

EC

European Coatings
JOURNAL

2012



new!

MEDIA INFORMATION

valid from 1 January 2012

+ ONLINE ADVERTISING + EVENT SPONSORSHIPS + MEDIA SERVICES

START



VINCENTZ

Serving You.

Vincentz Network

As media services provider established for over 100 years, we offer a comprehensive cross-media mix for the coatings industry consisting of technical journals, books, databases, events, mobile and online applications.

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 – competence and market proximity for your media activities.



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.

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

see excerpt from current reader analysis



84 % of the readers have a management position, 93 % are involved in purchasing and investment decisions!

see excerpt from current reader analysis



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

see excerpt from current reader analysis



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 high 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 30,000 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.

Advertisers

in EC JOURNAL

ABB France · Abrafati · Air Products · Alberdingk Boley · Allunga Exposure Lab. · Altana · Angus · Ankerpoort · Aquaspersions · Arichemie · Atlas Material Testing

ATP Engineering · Willy A. Bachofen · L.P. Bader · BASF Coatings · BASF · Benasedo · Bosad Boya · Brookfield Engineering · Bühler · Bühler Partec

Burgess Pigment · Byk-Chemie · C.E.B. Impianti · CDA France · Celanese Emulsion Polymers · Cinic Chemicals Europe · Clariant Produkte · Coatex · Coldec

Coloris Global Coloring · Comec · CPS Color Equipment · Cray Valley · Croda Nederland · Cytec Surface Specialties · Datapaq · Deutsche Messe · Disperlux

DKSH China · DKSH · The Dow Chemical Company · Dow Coatings Materials · Dow Microbial Control · Dow UPPC · DSM NeoResins · Eckart · Elcometer

Emeda Engin Mühendislik · Eternal Chemical · Evonik Colortrend · Evonik Degussa · Evonik Industries · Evonik Tego Chemie · Falcon Technologies

Fast & Fluid Management · Feige · Fidan Kimya Tek. San. · Fluid Solutions · Fluid-Bag · Gabriel Performance Products · Gemini Techniek · Global Mask International

Grace · Groupe E.T.A.I. · Habich · Heubach · Hexion Specialty Chemicals · HM-ppw Merkury Spzoo · Hoffmann Mineral · Hosokawa Alpine · Imerys Minerals

Inkmake · IRCOM-EKT · ISP · Jobachem · Keim-Additec Surface · Kernéos · King Industries · Konica Minolta Sensing · Kraton Polymers · Kromachem (UK) · Krüss

Lamberti · Lanxess Deutschland · Lawer · Lenteq Industries · Gebr. Liebisch · Maflon · Werner Mathis · Merck · Michelman International · Minerals Girona

Mitraco · Mondo Minerals · Mühlmeier · Münzing Chemie · NCS Colour · New Expostar · Wilhelm Niemann · Nitro Quimica · Nubiola Pigmentos · Oliver y Batlle

OMG Borchers · Omya International · Pendraulik · Perstorp · Pilvad-Diaf · Pinova · Poly-Clip-System · Protec Systempasten · Q-Lab · Rio Tinto Minerals · Riobeer

Ruland Engineering · S.A.P.I.C.I. · Sartomer Europe · Scheidel · Schülke & Mayr · SCR-Sibelco · Shanghai Sower · Showa Denko Europe · SiLi Sigmund Lindner

Siliconi Commerciale · Sinostar International · Solvay Chemicals · Sudarshan Europe · Süddeutsche Emulsions-Chemie · Surfex · Synthopol Chemie · Tosoh Europe

TP&T · TQC · Viverso · VMA-Getzmann · J. de Vree · Wacker Chemie · Weserland · Wilden Pump and Engineering · Worlée-Chemie · Carl Zeiss Microlmaging · Zeochem

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EC JOURNAL at a Glance

EC JOURNAL serves Europe as an indispensable source of information for the **coatings, printing inks, construction chemicals, adhesives and sealants industry**. Manufacturers and suppliers, associations and institutes use EC JOURNAL as their preferred forum for discussing the professional, more practical aspects of technology.

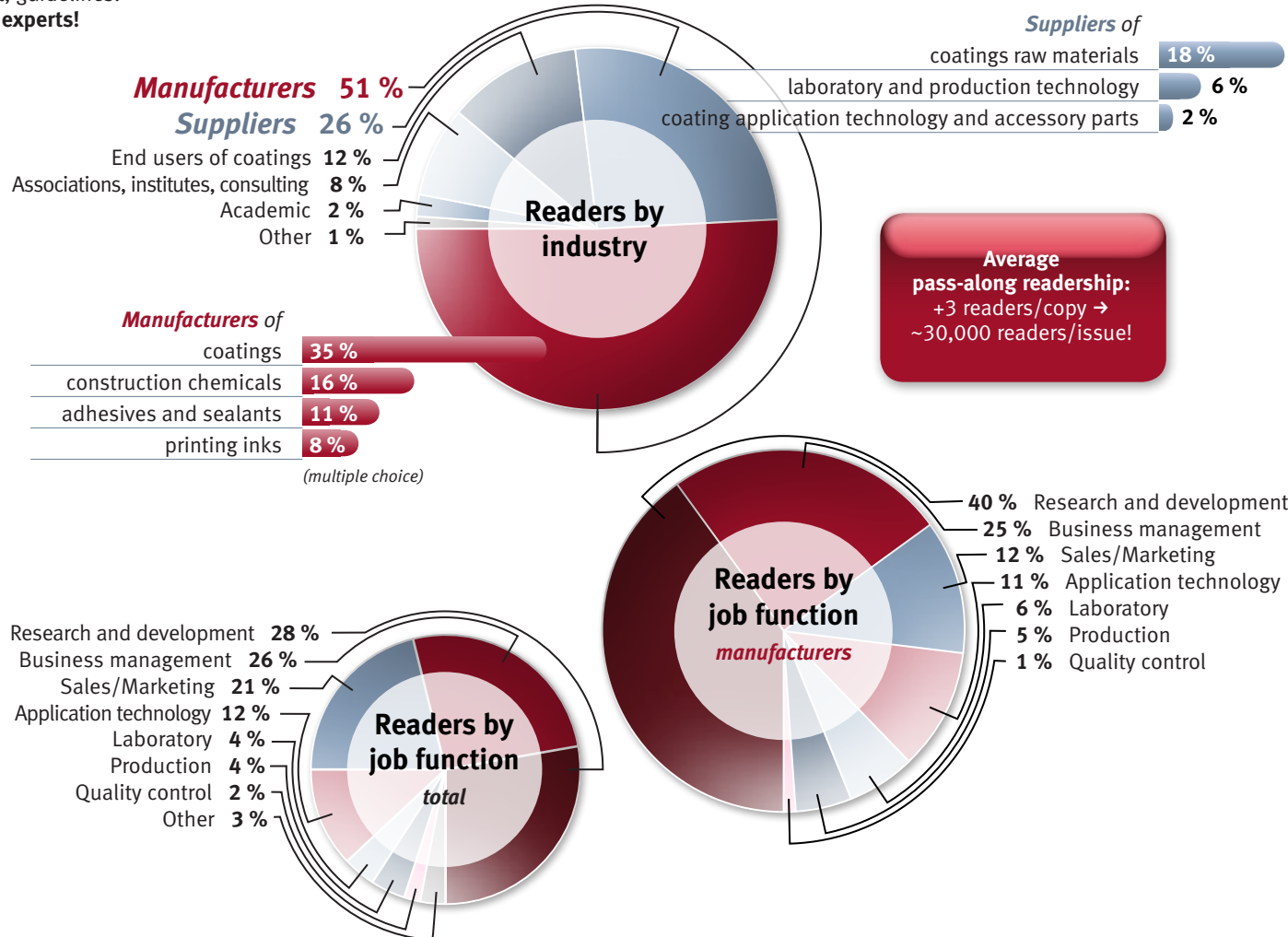
Innovation, quality management, guidelines:
EC JOURNAL brings you facts for experts!



Geographical distribution

Copies
(average 7/2010 – 6/2011)

Europe	6,342
Germany	634
Austria	13
Switzerland	137
Scandinavia	617
United Kingdom/	
Ireland	973
France	746
Belgium/The Netherlands/Luxembourg	1,034
Italy	606
Iberia	454
Eastern Europe	957
Rest of Europe	172
Africa/Middle East	1,090
Asia Pacific	71
North America	59
Latin America	15
Total	7,578



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Editorial Programme & Events: 1st Half-Year 2012

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:
5th of month (except August)

Closing date for advertisements and digital data:
approx. 14th of month preceding publication (later dates on request)

January	February	March	April	May	June
<p>Topics</p> <p>Pigments</p> <p>Incl. market overview!</p> <p>Organic and inorganic white, black, functional and coloured pigments and specialist pigments for unusual decorative effects in coatings and printing inks</p> <p>Annual review</p> <p>Retrospect, trends and strategies of leading players in the coatings industry</p>	<p>Topics</p> <p>Waterborne coatings</p> <p>Selection of raw materials, testing and applications of modern waterborne formulations</p> <p>Printing inks</p> <p>Exclusive technical article on modern raw materials for printing inks</p> <p>Trade Shows/Conferences</p> <p>The Waterborne Symposium 13–17 February 2012, New Orleans, LA/USA</p> <p>Paintindia 23–25 February 2012, Mumbai/India</p> <p>EC CONFERENCE: Marine coatings III 28–29 February 2012, Berlin/Germany</p>	<p>Topics</p> <p>Smart Coatings</p> <p>New raw materials for formulating „smart“ coatings with additional functions such as dirt-resistance, anti-finger printing and anti-fogging</p> <p>Trade Shows/Conferences</p> <p>Middle East Coatings Show 12–14 March 2012, Dubai/UAE</p> <p>Interlakokraska 12–15 March 2012, Moscow/Russia</p> <p>EC CONFERENCE: Fire retardant coatings V 13–14 March 2012, Berlin/Germany</p> <p>EuPIA Annual Conference 15–16 March 2012, Venice/Italy</p>	<p>Topics</p> <p>Additives</p> <p>Protecting, stabilising, improving and cross-linking with additives in waterborne, powder and radiation curing coatings; innovative products and formulation advice</p> <p>Construction chemicals</p> <p>Supplement with bonus distribution!</p> <p>16 page supplement focusing on construction chemicals with technical articles, expert voices and suppliers index</p> <p>Trade Shows/Conferences</p> <p>EC WEB CONFERENCE: Novel additive developments 19 April 2012, www.european-coatings.com</p> <p>EC CONFERENCE: Architectural coatings 24–25 April 2012, Berlin/Germany</p>	<p>Topics</p> <p>Production engineering</p> <p>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>Event highlight</p> <p>Report from the EuPIA Annual Conference</p> <p>Trade Shows/Conferences</p> <p>AC SHOW & CONFERENCE 7–10 May 2012, Indianapolis, IN/USA</p> <p>EC SYMPOSIUM: Novel developments for printing inks 15 May 2012, Düsseldorf/Germany</p>	<p>Topics</p> <p>Polyurethanes</p> <p>Incl. market overview!</p> <p>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> <p>TOP Innovators</p> <p>How innovative are European paints and coatings manufacturers</p> <p>Event highlight</p> <p>Report from the AC SHOW & CONFERENCE</p> <p>Trade Shows/Conferences</p> <p>ETCC (former Fatipec Congress) 4–6 June 2012, Lausanne/Switzerland</p> <p>EC CONFERENCE: Functional coatings 5–6 June 2012, Berlin/Germany</p> <p>ACHEMA 18–22 June 2012, Frankfurt/Germany</p>

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Subject to change without notice.

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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:
5th of month (except August)

Closing date for advertisements and digital data:
approx. 14th of month preceding publication (later dates on request)

July/August	September	October	November	December
<p>Topics</p> <p>Wood finishes Glazes, wood protection, varnishes, pigmented systems; finishes for furniture, components and other industrial products; industrial, professional and DIY applications; raw materials and technologies for wood substrates</p>	<p>Topics</p> <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> <p>Adhesives Exclusive technical article on modern adhesive raw materials/sealants</p> <p>Trade Shows/Conferences</p> <p>paintistanbul 13–15 September 2012, Istanbul/Turkey</p> <p>World Adhesive and Sealant Conference 18–21 September 2012, Paris/France</p> <p>Asia Pacific Coatings Show 19–20 September 2012, Jakarta/Indonesia</p> <p>EC CONFERENCE: Polyurethanes for high-performance coatings VII 25–26 September 2012, Berlin/Germany</p> <p>CEPE General Assembly 26–28 September 2012, Sevilla/Spain</p> <p>Eurocoat Date tbd, Barcelona/Spain</p>	<p>Topics</p> <p>Testing and 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>Topics</p> <p>„Green“ Coatings Raw materials from renewable resources, energy saving technologies, life cycle analysis, Co2 foot print, additives, low VOC, environmentally friendly materials for sustainable and green coatings</p> <p>Corrosion protection 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>Event highlight Report from the CEPE General Assembly</p> <p>Trade Shows/Conferences</p> <p>EC WEB CONFERENCE: Novel concepts for anti-corrosive coatings 15 November 2012, www.european-coatings.com</p> <p>EC CONFERENCE: Parquet and furniture coatings 27–28 November 2012, Berlin/Germany</p>	<p>Topics</p> <p>Powder coatings</p> <p>Incl. Buyers' Guide Powder Coatings 2013!</p> <p>Raw materials, manufacture and quality control of modern functional and decorative powder coatings based on polyesters, epoxies, polyurethanes, acrylics and hybrids</p> <p>Trade Shows/Conferences</p> <p>drymix-CONVENTION 5 December 2012, www.drymix-CONVENTION.net</p>

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1 Title:
EC JOURNAL

2 Brief synopsis:
EC JOURNAL is the preeminent moderator of the international coatings 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.

3 Target group:
Internationally operating, English-speaking formulators of coatings, printing inks, adhesives, sealants and construction chemicals in Europe

4 Frequency of publication:
monthly (double issue in July/August)

5 Overall size:
A4

6 Year:
27th anniversary in 2012

7 Purchase price (valid from 1 January 2012):
Annual subscription – Germany (plus VAT) € 172.00
Annual subscription – outside Germany € 184.00

8 Organ:
-

9 Membership:
IVW (third-party audit)

10 Publishing house:
Vincentz Network GmbH & Co. KG
Address: Plathnerstraße 4 c, 30175 Hannover, Germany
Postal address: P.O. Box 62 47, 30062 Hannover, Germany
Phone: +49-(0)5 11-99 10-000
Fax: +49-(0)5 11-99 10-099
Internet: www.vincentz.net

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14 Volume analysis: 2010 = 11 issues
Total volume: 657 pages = 100.0 %

Editorial: 422 pages = 64.2 %
Advertising: 236 pages = 35.8 %
of these:
Classified ads 2 pages = 0.8 %
House advertising: 83 pages = 35.4 %
Bound-in inserts: 2 pages = 0.8 %
Loose inserts: 11 pieces

15 Analysis of editorial contents: 422 pages = 100.0 %

Editorials 11 pages = 2.6 %
Guest editorials 20 pages = 4.8 %
CEPE reports 11 pages = 2.6 %
Market watch 73 pages = 17.3 %
Scientific-technical contributions 225 pages = 53.3 %
Products 32 pages = 7.6 %
Events, congress reports 28 pages = 6.6 %
Contents, mastheads, coming up 22 pages = 5.2 %

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Circulation and Distribution Analysis

1 Circulation audi:



2 Circulation analysis:

Copies per issue at annual average
(1 July 2009 – 30 June 2010)

Print run:	7,785		
Total circulation:	7,578	of these abroad:	6,944
Sold copies:	909	of these abroad:	588
Subscribed copies:	886	of these association member copies:	-
Single copies	-		
Other sales	23	of these abroad:	5
Free copies:	6,669		
Record, sample and other copies:	207		

3 Geographic distribution analysis:

Economic region	Share of actually distributed circulation	
	%	Copies
Germany	8.4	634
Abroad	91.6	6,944
Actually distributed circulation	100.0	7,578

Detailed analysis of geographical distribution (annual average):

Economic region	Share of actually distributed circulation	
	%	Copies
Germany	8.4	634
Austria	0.2	13
Switzerland	1.8	137
Scandinavia	8.1	617
United Kingdom/Ireland	12.8	973
France	9.8	746
Belgium/The Netherlands/Luxembourg	13.6	1,034
Italy	8.0	606
Iberia	6.0	454
Eastern Europe	12.6	957
Rest of Europe	2.3	172
Total Europe	83.7	6,342
Africa/Middle East	14.4	1,090
Asia Pacific	0.9	71
North America	0.8	59
Latin America	0.2	15
Total outside Europe	16.3	1,236
Actually distributed circulation	100.0	7,578

Reader Analysis

1.1 Branches of industry: (100 % = 7,578 readers)

	Share of the actually distributed circulation	
	%	Copies
Manufacturers (multiple choice)	51	3,868
- of coatings	35	2,655
- of construction chemicals	16	1,214
- of adhesives and sealants	11	834
- of printing inks	8	607
Suppliers	26	1,972
- of coatings raw materials	18	1,365
- of laboratory and production technology	6	455
- of coating application technology and accessory parts	2	152
End users of coatings	12	910
Associations, institutes, consulting	8	607
Academic	2	152
Other	1	76

2.1 Fields of responsibility:

	Share of the actually distributed circulation	
	%	Copies
Research and development	28	2,124
Business management	26	1,972
Sales/Marketing	21	1,593
Application technology	12	910
Laboratory	4	303
Production	4	303
Quality control	2	152
Other	3	228
Actually distributed circulation	100	7,578

1.2 Size of economic unit:

	Share of the actually distributed circulation	
	%	Copies
1 – 9 employees	14	1,062
10 – 19 employees	10	759
20 – 49 employees	20	1,517
50 – 99 employees	20	1,517
100 – 199 employees	9	683
200 – 499 employees	15	1,138
500 and more employees	11	834
No specification	1	76
Actually distributed circulation	100	7,578

2.2 Age range:

	Share of the actually distributed circulation	
	%	Copies
Up to 29 years	4	303
30 – 39 years	25	1,896
40 – 49 years	32	2,427
50 – 59 years	28	2,124
60 – 69 years	7	531
70 years and older	4	303
Actually distributed circulation	100	7,578

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Print Advertising

Price list no. 30 · Valid from 1 January 2012

1 Circulation:

Print run: 7,785 copies
Copies actually circulated at annual average: 7,578 copies

2 Overall size:

trimmed 210 mm wide, 297 mm high
untrimmed 216 mm wide, 303 mm high
Oversize per bleed edge 3 mm

Type area:

175 mm wide, 250 mm high, 4 columns, each 42 mm wide
1/1 page = 1,000 mm

3 Printing method: offset

Printing material: digital data

4 Deadlines:

Frequency of publication: monthly
(double issue in July/August)
Date of publication: 5th of month
Closing date for ads: approx. 14th of month preceding
(later dates on request)

5 Publishing house:

Vincentz Network GmbH & Co. KG
Address: Plathnerstraße 4 c, 30175 Hannover, Germany
Postal address: P.O. Box 62 47, 30062 Hannover, Germany
Internet: www.vincentz.net

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E-mail: anette.pennartz@vincentz.net

Sabine Wilkens (Advertising Administration)
Phone: +49-(0)5 11-99 10-255
E-mail: sabine.wilkens@vincentz.net

6 Terms of payment:

Within 8 days: 2 % discount; 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.

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

7 Print advertising rates: (display ads)

Size	Width x height in mm	b/w rate
1/1 page	175 x 250	€ 3,080.00
Island	118 x 175	€ 2,310.00
1/2 page	175 x 125 (wide) or 86 x 250 (high)	€ 1,540.00
1/3 page	175 x 85 (wide) or 57 x 250 (high)	€ 1,027.00
1/4 page	175 x 60 (wide) or 86 x 125 (high) or 42 x 250 (high)	€ 770.00

Prices according to mm/column (42 mm wide), b/w: € 3.08

8 Surcharges:

8.1 Colour surcharges

European scale colour (CMYK), each	
1/1 page	€ 500.00
1/2 page/Island page	€ 250.00
1/3 page	€ 167.00
1/4 page	€ 125.00

Special colour, each

1/1 page	€ 800.00
1/2 page/Island page	€ 400.00
1/3 page	€ 267.00
1/4 page	€ 200.00

With intermediate sizes, the colour rate will be charged proportionally (minimum size 1/4 page).

8.2 Special positions (total rate)

2 nd and 4 th cover (1/1 page/4c only)	€ 5,504.00
3 rd cover (1/1 page/4c only)	€ 5,196.00
Guaranteed special position	20 % on b/w rate

Special positions cannot be cancelled.

9 Classified ads:

Job offers	
rate per mm/column, column width: 42 mm, b/w	€ 5.75
Opportunities, representations, etc.	
rate per mm/column, column width: 42 mm, b/w	€ 4.43
Job wanted reduced rate per mm/column	€ 3.56
Box no. incl. postage	€ 25.00

Colour charges: see top 8. 2 or 4 column ads only.

Suppliers index: (42 mm wide)

Normal print (max. 35 characters)	€ 7.00
Bold print/capital letters (max. 28 characters)	€ 14.00
Box ad per mm	€ 3.50
Box ad on white background per mm	€ 5.25
Box ad 4c per mm	€ 7.00

Annual orders only; the annual invoice will be issued at the beginning of the contract. Prices are quoted per issue/heading/line/mm. 11 issues/year.

Events calendar: Basic listing	€ 285.00
Each additional line	€ 12.00

10 Special advertising:

Special formats see page 15

11 Discounts:

for advertisements within 12 months

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 %

Charges for loose inserts, classified ads, entries in the suppliers index and tip-on-cards are not subject to discounts. Bound-in inserts are subject to quantity discount (1 page = 500 mm). Discounts for a significantly higher number of insertions on request.

12 Combinations:

–

13 Bound-in inserts:

2 pages € 4,580.00	> 4 pages	on request
4 pages € 6,870.00	Required quantity	on request

14 Loose inserts:

Maximum format 190 mm wide, 277 mm high	
Up to 25 g/2 mm	per 1,000 copies € 252.00
Incl. postage.	
Other sizes/quantities	on request
Required quantity	on request
Regional inserts are not available.	

15 Stick-on advertising media:

Tip-on-cards	per 1,000 copies	€ 192.00
Required quantity		on request
Rate excl. carrier page (min. 1/2 page).		
Incl. postage and sticking.		

16 Delivery address for inserts:

BWH GmbH, Beckstr. 10, 30457 Hannover, Germany
Delivery note:
For "EC JOURNAL, issue no. .../12"

All rates subject to VAT where applicable.

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Display Ads: Rates & Discounts

Depending on size and frequency of your advertisements, the level of discount may vary (see page 10, top 11: series and quantity discounts) in the course of one insertion year. This chart gives you a quick overview on the different advertisement rates available.

Format	Colour (CMYK)	Width x height in mm (type area)	1 insertion € per ad	3 insertions € per ad	discount	6 insertions € per ad	discount	9 insertions € per ad	discount	11 insertions € per ad	discount
1/1	b/w	175 x 250	3,080.00	2,772.00	= -10 %	2,618.00	= -15 %	2,525.60	= -18 %	2,464.00	= -20 %
	2c		3,580.00	3,222.00	= -10 %	3,043.00	= -15 %	2,935.60	= -18 %	2,864.00	= -20 %
	3c		4,080.00	3,672.00	= -10 %	3,468.00	= -15 %	3,345.60	= -18 %	3,264.00	= -20 %
	4c		4,580.00	4,122.00	= -10 %	3,893.00	= -15 %	3,755.60	= -18 %	3,664.00	= -20 %
Island	b/w	118 x 175	2,310.00	2,194.50	= -5 %	2,079.00	= -10 %	2,079.00	= -10 %	2,079.00	= -10 %
	2c		2,560.00	2,432.00	= -5 %	2,304.00	= -10 %	2,304.00	= -10 %	2,304.00	= -10 %
	3c		2,810.00	2,669.50	= -5 %	2,529.00	= -10 %	2,529.00	= -10 %	2,529.00	= -10 %
	4c		3,060.00	2,907.00	= -5 %	2,754.00	= -10 %	2,754.00	= -10 %	2,754.00	= -10 %
1/2	b/w	175 x 125 or	1,540.00	1,463.00	= -5 %	1,386.00	= -10 %	1,386.00	= -10 %	1,386.00	= -10 %
	2c		1,790.00	1,700.50	= -5 %	1,611.00	= -10 %	1,611.00	= -10 %	1,611.00	= -10 %
	3c	86 x 250	2,040.00	1,938.00	= -5 %	1,836.00	= -10 %	1,836.00	= -10 %	1,836.00	= -10 %
	4c		2,290.00	2,175.50	= -5 %	2,061.00	= -10 %	2,061.00	= -10 %	2,061.00	= -10 %
1/3	b/w	175 x 85 or	1,027.00	996.19	= -3 %	975.65	= -5 %	924.30	= -10 %	924.30	= -10 %
	2c		1,194.00	1,158.18	= -3 %	1,134.30	= -5 %	1,074.60	= -10 %	1,074.60	= -10 %
	3c	60 x 250	1,361.00	1,320.17	= -3 %	1,292.95	= -5 %	1,224.90	= -10 %	1,224.90	= -10 %
	4c		1,528.00	1,482.16	= -3 %	1,451.60	= -5 %	1,375.20	= -10 %	1,375.20	= -10 %
1/4	b/w	175 x 60 or 86 x 125 or 42 x 250	770.00	746.90	= -3 %	731.50	= -5 %	708.40	= -8 %	693.00	= -10 %
	2c		895.00	868.15	= -3 %	850.25	= -5 %	823.40	= -8 %	805.50	= -10 %
	3c		1,020.00	989.40	= -3 %	969.00	= -5 %	938.40	= -8 %	918.00	= -10 %
	4c		1,145.00	1,110.65	= -3 %	1,087.75	= -5 %	1,053.40	= -8 %	1,030.50	= -10 %

All rates subject to VAT where applicable.

Date of publication:
5th of month (except August)

**Closing date for advertisements
and digital data:**
approx. 14th of month
preceding publication
(later dates on request)

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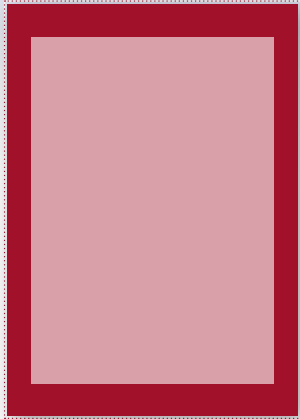
Customer Events

Contacts

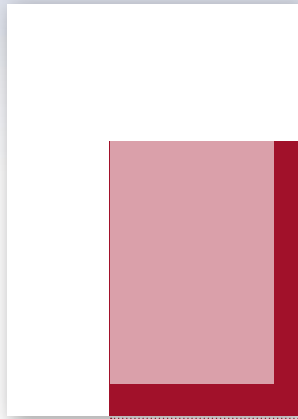
Display Ads

Display Ads: Sizes

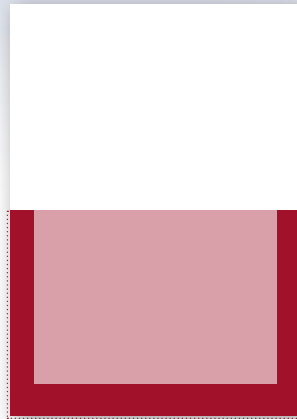
T: Type area
B: Bleed



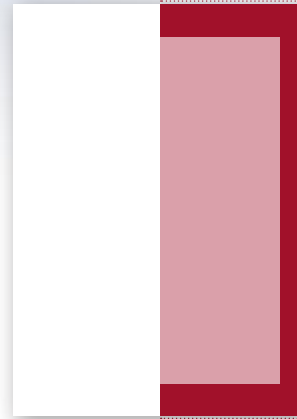
1/1 page
T: 175 mm wide x 250 mm high
B: 210 mm wide x 297 mm high



Island page
T: 118 mm wide x 175 mm high
B: 133 mm wide x 200 mm high

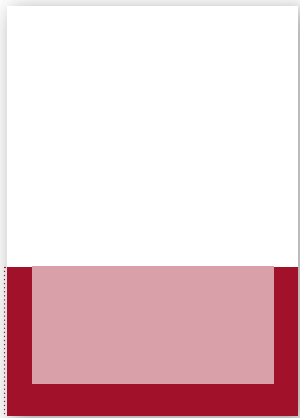


1/2 page horizontal
T: 175 mm wide x 125 mm high
B: 210 mm wide x 148 mm high

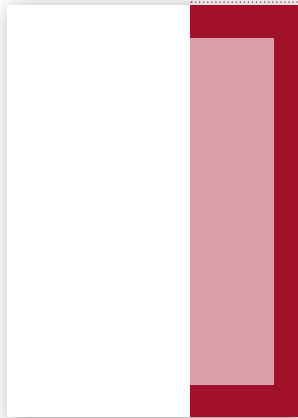


1/2 page vertical
T: 86 mm wide x 250 mm high
B: 105 mm wide x 297 mm high

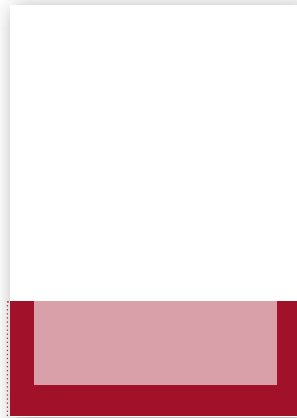
Oversize per bleed edge: 3 mm
Please note:
Critical matter must be kept at last 5 mm from all trim edges!



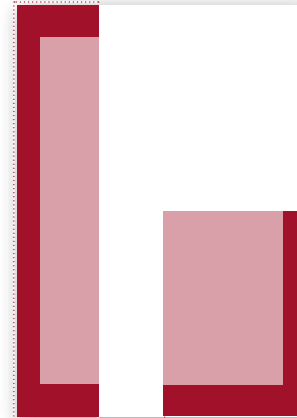
1/3 page horizontal
T: 175 mm wide x 85 mm high
B: 210 mm wide x 110 mm high



1/3 page vertical
T: 57 mm wide x 250 mm high
B: 74 mm wide x 297 mm high



1/4 page horizontal
T: 175 mm wide x 60 mm high
B: 210 mm wide x 85 mm high



1/4 page vertical
T: 42 mm wide x 250 mm high
B: 59 mm wide x 297 mm high
or
T: 86 mm wide x 125 mm high
B: 103 mm wide x 150 mm high

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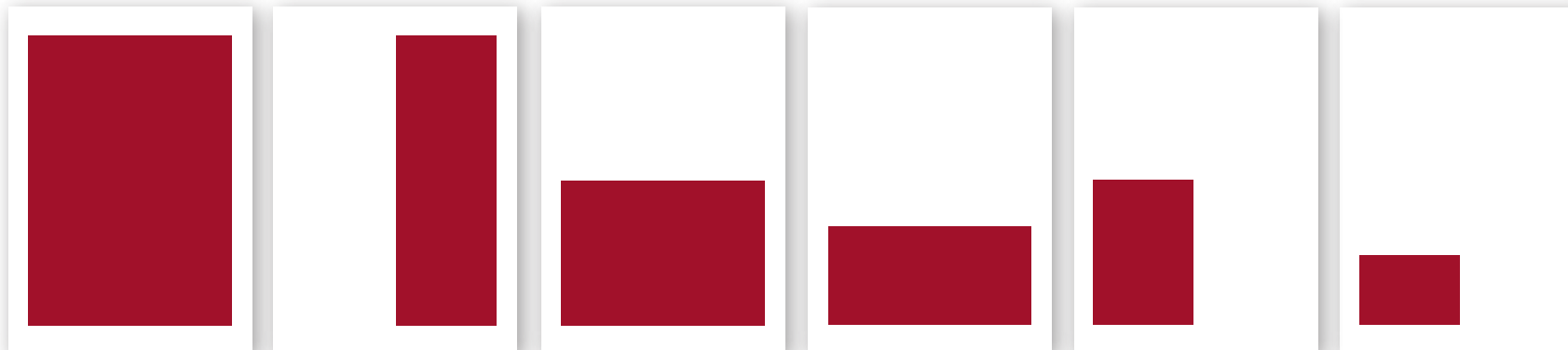
Job Ads

Job Ads: Rates & Sizes

EC JOURNAL is the most important forum for employers and job seekers in the European coatings market. Those who are looking for qualified staff all over Europe, advertise their job opportunities here – and those who seek a change or new international challenge in their career, find what they are looking for.

In addition to the print publication in EC JOURNAL, all job advertisements will be automatically placed online for 8 weeks on www.european-coatings.com/job-center. Moreover, a link to all online job ads in the weekly E-mail newsletter reaches out to approx. 26,000 additional readers.

Closing date for job ads and digital data:
approx. 14th of month preceding publication (later dates on request)



1/1 page	1/2 page vertical	1/2 page horizontal	1/3 page horizontal	1/4 page vertical	1/8 page vertical
175 mm wide x 250 mm high	86 mm wide x 250 mm high	175 mm wide x 125 mm high	175 mm wide x 85 mm high	86 mm wide x 125 mm high	86 mm wide x 60 mm high
b/w: € 5,750.00	b/w: € 2,875.00	b/w: € 2,875.00	b/w: € 1,955.00	b/w: € 1,437.50	b/w: € 690.00
2c: € 6,250.00	2c: € 3,125.00	2c: € 3,125.00	2c: € 2,122.00	2c: € 1,562.50	2c: € 815.00
3c: € 6,750.00	3c: € 3,375.00	3c: € 3,375.00	3c: € 2,289.00	3c: € 1,687.50	3c: € 940.00
4c: € 7,250.00	4c: € 3,625.00	4c: € 3,625.00	4c: € 2,456.00	4c: € 1,812.50	4c: € 1,065.00

All rates subject to VAT where applicable. Colour charges refer to CMYK colours, special colours on request. All sizes indicated are type area sizes. Other sizes on request, rates calculated per mm and column (see page 10, top 9). 2 or 4 column job ads only.

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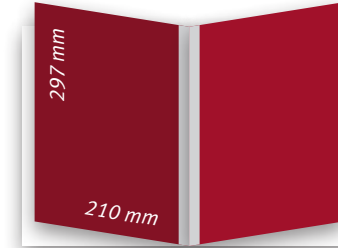
Bound-in Inserts

- Overall size:** 210 mm wide x 297 mm high (DIN A4)
- 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. Tip-on-cards may not exceed a size of 25 cm² (max. length of edge: 6 cm). The front cover of the bound-in insert must be clearly indicated. Please supply additional 3 % for potential loss during production.

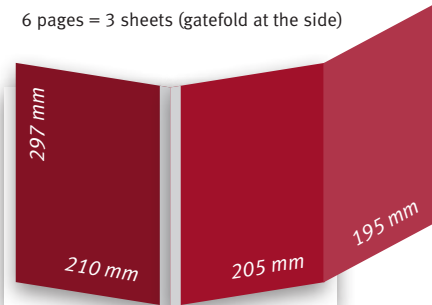
2 pages = 1 sheet



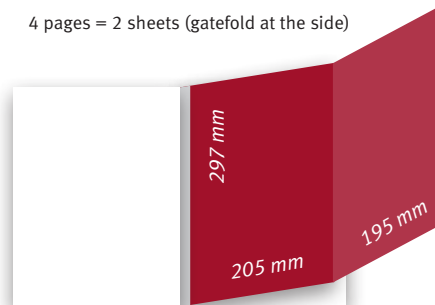
4 pages = 2 sheets



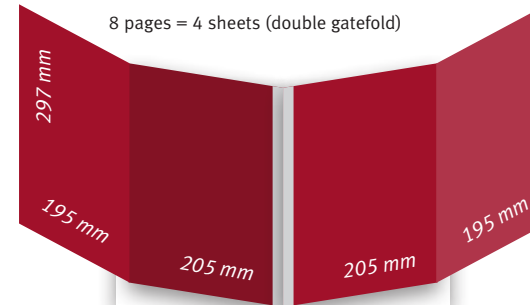
6 pages = 3 sheets (gatefold at the side)



4 pages = 2 sheets (gatefold at the side)



8 pages = 4 sheets (double gatefold)



Loose Inserts

- Delivery size:** max. 190 mm wide x 277 mm high
Larger sizes will be folded or trimmed against additional charges.
- Please note:** For all loose inserts exceeding 25 g in weight and 2 mm in thickness higher rates are applicable. Loose inserts will be mentioned free of charge.
For tip-on-cards: please see "Bound-in Inserts"

Delivery address for inserts:

BWH Hannover GmbH,
Beckstr. 10, 30457 Hannover, Germany

Delivery note:

For "EC JOURNAL, issue no. .../12"

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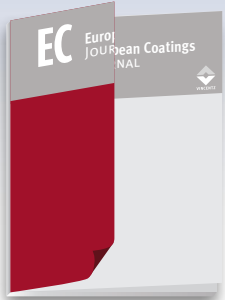
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Special Advertising & Positions



Title gate
1/2 page, 4c
double-sided print
(front cover incl. EC JOURNAL title)
€ 8,180.00



Title gatefold
2/1 pages, 4c
€ 9,770.00



Belly band
470 mm wide x 80 mm high
€ 252.00 per 1,000 copies (rate for loose inserts)
+ technical charges € 1,500.00
(rate excl. production)



Title corner ad
100 mm wide x 100 mm high
(triangular), 4c
€ 3,670.00



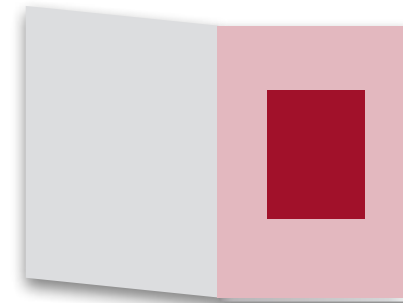
2nd cover
1/1 page, 4c
€ 5,504.00



Back cover
1/1 page, 4c
€ 5,504.00



Next-to-editorial
1/3 page, 4c
€ 2,270.00



Tip-on-card
on min. 1/2 carrier page
€ 192.00 per 1,000 copies
+ min. 1/2 page
(rate excl. production)

All rates subject to VAT where applicable.
Availabilities and other special advertising on request.

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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 and more pages €
High-resolution PDF	240.00	480.00	720.00	960.00
Reprints (incl. low-resolution PDF)	on request			

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

EC JOURNAL advertisers:
Of course we will apply your current discount to your reprints/PDF !



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The supplement will be published in April 2012!

EC JOURNAL Supplement Construction Chemicals

Special focussing on construction chemicals with technical articles, expert voices and a suppliers index. Bonus distribution as an E-Journal to all members of the following associations/organisations

- Deutsche Bauchemie e. V. (German association of manufacturers of construction chemical products)
- EFCC – European Federation for Construction Chemicals
- drymix.info

Advertisers of a 1/2 or full page display ad in the supplement benefit from free product listings in the included suppliers index for the construction chemical industry.



The next edition will be published in December 2011!

EC JOURNAL Buyers' Guide Powder Coatings

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

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



The next edition will be published in April 2012!

EC 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.

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.



New technical books planned for 2012:

- Coatings for plastics
- Powder coatings
- Basics of coatings raw materials
- Renewable coatings raw materials
- Epoxy resins
- Formulating sol-gel-systems
- Innovation in architectural coatings

EC TECH FILES

The book series EC Tech Files 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 Tech Files also represent attractive advertising media offering a unique marketing channel to reach out to highly defined target groups.

Details on rates and closing dates for these special publications can be found at (available approx. 8 weeks before closing date): www.european-coatings.com/advertising

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- Data formats:** 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 use:**
- Open files:*
 - QuarkXPress (up to and including version 7)
 - Adobe Creative Suite CS3
 - Closed files:*
 - PDF
 - 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.
- Data transmission:** 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 - > / < ? ä ß should not be used). Example for file name: 'Advertiser_EC_Oct12'
- System software:** Only Windows up to and including version 7.
- Colours:**
 - four colour advertisements (4c) 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:** It can only be printed what is available on the storage medium. For deviations in copy, images, font and colour as well as for a missing coloured proof, the publisher cannot accept any liability.
- Contact:** Sabine Wilkens
Advertising Administration
Phone +49 511 9910-255, Fax +49 511 9910-259
sabine.wilkens@vincentz.net



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Online Advertising

Valid from 1 January 2012



- 1 Web address (URL):**
www.european-coatings.com
- 2 Brief synopsis:**
Online presence of EC JOURNAL – daily with current news and dates of coming events. In addition, we offer webinars, videos, editorial archives, a buyers' guide, bookshop and job market. A weekly newsletter provides information about the latest economic trends in the industry.
- 3 Target group:**
Equivalent to EC JOURNAL readership
- 4 Publishing house:**
Vincentz Network GmbH & Co. KG
Address: Plathnerstraße 4 c, 30175 Hannover, Germany
Postal address: P.O. Box 62 47, 30062 Hannover, Germany
Phone: +49-(0)5 11-99 10-000
Fax: +49-(0)5 11-99 10-099
Internet: www.vincentz.net
- 5 Contact:**
Anette Pennartz (Advertising Sales Director)
Phone: +49-(0)5 11-99 10-240
Fax: +49-(0)5 11-99 10-259
E-mail: anette.pennartz@vincentz.net

- 6 Access monitoring:** -
- 7 Access:**
Visits/Page views: on request
- 8 Data delivery:**
up to 3 working days prior to placement to sabine.wilkens@vincentz.net;
GIF, JPG, PNG, HTML5 or FLASH format, max. 100 KB
Flash banner ads must carry a getURL() link. Otherwise, performance statistics are not available.
- 9 External AdServer use:**
possible
- 10 Online advertising rates:**

Banner ad	Width x height in pixels	Position	€/month
Full Banner (top position)	468 x 60	Homepage Channels	750.00 550.00
Full Banner (mid position)	468 x 60	Homepage Channels	600.00 440.00
Superbanner	728 x 90	Homepage Channels	1,400.00 1,000.00
new! Belly band	770 x 250	Homepage Channels	1,100.00 850.00
new! Layer Ad	400 x 400	Homepage Channels	1,100.00 850.00
Skyscraper	120 x 600	Homepage Channels	1,400.00 1,000.00
Wide Skyscraper	160 x 600	Homepage Channels	1,500.00 1,100.00
Medium Rectangle	300 x 250	Homepage Channels	1,600.00 1,200.00
Wallpaper	top: 728 x 90 and right: 120/160 x 600	Homepage Channels	1,900.00 1,400.00

Further types and sizes on request.

Special online advertising:

Newsletter „EC NEWSLETTER“

Banner advertisement, top position, 468 x 60 pixels, not animated, incl. link to company homepage, GIF or JPG format, max. 100 KB

€ 45.00 per week/1,000 subscribers

Text advertisement with picture/logo (80 pixels wide), top position, max. 16 lines with 60 characters, incl. link to company homepage

€ 35.00 per week/1,000 subscribers

Text advertisement with picture/logo (80 pixels wide), mid position, max. 8 lines with 60 characters, incl. link to company homepage

€ 25.00 per week/1,000 subscribers

Split advertising not available.

11 Discounts:

for advertisements within 12 months

3 insertions	3 %	9 insertions	8 %
6 insertions	5 %	12 insertions	10 %

Job offers are not subject to discounts.

12 Terms of payment:

Within 8 days: 2 % discount; 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.

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

All rates subject to VAT where applicable.
Cancellation period for online advertising orders:
8 weeks before run time.

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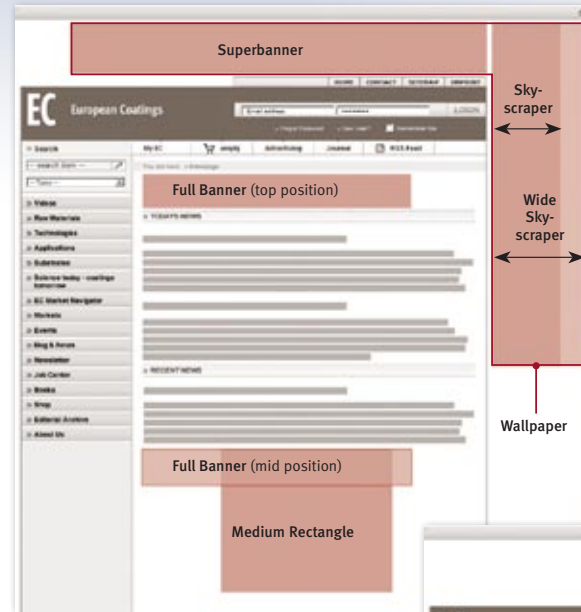
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Banner Advertising

Why advertise online on european-coatings.com?

- **High-class and high-technical advertising environment** with exclusive industry news, videos and web 2.0 features. Broad market reach and high response rate thanks to 10,500 visits and 45,000 page views per month (2010 average) as well as the weekly E-mail newsletter to approx. 26,000 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.



Sizes & Positions

Full banner:	468 x 60 pixels
Superbanner:	728 x 90 pixels
Skyscraper:	120 x 600 pixels
Belly band:	770 x 250 pixels
Layer ad:	400 x 400 pixels
Wide skyscraper:	160 x 600 pixels
Medium rectangle:	300 x 250 pixels
Wallpaper:	top: 728 x 90 pixels and right: 120/160 x 600 pixels
Rates:	see page 19

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



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Newsletter Advertising

Newsletter Advertising

EC NEWSLETTER

The window to the international coatings industry!

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.

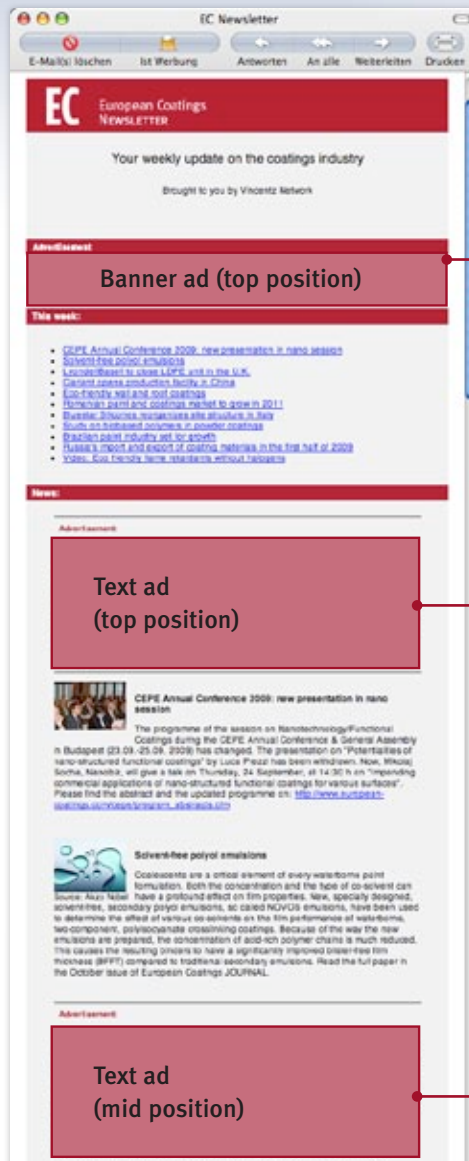
Registered users subscribe to the EC NEWSLETTER free of charge at www.european-coatings.com.

Number of subscribers: on request (status 7/2011: approx 26,000 subscribers)

Target group: equivalent to the readership of EC JOURNAL

Frequency of publication: weekly, every Wednesday afternoon

Closing date: up to three 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
- € 45.00 per week/1,000 subscribers

Text ad

- top position (above the first editorial news)
 - with picture/logo (80 pixels wide)
 - incl. link to company homepage
 - max. 16 lines with 60 characters
 - data delivery: GIF, JPEG, max. 100 KB
- € 35.00 per week/1,000 subscribers

Text ad

- mid position (below the second editorial news)
 - with picture/logo (80 pixels wide)
 - incl. link to company homepage
 - max. 8 lines with 60 characters
 - data delivery: GIF, JPEG, max. 100 KB
- € 25.00 per week/1,000 subscribers

All rates subject to VAT where applicable.
Split advertising not available.

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Video Advertising

EC VIDEO

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

At www.european-coatings.com, EC VIDEO 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.



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.european-coatings.com, 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: 410 x 300 pixels
- Frame aspect ratio: 4.1:3
- Frame rate: 25 fps
- Video bit rate: 600 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

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Webinars / Web Conferences

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

Your target		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	✓	✓
	Down-loadable recording of the webinar from 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	✓	–
Webinar fee		€ 5,000.00	€ 3,000.00

Web Conferences

new! EC WEB CONFERENCES

EC Journal organizes two web conferences per year to expand the current editorial focus in the corresponding magazine issue. At www.european-coatings.com/webevents registered users can participate – free of charge – in these unique web events.

All web conferences have a similar structure: a total of four web presentations consisting of an academic keynote speech and three presentations from selected suppliers to the coatings industry. At the end of the web conference, all delegates are invited to participate in a conference survey. Each web event will be chaired by an editor of EC Journal.

Topics and dates

Topic/Date	Closing date for applications
EC WEB CONFERENCE: Novel additive developments 19 April 2012, 10 am (CET)	29 February 2012
EC WEB CONFERENCE: Novel concepts for anti-corrosive coatings 15 November 2012, 10 am (CET)	28 September 2012

Would you like to give a presentation on “Additives” or “Corrosion Protection” during an EC WEB CONFERENCE?

Max. 3 presentation slots are available to selected suppliers to the coatings industry - on a first come, first served basis.

All presentations should focus on the technical and/or scientific aspects of the innovation to be presented, in order to comply with the expectations of the EC WEB CONFERENCE participants - who, in the majority, are experts themselves. This also implies that an excessive use of trade names or other commercial contents should be avoided wherever possible. Each presentation should last 20 – 25 min (+5 min Q&A). Each participating company is entitled to enter one question for the conference delegates in the final conference survey.

After the EC WEB CONFERENCE, all participating companies will receive a detailed list of all conference delegates including full contact details. For conference delegates, the participation is free of charge, pre-registration is required.

Technical requirements

High-speed internet connection (min. DSL) and headset are required. Participation via web-based Netviewer, no download/installation of any software necessary. Trial run for speakers: on demand.

Participation fee per presentation

€ 1,800.00

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

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Conference Sponsorships



Vincenz 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
EC CONFERENCE: Marine coatings III	28–29 February 2012 Berlin/Germany
EC CONFERENCE: Fire retardant coatings V	13–14 March 2012 Berlin/Germany
EC CONFERENCE: Architectural coatings	24–25 April 2012 Berlin/Germany
EC SYMPOSIUM: Novel developments for printing inks	15 May 2012 Düsseldorf/Germany
EC CONFERENCE: Functional coatings	5–6 June 2012 Berlin/Germany
EC CONFERENCE: Polyurethanes for high-performance coatings VII	25–26 September 2012 Berlin/Germany
EC CONFERENCE: Parquet and furniture coatings	27–28 November 2012 Berlin/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 allpackage 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 logo in the conference print advertisement	✓	–	✓	–
During the conference	Display area for your company presentation (tabletop or pop-up system, max. 6 m ²)	✓	✓	✓	✓
	Conference/pre-tutorial passes	4/2	4/2	2/1	2/1
	Your logo (b/w) on the delegates' badges	✓	–	✓	–
	Your logo/company profile in the conference documentation	logo/company profile	–	logo	–
	Your logo online in the "Delegates' Section" with downloads of all presentations and photos	✓	–	✓	–
	Reserved seats at the conference lunches for inviting delegates	✓	✓	–	–
	Placing your give-away for the conference delegates on all seats at the conference dinner	✓	✓	–	–
After the conference	Inclusion of your individual question in the conference delegate survey	✓	–	–	–
	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	✓	–	–	–
	Right of first refusal for PLATINUM sponsorship of the following conference	✓	–	–	–
Package fee	EC CONFERENCE	€ 10,000.00	€ 7,000.00	€ 5,000.00	€ 3,500.00
	EC SYMPOSIUM	€ 7,500.00	€ 5,250.00	€ 3,250.00	€ 2,275.00
Closing date		3 months before date of conference	2 weeks before date of conference	3 months 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.

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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.

Vincentz Customer Magazines

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 FARBE UND LACK 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).

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Make or buy? 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 – we would be pleased to provide a tailor-made solution!



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Vincentz Network

COMPETENCE AND MARKET PROXIMITY FOR YOUR MEDIA ACTIVITIES.

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