

Closing date:  
**23 January  
 2012**



# European Coatings DIRECTORY 2012-2013

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.

Print run: 5,000 copies  
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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.

## COMPANY PROFILES

### Partners of the European Coatings Industry

We double your advertising space: if you book a 1/2 page or 1/1 page display advertisement (A4), we will provide – free of charge – the same space for your detailed company portrait presenting products, technological expertise, and services!

### Size

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



1/1 page 4c + 1/1 page company profile 4c: € 4,580.00



1/2 page 4c + 1/2 page company profile 4c: € 2,290.00

**EC JOURNAL advertisers:**  
 Of course we will apply your current discount to your display advertisement in the European Coatings DIRECTORY 2012/2013!

## PRODUCTS & SERVICES

### Please note:

#### Changes in the next edition!

Your basic entry – which is free of charge – is limited to your company name under all relevant product headings. Please note that we will only list your postal address WITHOUT phone, fax, E-mail or Internet in the list of addresses. Make sure to complete your entry with at least one direct contact information for your potential clients to get in touch with you without delay!

### Line entry

(rates per line and product heading, see attached product list)

- Line (b/w) in **bold type**  
 max. 30 characters € 36.80
- Line (b/w) in CAPITAL LETTERS  
 max. 30 characters € 36.80
- Line (b/w) in normal type  
 max. 35 characters € 24.50

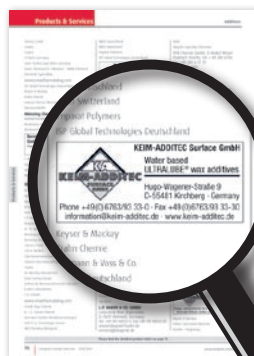
### Box advertisement

(rates per mm height and product heading, see attached product list; standard width 58 mm)

Box ad (b/w) per mm height € 18.40



**Example line entry:**  
 1 line bold type  
 + 3 lines normal type  
 € 110.30



**Example box advertisement:**  
 25 mm height  
 € 460.00

# GLOSSARY

## European Coatings GLOSSARY

Demonstrate your know-how with a contribution in the European Coatings GLOSSARY: present important facts and the background to your products or technical achievements, how they work, their advantages and uses.



### Glossary entry

185 mm wide x 55 mm high,  
incl. company logo (b/w) and web address,  
maximum text: 10 lines with 140 characters/line

€ 1,492.00

## TRADE NAMES

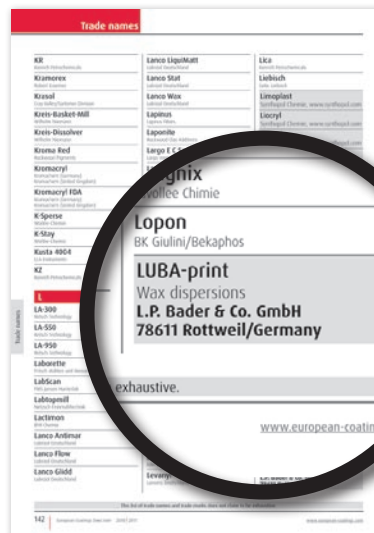
### Trade names

Complete your list of trade names (the basic listing is free of charge), product names or registered trademarks with additional information on your company and contact details!

### Line entry

(rates per line and trade name, see attached list of trade names)

Line (b/w) in **bold type** max. 30 characters **€ 36.80**  
Line (b/w) in CAPITAL LETTERS max. 30 characters **€ 36.80**  
Line (b/w) in normal type max. 35 characters **€ 24.50**



### Example line entry:

3 lines bold type  
+ 1 line normal type  
**€ 134.90**

All rates are subject to VAT where applicable.

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