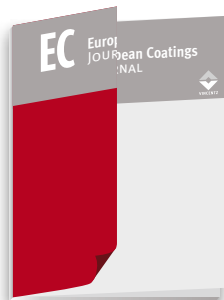
For all loose inserts exceeding 25 g in weight and 2 mm in thickness higher rates are applicable. Split advertising is not available. Loose inserts will be mentioned free of charge.



Up to 25 g/2 mm
€ 352.00
per 1,000 copies

NEW! Your insertion order automatically includes presentation of your company during **European Coatings LIVE**
→ more information on page 9

Advertising Specials



Title gate
1/2 page,
double-sided print
€ 9,236.00



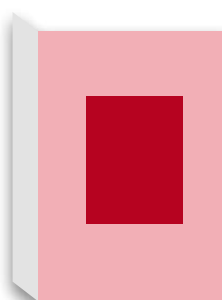
Belly band
470 mm wide x
80 mm high
€ 595.00
per 1,000 copies
(rate excl. production)



Title corner ad
100 mm wide x
100 mm high
(triangular)
€ 4,233.00



Title gatefold
2/1 pages
€ 11,036.00



Tip-on-card
€ 204.00
per 1,000 copies
+ min. 1/2 carrier page
(rate excl. production)

Delivery address for inserts:
BWH Hannover GmbH,
Beckstr. 10, 30457 Hannover,
Germany
Delivery note:
For "EC JOURNAL, issue no. ../15"

All rates subject to VAT where applicable.

Suppliers Index

Closing date for ads in the Suppliers Index and digital data:
 approx. 22nd of month preceding publication
 (later dates on request)



Line Entry

Line (b/w) in	Characters	€ per line
bold print	max. 28	14.80
CAPITALS	max. 28	14.80
normal print	max. 35	7.40

Rate per line, product heading and issue.

Box Advertisement

Box ad in	€ per mm height
b/w	3.70
b/w with white background	5.60
colour (CMYK)	7.40

Rate per mm height, product heading and issue.
 Standard width 42 mm.

Zeochem AG
 CH-6707 Uetikon a/See
 T +41 44 9229393
 F +41 44 9202093
 info@zeochem.ch, www.zeochem.com
 PURMOL®

Example line entry:
 1 line bold print
 + 5 lines normal print,
 run time: 11 months under
 1 product heading
 € 569.80

Environmentally friendly colorants for
 Decorative and Industrial Color Systems

Chromaflo Technologies B.V.
 Ankerkade 101
 6222 NL Maastricht
 Phone +31 43-3527700
 Fax +31 43-3622288
 www.chromaflo.com

Example box advertisement b/w:
 30 mm high,
 run time: 11 months under
 1 product heading
 € 1,221.00

www.disperlux.de

Example box advertisement b/w with white background:
 12 mm high,
 run time: 11 months under
 1 product heading
 € 739.20

GRACE Davison

Grace GmbH & Co. KG
 In der Hollerhecke 1 Tel: +49 6241 403 00
 D-67545 Worms Fax: +49 6241 403 1211
 www.grace.com/em
 SYLOSIV® Molecular Sieve Powder

Example colour box advertisement:
 20 mm high,
 run time: 11 months under
 1 product heading
 € 1,628.00

Annual orders (min. 11 issues) only. The annual invoice will be issued at the beginning of the contract (starting with the publication of the first ad). We only provide one voucher copy as proof of publication at the beginning of the contract. Entries in the Suppliers Index are not subject to discounts.

All rates subject to VAT where applicable.

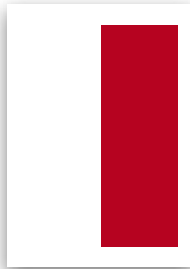
Classified Advertisements

For typesetting services (only within binding orders) we charge additional 10 % of the insertion order!

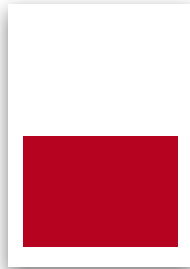
Job Offers



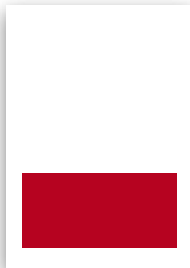
1/1 page
175 mm wide x
250 mm high
b/w: € 5,960.00
2c: € 6,460.00
3c: € 6,960.00
4c: € 7,460.00



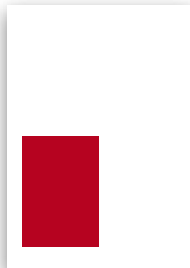
1/2 page vertical
86 mm wide x
250 mm high
b/w: € 3,575.00
2c: € 3,825.00
3c: € 4,075.00
4c: € 4,325.00



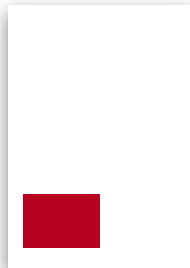
1/2 page horizontal
175 mm wide x
125 mm high
b/w: € 3,575.00
2c: € 3,825.00
3c: € 4,075.00
4c: € 4,325.00



1/3 page horizontal
175 mm wide x
85 mm high
b/w: € 2,385.00
2c: € 2,555.00
3c: € 2,725.00
4c: € 2,895.00



1/4 page vertical
86 mm wide x
125 mm high
b/w: € 1,790.00
2c: € 1,915.00
3c: € 2,040.00
4c: € 2,165.00



1/8 page horizontal
86 mm wide x
60 mm high
b/w: € 895.00
2c: € 1,020.00
3c: € 1,145.00
4c: € 1,270.00

Rates for coloured advertisements refer to CMYK colours, special colour rates on request. All sizes indicated are type area sizes. Job offers are not subject to discounts.

All rates subject to VAT where applicable.

Box no. service:
€ 25.00

Opportunities Representations Miscellaneous



b/w rate per mm height

- 42 mm wide € 4.80
- 86 mm wide € 9.60
- 175 mm wide € 19.20

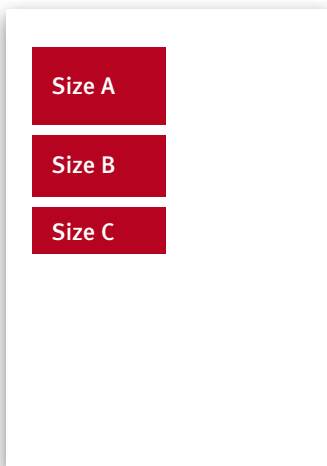
Colour surcharges on request.

Example:
Opportunity
42 mm wide, b/w, 62 mm high
€ 297.60

Example:
Representation
86 mm wide, 2c, 87 mm high
€ 922.20

All rates subject to VAT where applicable. Classified advertisements are not subject to discounts.

Job Wanted



Size A
86 mm x 50 mm
€ 280.00

Size B
86 mm x 40 mm
€ 240.00

Size C
86 mm x 30 mm
€ 195.00

b/w rates
incl. box no. service
and VAT

Closing date for job ads and digital data:
approx. 22nd of month preceding publication (later dates on request)

Special Publications

EC SHOW PREVIEW 2015

Brimming with concise information on exhibitors and concurrent events, tips on hotels, travel and deadlines, the European Coatings SHOW PREVIEW is an ideal tool for visitors preparing for this key event of the international coatings industry!



The EC SHOW PREVIEW 2015 will be published in December 2014!

EC SHOW DAILY 2015

Published on all three days with trends and reports of the events at the European Coatings SHOW 2015, the European Coatings SHOW DAILY will be an important signpost to your company's booth!



The EC SHOW DAILY 2015 will be published on 21-23 April 2015!



The next edition will be published in December 2014!

EC JOURNAL Buyers' Guide POWDER COATING

Each December, EC JOURNAL focusses on powder coatings – featuring a unique market overview of all relevant suppliers to the European powder coating industry.

As a supplier to the powder coating industry, you can present your full product portfolio in the product listing and reach out to powder coating experts throughout Europe searching for alternative raw materials, new laboratory, production or application technology.



The next edition will be published in April 2016!

EC DIRECTORY 2016/2017

Europe's leading buyers' guide for the coatings industry enables decision makers in purchasing, laboratories and management to find the right supplier quickly thanks to its clear structure.

As a supplier to the coatings industry, you can present your full product portfolio in the product listings and reach out to coatings experts throughout Europe searching for alternative raw materials, new laboratory or production technology.

EC LIBRARY

The book series EC LIBRARY regularly presents new publications on the formulation of coatings, printing inks, adhesives, sealants or construction chemicals. Sometimes for experts, sometimes for newcomers, on special applications or raw material specialties – always in accord with the current requirements for modern formulation technology.

With an average print run of min. 500 copies, the EC LIBRARY also represent attractive advertising media offering a unique marketing channel to reach out to highly defined target groups.



New technical books planned for 2015:

- Coloristic
- Basics of Raw Materials
- Pigment Processing
- Architectural Coatings
- Biocides

Guidelines Digital Files

NEW! SIMPLE! QUICK!

Try out our new online upload tool to transmit your advertising artwork!

Just enter your client ID and insertion order no., select the issue(s) in which you would like to place your artwork and upload your digital file. Our tool automatically checks your data. The following E-mail report summarizes the result of this checkup and, if necessary, points out which parameters still have to be optimized (resolution, size, colour scale, etc.).

Your shortcut for your artwork data: www.vincentz.net/upload

- Data transmission:** Alternatively, please send your digital data for the advertisement via E-mail (max. 10 MB) or on a CD-ROM directly to Vincentz Network. Please note that all other material such as lithos will be accepted against additional charges only. Individual amendments in layouts will be charged separately.
- Please send complete data collected in one folder, the name of which indicates the company or client, publication and publication date (max. 25 characters; special symbols such as - > / < ? should not be used).
Example for file name: 'Advertiser_ECJ_Oct15'
- File formats:**
- Closed files:*
- PDF, all fonts embedded
- Images:*
- TIF, JPEG or EPS
 - colour mode: CMYK
 - scan pictures at 300 dpi or higher for sufficient print quality
 - scan line figures at 1,200 dpi
- Vector images:*
- Vector images should be exported as EPS. All elements should be embedded, all fonts should be converted into paths.
- Fonts:** All fonts should be supplied while adhering to current license agreements.
- Colours:**
- Colour advertisements should only include the process colours Cyan, Magenta, Yellow and Black
 - advertisements with special colour(s) should only include the solid tint(s) ordered
 - for each separate page of the advertisement, a coloured proof is required or a b/w print quoting the colours used (EuroScale, HKS, Pantone)
 - if a proof is missing, the standard colour density will be used
- Guarantee:** Unless a coloured proof is provided, the publisher cannot accept any liability for deviations in copy, images, font and colour.
- Contact:** Sabine Wilkens
Advertising Administration
T +49 511 9910-255
F +49 511 9910-259
sabine.wilkens@vincentz.net

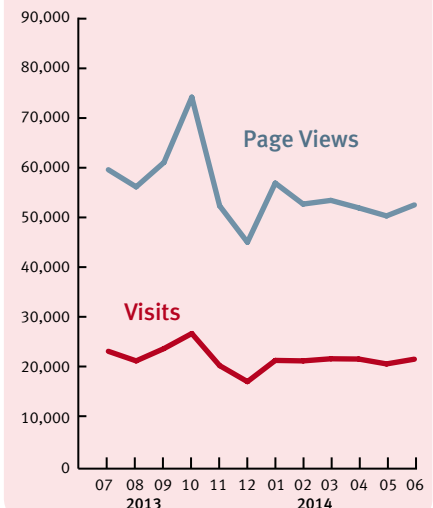


Banner Advertising

Why advertise online on european-coatings.com?

- **High-class and high-technical advertising environment** with exclusive industry news, videos and interactive features. Broad market reach and high response rate thanks to 22,000 visits and 56,000 page views per month (average July 2013 – June 2014) as well as the weekly E-mail newsletter to approx. 40,000 subscribers.
- **Effective multi-channel marketing** through simultaneous presentation of your advertising message in print and online. Your advertising impact doubles and also reaches out to the online-exclusive users.
- **Transparent metrics** allow you to measure and evaluate the success of your advertising campaign in process – and to optimise artwork, copy or position during the campaign duration.
- **Direct response** via your URL to your website. The user can contact you directly without changing media. Moreover, online users are very active and search for information of their own accord. They are always looking for new ideas and techniques: ideal conditions for launching your product and service message.
- **Cost effective for advertising budgets**, from placement to ad creation: online advertising is a cost effective way to begin a marketing campaign.

~ 36% direct traffic proves the high degree of brand awareness of www.european-coatings.com among relevant users!



Size	Width x height in pixels	Position	€/month
Full Banner (top position)	468 x 60	Homepage	1,350.00
		Channels	950.00
Full Banner (mid position)	468 x 60	Homepage	1,200.00
		Channels	850.00
Super-banner	728 x 90	Homepage	1,850.00
		Channels	1,300.00
Belly Band	770 x 250	Homepage	2,850.00
		Channels	1,990.00
Layer Ad	400 x 400	Homepage	2,320.00
		Channels	1,620.00
Sky-scraper	120 x 600	Homepage	1,650.00
		Channels	1,150.00
Medium Rectangle	300 x 250	Homepage	1,290.00
		Channels	890.00
Wallpaper	top: 728 x 90	Homepage	3,350.00
	and right: 120 x 600	Channels	2,350.00

Further sizes on request.

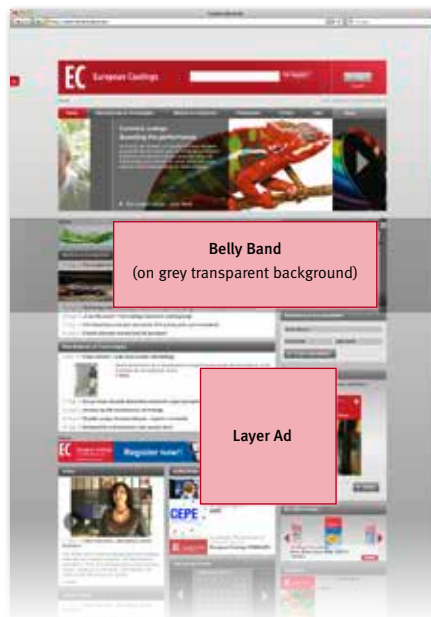
Discounts

Series discount	%
3 insertions	-3
6 insertions	-5
9 insertions	-8
12 insertions	-10

Discounts only apply to banner advertisements within 12 months starting with the publication of the first banner ad.

Cancellation period for online advertising orders: 8 weeks before ordered run time

All rates subject to VAT where applicable.



GIF, JPG, PNG, HTML5 or FLASH format, max. 100 KB to sabine.wilkens@vincentz.net

Newsletter Advertising

Every week, the EC NEWSLETTER presents the latest trends and info from the European paints and coatings industry as well as from the international coatings markets.

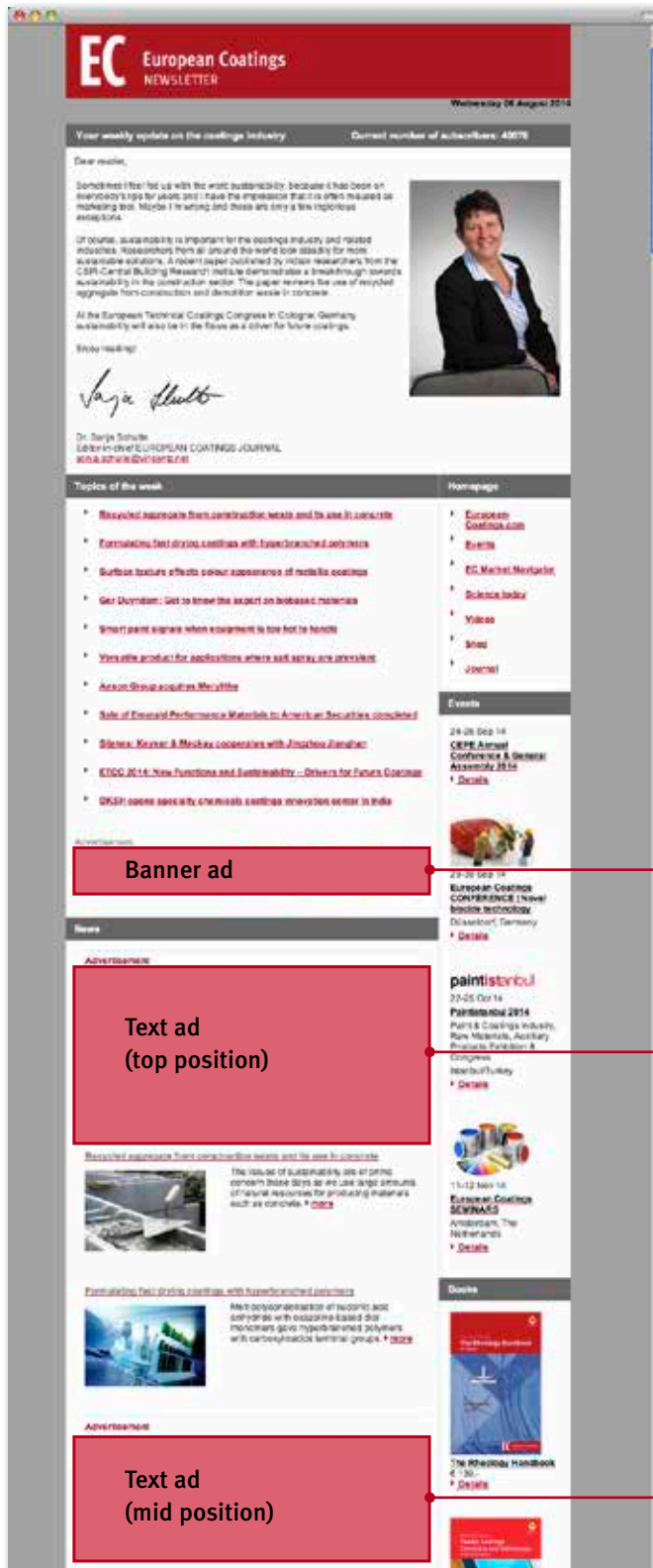
Registered users subscribe to the EC NEWSLETTER free of charge at www.european-coatings.com.

Number of subscribers:
approx. 40,000 subscribers (status July 2014)

Target group:
equivalent to the readership of EC JOURNAL

Frequency of publication:
weekly, every Wednesday

Closing date:
up to 5 working days prior to placement



Banner ad

- top position (below the newsletter's header)
 - incl. link to company homepage
 - size: 468 x 60 pixels, not animated
 - data delivery: GIF, JPEG, max. 100 KB
- € 1,600.00 per week

Text ad (top position)

- position above the first editorial news
 - with picture/logo (160 pixels wide)
 - incl. link to company homepage
 - max. 800 characters
 - data delivery: GIF, JPEG, max. 100 KB
- € 1,900.00 per week

Text ad (mid position)

- position below the second editorial news
 - with picture/logo (160 pixels wide)
 - incl. link to company homepage
 - max. 400 characters
 - data delivery: GIF, JPEG, max. 100 KB
- € 1,700.00 per week

Split advertising not available.

Discounts

Series discount	%
3 insertions	-3
6 insertions	-5
9 insertions	-8
12 insertions	-10

Discounts only apply to newsletter advertisements within 12 months starting with the publication of the first newsletter ad.

Cancellation period for online advertising orders: 8 weeks before ordered run time.

All rates subject to VAT where applicable.

Video Advertising

Moving images conquer the internet and enjoy extraordinary popularity among users. The users' attention is especially high, your advertisement at its best position.

European Coatings regularly presents editorial videos, such as newscasts, interviews, reports from conferences, trade shows etc., and offers you a unique platform for your online advertising campaign with video ads or your individual content video.

The screenshot displays the European Coatings website interface. At the top, there is a navigation bar with the EC logo and a search bar. Below this, a main content area features a video player with a man in a suit speaking. The video title is „Very competitive market field“ and the speaker is Gilles Pradier, Industry Manager at International Specialty Products. To the right of the video player, there is a sidebar with a navigation menu, an RSS feed, a newsletter subscription form, and a list of related content items with small video thumbnails. Below the main video player, there is a section for „All Videos (123)“ with a grid of video thumbnails and titles, including „Managing a family business“, „Easy dispersable pigments are a trend“, „Smart coating to achieve autonomous corrosion control“, and „Very competitive market field“. The bottom of the page shows a footer with contact information and a copyright notice.

Video ads: pre-rolls

Video ads are placed in direct proximity to editorial videos. One mouse click starts the video player and delivers the desired contents to the user's PC. Thanks to flash technology, an additional video player is not required to play the video. Pre-rolls are „openers“ placed right before the beginning of the editorial video and cannot be skipped by the users.

Content video

You have already produced your own corporate video, presenting your company, your products and services, your expertise? Placed online among relevant editorial content at www.farbeundlack.de, your content video promotes your corporate profile and supports your image as a highly innovative solution provider to the coatings industry!

Technical requirements

Format: .mp4

Video codec: H.264

Frame size: 640 x 360 pixels

Frame aspect ratio: 16:9

Frame rate: 25 fps

Video bit rate: 800 kbps

Audio codec: MP3

Audio bit rate: 128 kbps

Run time pre-roll: max. 15 seconds

Run time content video: no limitation

Current topics & rates

on request

In-Text Advertising

In-text advertising is directly embedded in the editorial content of our website. Your in-text ad reaches users right where they look for the type of information to which you would like to link your company and products with.

We mark the keywords of your choice **1** (i.e. REACH, VOC, sustainability, additives, etc.) in the editorial content of www.european-coatings.com with special links. Utilising colour and special underlining, these links stand out from the rest of the text. Upon mouse-over, a small window **2** opens containing your logo, short text, pictures or even video. Moreover, the included direct link forwards the user directly to your website **3**.

A monthly report offers you a detailed overview on the ad and click rates of each keyword.

No. of keywords	€/3 months
up to 5 keywords	5,500.00
up to 10 keywords	5,900.00
up to 15 keywords	6,300.00
up to 20 keywords	6,700.00

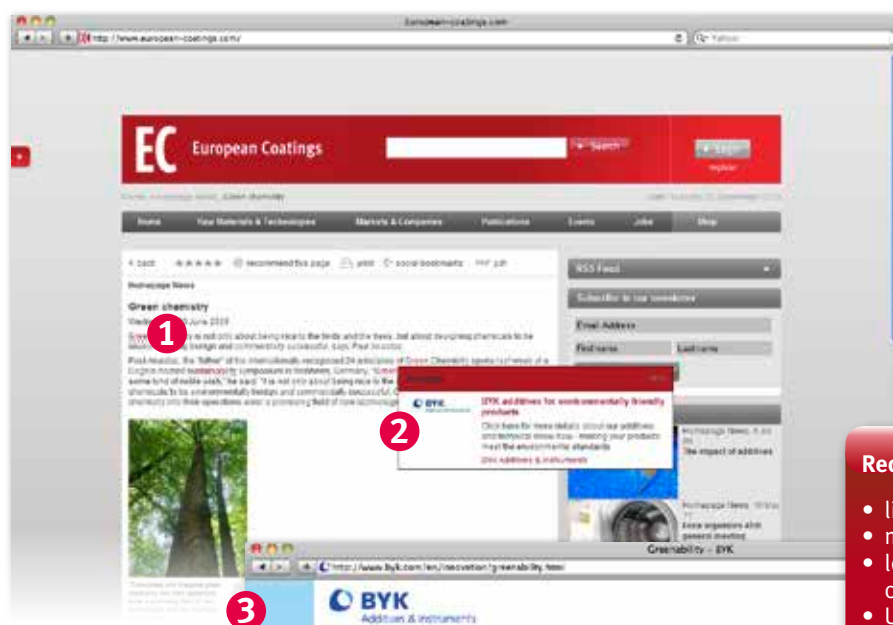
Minimum run time: 3 months

Discounts

Run time	%
6 months	-5
9 months	-8
12 months	-10

Discounts only apply to in-text advertising within 12 months starting with the publication of the first in-text ad. Cancellation period for online advertising orders: 8 weeks before ordered run time.

All rates subject to VAT where applicable.



Requirements in-text advertising:

- list of keywords
- max. text: 400 characters
- logo/picture: GIF, JPG, PNG, HTML5 or FLASH format, max. 100 KB
- URL to your website

Whitepapers

Whitepapers are documents that present specialist information while avoiding any kind of marketing phrases: case studies, analyses or market research results. On 2 to max. 15 pages, the author provides an overview on the pros and cons, cost and possible savings of the presented solution. Apart from the volume of information, the main difference between conventional advertising and whitepapers is the utility value: users look for hands-on solutions to specific problems – and whitepapers should live up to that expectation.

Present your company as a solution-provider on www.european-coatings.com. Your whitepaper will be embedded in the editorial content and lead potential customers directly to your product and service portfolio. Moreover, every whitepaper download creates an automatic e-mail supplying you with each user's contact data without delay – the ideal starting point for your sales force to build new and qualified business contacts!



- presentation of your whitepaper on the homepage of www.european-coatings.com for 3 months (max. 5 whitepapers available at a time)
- during run time: 1 teaser text ad per month linked to your whitepaper in the weekly EC NEWSLETTER
- indexing and display of your whitepaper as "Related Content" in the editorial contents sections
- automatic e-mail alert upon download of your whitepaper containing all user data
- even beyond run time, unlimited availability of your whitepaper in the whitepaper archives of www.european-coatings.com

€ 5,700.00/3 months

All rates subject to VAT where applicable.



Example Whitepaper

Conference Sponsorships

Vincentz Network organises numerous prestigious conferences on topics of major scientific interest to the international coatings industry.

Sponsoring a conference offers you an excellent opportunity to present your company to delegates and speakers as a competent and competitive supplier.

Use the following events for your highly effective company presentation. Benefit from the undivided attention of the conferences' first-class audiences.



Conference	Date/Venue	Conference	Date/Venue
European Coatings CONFERENCE: Decorative coatings	22-23 June 2015 Düsseldorf/Germany	European Coatings CONFERENCE: Anti-corrosive coatings	3-4 November 2015 Düsseldorf/Germany
European Coatings CONFERENCE: Automotive coatings	7-8 September 2015 Düsseldorf/Germany	European Coatings CONFERENCE: Additives for modern coatings	7-8 December 2015 Düsseldorf/Germany
European Coatings CONFERENCE: Fire retardant coatings	19-20 October 2015 Düsseldorf/Germany		

Customise your company presentation according to your specific requirements. Choose from the following four attractive sponsorship packages available for all conferences. Further sponsorship opportunities: on request.

		PLATINUM Top positioning in all package components! (max. 1 package available)	GOLD	SILVER	BRONZE
Prior to the conference	Your logo on the conference website (incl. link to your website)	✓	✓	–	–
	Your logo in the conference print advertisement	✓	✓	–	–
	Your company name in the E-mail direct mail advertising for the conference (incl. link to your website)	✓	✓	–	–
During the conference	Display area for your company presentation (tabletop or pop-up system, max. 6 m ²)	✓	✓	–	–
	100 seconds "Solution Spotlight", 1½ minutes to present your company and products to the audience in between two lectures	✓	–	–	–
	Conference passes (non-transferable to persons outside your company)	4	2	–	–
	Your logo (b/w) on the delegates' badges	✓	–	–	–
	Your logo/company profile in the conference documentation	logo/company profile	logo/company profile	logo	–
	Your logo branding all live streams from the conference on the internet	✓	–	–	–
	Reserved seats at the conference lunches for inviting delegates	✓	–	–	–
	Placing your company/product brochure/give-away on all seats of the conference delegates	✓	✓	✓	✓
	Inclusion of your individual question in the conference delegate survey	✓	–	–	–
	After the conference	Your logo online in the "Delegates' Section" with downloads of all presentations and photos	✓	✓	✓
Your company name in the E-mail letter of thanks to all delegates (incl. link to your website)		✓	✓	✓	✓
Result of your individual question in the conference delegate survey		✓	–	–	–
List of participants with contact data		✓	✓	–	–
Right of first refusal for PLATINUM sponsorship of the following conference		✓	–	–	–
Rate		€ 7,000.00	€ 5,000.00	€ 3,000.00	€ 2,000.00
Closing date		3 months before date of conference	3 months before date of conference	2 weeks before date of conference	2 weeks before date of conference

All rates subject to VAT where applicable. Sponsorships are not subject to agency commission. PLATINUM sponsorship packages cannot be cancelled.

Webinars

Use the unique possibilities of the Internet to present your expertise to the industry. Without major effort or specialist technical facilities, you can, for example, provide training for your staff or customers within the framework of a webinar, or gain new customers all over the world! Participants and speakers communicate in real-time and without incurring travel expenses or leaving their desks!

Vincentz Network supplies the technical know-how, the facilities for running your webinar and markets your presentation professionally in the industry.



Your target		Generate new sales leads „open“ webinar	Information/training of customers/staff „closed“ webinar
Prior to the webinar	Advertising for your webinar in the EC media and by E-direct-mailing	✓	–
	Organisation of participant registration and support	✓	✓
	Advice on content and technical aspects to ensure the success of your webinar	✓	✓
During the webinar	Technical monitoring of your webinar	✓	✓
	Running your online survey of webinar participants	✓	✓
	Digital recording of your webinar	✓	✓
After the webinar	Mailing your letter of thanks (E-mail) to all webinar participants	✓	–
	List of webinar participants incl. E-mail addresses	✓	✓
	Results of online survey of the webinar participants	✓	✓
	Downloadable recording of the webinar on www.european-coatings.com (availability: 1 month)	✓	–
	Optional, if login required: list of all users who have downloaded the webinar recording together with all communications data	✓	–
Rate		€ 5,000.00	€ 3,000.00

All rates subject to VAT where applicable. Webinars are not subject to agency commission.

Reprints/PDF

Has a technical article, reflecting important information on developments in your company, been published in EC JOURNAL? Or perhaps you have reported on current developments or innovative products from your company? Information which you would also like to pass on directly to your customers?

Use your technical article from EC JOURNAL for your PR: either as a reprint for you to distribute or as a high-resolution PDF with full reproduction rights. We would be pleased to make the necessary arrangements!

	1 page €	2 pages €	3 pages €	4+ pages €
High-resolution PDF	300.00	550.00	750.00	900.00
Reprints (incl. low-resolution PDF)	on request			

*All rates subject to VAT where applicable.
Reprints/PDF are not subject to agency commission.*



Picture credits: Kerker+Baum; Heiko Stahl FotoDesign, BASF; demarco; NürnbergMesse; 123RF.com; Kesu-Fotolia.com

Customer Magazines

Why your own customer magazine?

At a time of exchangeable products, growing competition and customers becoming more critical, it is increasingly important to provide your customers with orientation and security and to differentiate yourself from the competition.

To communicate with your customers by means of purposeful journalism has a far more positive effect on customer retention than traditional advertising.

Using professionally designed information, your company will be recognized by your products – in your entire way of thinking and acting, your attitude, your spirit. Ordinary advertising itself cannot convey such complex content.

A customer magazine as a marketing instrument is the highlight of your public relations!

Make or buy?

A modern customer magazine has to be just as good as your products and services. It has to be designed authentically for your relevant target group, published regularly with journalistic reporting, while having an entertaining and professional layout – including all factors for success that apply to popular and trade magazines all the same.

Real professionalism is reflected by the fact that attention is paid to structure, content and appearance equally at a corresponding level. Therefore, such an important and individual medium conveying your company's image to the public should be committed in competent hands:

Since 1997, Vincentz Network has already been arranging successful customer media providing full service: conception, editorial work, production, development and maintenance of contact lists, and dispatch.

Quality comes first. We place all the competences and resources that we possess as a modern media company at your disposal.

Being part of a prestigious and efficient network, we realize your tailor-made customer magazine providing high benefit for the readers and simultaneously conveying your company's message to your customers in a trustworthy way.

We offer you:

- individual creative editorial and graphic concepts for your target groups at home and abroad
- journalistic competence
- relevant knowledge of the national and international coatings industry as publisher of FARBEUNDLACK and EC JOURNAL
- independent research and editorial planning
- our own photo and text archives
- development and maintenance of your contact lists
- cost-effective, mail-optimised (press distribution), personalised dispatch
- additional coverage as a cost-effective insert of our trade journals or through direct dispatch to our readers



What kind of content does quality for your own customer magazine?

Present your customers:

- Your business card: introduce your company
- News about your company
- Product innovations
- Background information and application advice on your products
- Portraits/field reports/interviews of your customers
- News of the industry
- Interviews with experts about topics of the industry
- Portraits of staff members
- Reports about your trade show participations
- Dates of events and trainings
- Dialogue tools, e.g. reader surveys, raffles

What is the cost of your own customer magazine?

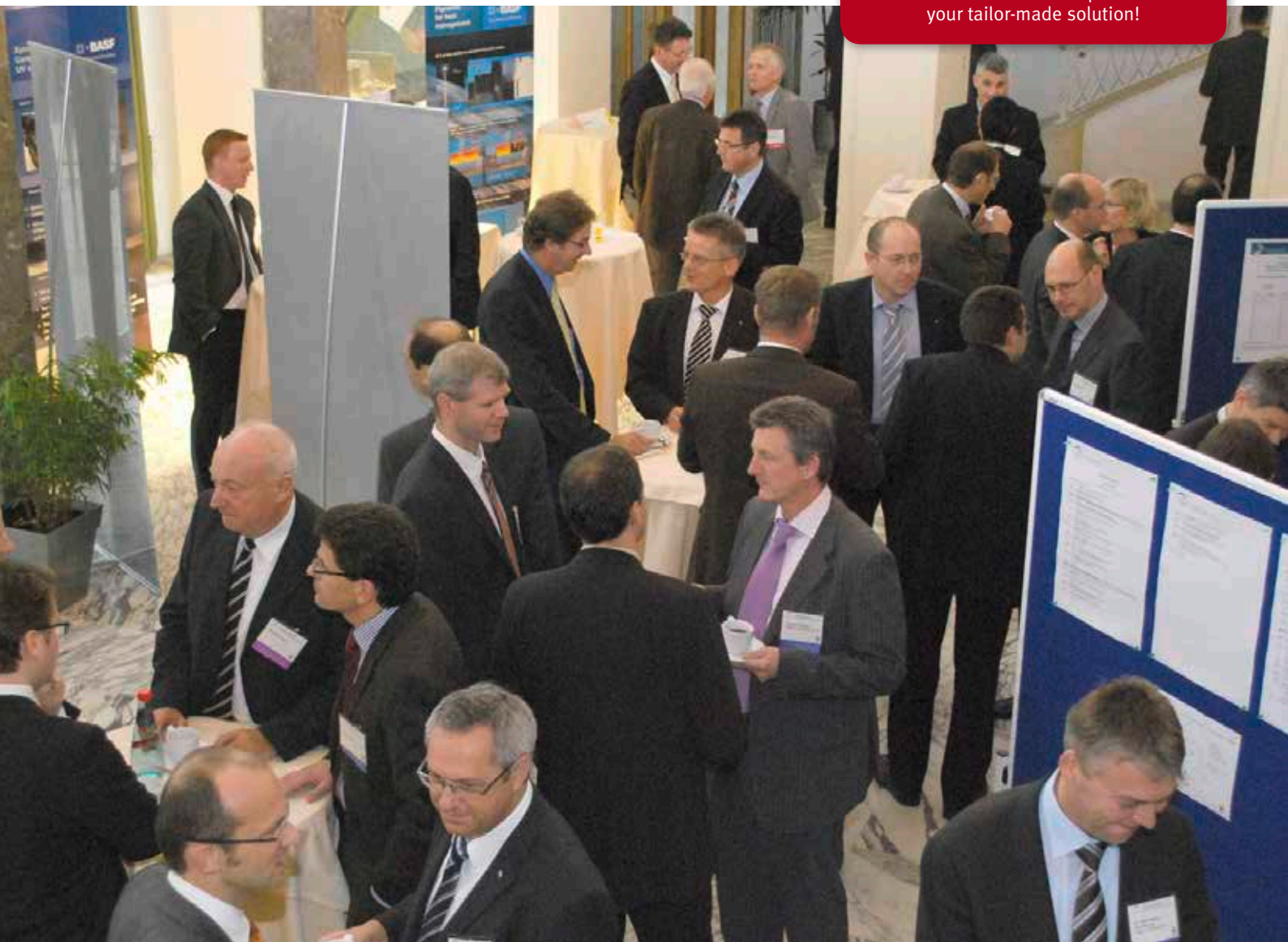
Your customer magazine should be as unique and outstanding as your company is. A tailor-made publication adapted to your completely individual communication needs is not available „off the rack“.

We would be glad to submit you an offer on the basis of some key data (required number of issues and pages, number of addressees, type of publication required: magazine, magalogue, newspaper or newsletter).

Customer Events

As event specialists, Vincentz Network can organise your individual customer event. Our capabilities range from simply organising your conference for a defined circle of customers, through arranging its content and chairing by the editors of EC JOURNAL to designing, promoting and running a public congress under your banner. We provide you with competent, professional support for your marketing highlight for maintaining and generating customer contact!

Are you planning your own customer event in the near future?
Please contact us to provide your tailor-made solution!



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Terms of Payment

Due dates for payment

Within 8 days:
2% discount

Direct debit/prepayment:
3% discount

If payment is made by
cheque, the date on which
the cheque is credited
determines whether a
prompt payment discount
is applicable.

30 days:
net

VAT no.:
DE 115 699 823

Banks

Nord/LB Hannover
Bank code no. 250 500 00
Account no. 101 422 582
BIC-/SWIFT code NOLADE2H
IBAN DE18 2505 0000 0101 4225 82

Postbank Hannover
Bank code no. 250 100 30
Account no. 123-305
BIC-/SWIFT code PBNKDEFF
IBAN DE96 2501 0030 0000 1233 05

Terms and conditions

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