

FARBE UND LACK

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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96 % of the 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



82 % of the readers have a management position and are involved in purchasing and investment decisions!

see excerpt from current reader analysis



Advertisements activate readers of FARBE UND LACK to gather further product information and contact potential suppliers!

see excerpt from current reader analysis



Why FARBE UND LACK?

FARBE UND LACK is...

...editorial leader in the provision of information for the coatings industry in the German language area: highly developed reader acceptance and the publication's high reputation provide an outstanding editorial environment for your advertising.

...the most important advertising medium for the coatings industry in the German language area: 100 % of all advertisers use this market leader, play safe and invest in the right place.

...read in all operational areas of the coatings industry: your advertising will reach the decision-makers and leading opinions at all levels in laboratory, production and management.

...official organ of the leading associations in Germany and Switzerland who trust the market leader: "Fachgruppe Lackchemie" of the "Gesellschaft Deutscher Chemiker" (GDCh), "Schweizerische Vereinigung der Lack- und Farbenchemiker" (SVLFC) and "Verband der Ingenieure des Lack- und Farbenfaches" (VILF).

...an important component of your individual and efficient cross-media solution from Vincentz Network, the one-stop supplier.

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in the Market Leader FARBE ^{UND} LACK

3M Deutschland • Air Products • Alberdingk Boley • Alpha Calcit Füllstoff • Altana • Ankerpoort • Arichemie • Atlas Material Testing • ATN Ceram • ATP Engineering
 Azo • Willy A. Bachofen • L.P. Bader • BASF Coatings • BASF • Bassermann minerals • CHT R. Beitlich • Biesterfeld Chemiedistribution • Biesterfeld Spezialchemie
 bio pin Processing • BK Giuliani • Bosig • Bühler • Bühler Partec • Byk-Chemie • Byk-Gardner • CINIC Chemicals Europe • Clariant • Coloris Global Coloring
 Cowell • CPS Color Equipment • Cray Valley • Croda Nederland • Deurex • Deuteron • Karl Deutsch Prüf- und Messgerätebau • Deutsche Messe • Disperlux
 Gebrüder Dorfner GmbH & Co. KG • Dow UPPC • DSM NeoResins • Eckart • Ecronova Polymer • Entex Rust & Mischke • C.H. Erbslöh • Erichsen • Evonik Colortrend
 Evonik Degussa • Evonik Industries • Evonik Röhm • Evonik Tego Chemie • Farlack Software • Fast & Fluid Management • Fluid Solutions • Flux-Geräte • Fricke Abfülltechnik
 Füll Systembau • Gemini Technik • Gorkotte • Grace • Habich • Hagedorn-NC • Gebr. Hagemann • Hellema Kleurkaarten • Rudolf Hensel • Henseler Chemikalien
 Hercules International • Heubach • Hobum Oleochemicals • Hoffmann Mineral • Dr. Hönle • IMCD Deutschland • Imerys Minerals • Impag • Innovadex • ipox chemicals
 CSC Jäcklechemie • Jobachem • KBS • Keim-Additec Surface • Keyser & Mackay • Konica Minolta Sensing • Robert Kraemer • Krahn Chemie • Kromachem • Herbert Lange
 Lanxess Deutschland • Lehmann & Voss • A. Lehmann • Gebr. Liebisch • Lithos Industrial • Maflon • Medicom • Merck • Eduard Merkle • MK Chemicals
 Bodo Möller Chemie • Mondo Minerals • Mühlmeier • Raimund Müller • Multicolor • Münzing Chemie • Muster-Schmidt • Nabaltec • nanoresins • NCS Colour
 Nocarbo • Mahlwerk Neubauer • Wilhelm Niemann • Nofakalk • Nordmann, Rassmann • Nubiola Pigmentos • OAS • OMG Borchers • Omya • Paltentaler Minerals
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 Siebtechnik • Silcona • SiLi Sigmund Lindner • Solvadis Chemag • Solvay Chemicals • Sommer • Gebr. Steimel • STW Schwarzwälder-Textil-Werke • Sudarshan Europe
 Süddeutsche Emulsions-Chemie • Synlab • Synthopol Chemie • Tanatex Chemicals • Tanatex Deutschland GmbH • Technische Akademie Wuppertal
 Ter Hell • Thor • Tosoh Europe • TP&T • Tramaco • Troy Chemie • Univar • Velox • Verband Metallverpackungen • Verder Deutschland • Vibro-Mac
 Victor Pumpen • Vivero • VMA-Getzmann • Paul Vollrath • J. de Vree • Wipp-Armaturen • Worlée-Chemie • Ystral • Zeochem • Ziegler

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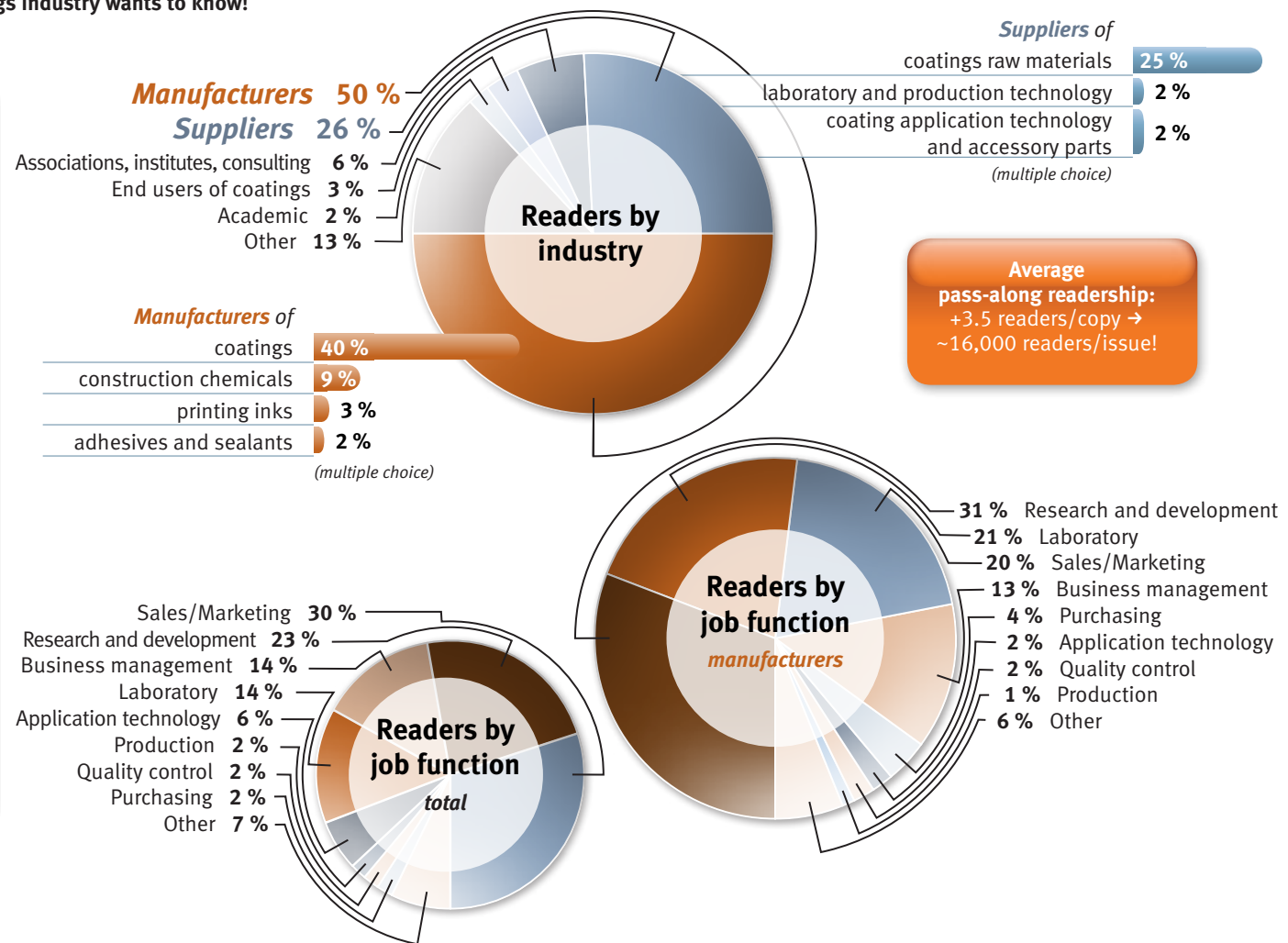
FARBE UND LACK at a Glance

FARBE UND LACK is about everything of interest to the coatings industry, and in the coatings industry everyone reads FARBE UND LACK. The leading German journal for the **coatings, printing inks, construction chemicals, adhesives and sealants industry** has as its objective the top-quality professional presentation of research and development, manufacture and problem-solving, marketing and protagonists. Each issue contains trail-blazing scientific articles by leading experts, and excellent information on technology, the market, trends and facts.

FARBE UND LACK: what the coatings industry wants to know!

Geographical distribution

	Copies (average 7/2010 – 6/2011)
Europe	3,562
Germany	2,838
Austria	101
Switzerland	338
Scandinavia	31
United Kingdom/Ireland	13
France	15
Belgium/The Netherlands/Luxembourg	153
Italy	14
Iberia	7
Eastern Europe	47
Rest of Europe	6
Africa/Middle East	7
Asia Pacific	4
North America	9
Latin America	3
Total	3,585



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Each issue of FARBE \equiv LACK focuses on a selection of editorial topics, offering the **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:
 1st week of month
Closing date for advertisements and digital data:
 approx. 14th of month preceding publication
Closing date for classified ads and digital data:
 approx. 16th of month preceding publication
 (later dates on request)

January	February	March	April	May	June
<p>Topics</p> <p>Pigments Incl. market overview! 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 Retrospect, trends and strategies of leading players in the coatings industry</p>	<p>Topics</p> <p>Automotive coatings New raw materials for formulation automotive coatings (primer, primer surface, basecoat, topcoat and clear coat) and testing methods</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>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 SVLFC General Assembly: detailed programme overview</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>SVLFC General Assembly 22 March 2012, Uzwil/Switzerland</p>	<p>Topics</p> <p>Functional coatings New developments in raw materials for functional coatings; coatings with additional functions, e. g. easy-to-clean, anti-finger-printing, flame retardants, IR reflection and anti-fogging</p> <p>Event highlight Report from the SVLFC General Assembly</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>Measuring and testing 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>Printing inks Exclusive technical article on modern raw materials for printing inks</p> <p>Event highlight Report from the EuPIA Annual Conference</p> <p>Trade Shows/Conferences</p> <p>VSLF Annual General Meeting 4 May 2012, St. Gallen/Switzerland</p> <p>AC SHOW & CONFERENCE 7–10 May 2012, Indianapolis, IN/USA</p> <p>VdL Annual General Meeting 8–9 May 2012, Berlin/Germany</p> <p>EC SYMPOSIUM: Novel developments for printing inks 15 May 2012, Düsseldorf/Germany</p>	<p>Topics</p> <p>Waterborne coatings Selection of raw materials, testing and applications of modern waterborne formulations</p> <p>TOP Innovators How innovative are German paints and coatings manufacturers?</p> <p>Event highlight Report from Annual General Meetings of VdL and VSLF</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>FARBE \equiv LACK Conference: Corrosion protection II 12–13 June 2012, Stuttgart/Germany</p> <p>ACHEMA 18–22 June 2012, Frankfurt/Germany</p>

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Each issue of FARBE LACK focuses on a selection of editorial topics, offering the **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.

July	August	September	October	November	December
<p>Topics</p> <p>Architectural finishes 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 adhesive raw materials/sealants</p>	<p>Topics</p> <p>Polyurethanes Hydroxyl and isocyanate components, 1-pack and 2-pack systems, high solids, water-based dispersions and powder coatings: formulation and production of high performance PUR systems</p> <p>Event highlight Annual General Meeting Fachgruppe Lackchemie (GDCh): programme summary</p>	<p>Topics</p> <p>Renewable resources Biodegradable binders, raw materials from natural oils, seeds, gras for modern environmentally friendly coating</p> <p>Event highlight Annual General Meeting Fachgruppe Lackchemie (GDCh): detailed programme overview</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>Annual General Meeting Fachgruppe Lackchemie (GDCh) 26–28 September 2012, Bremerhaven/Germany</p> <p>Eurocoat Date tbd, Barcelona/Spain</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>Construction chemicals Exclusive technical article on innovative raw materials for construction chemicals</p> <p>FARBE LACK Award Exclusive report of the award ceremony and interview with this year's award winner</p> <p>Event highlight VILF Annual General Meeting: detailed programme overview</p>	<p>Topics</p> <p>Production engineering 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 Reports from the CEPE General Assembly and the Annual General Meeting of Fachgruppe Lackchemie (GDCh)</p> <p>Trade Shows/Conferences</p> <p>FARBE LACK Conference: Construction chemicals 13–14 November 2012, Kassel/Germany</p> <p>VILF Annual General Meeting 14–16 November 2012, Neu-Isenburg/Germany</p> <p>EC WEB CONFERENCE: Novel concepts for anti-corrosive coatings 15 November 2012, www.european-coatings.com</p> <p>FARBE LACK Conference: Biobased coatings 27–28 November 2012, Stuttgart/Germany</p> <p>EC CONFERENCE: Parquet and furniture coatings 27–28 November 2012, Berlin/Germany</p>	<p>Topics</p> <p>Additives Protecting, stabilising, improving and cross-linking with additives in waterborne, powder and radiation curing coatings; innovative products and formulation advice</p> <p>Event highlight Report from the VILF Annual General Meeting</p> <p>Trade Shows/Conferences</p> <p>drymix-CONVENTION 5 December 2012, www.drymix-CONVENTION.net</p>
<p>Date of publication: 1st week of month</p> <p>Closing date for advertisements and digital data: approx. 14th of month preceding publication</p> <p>Closing date for classified ads and digital data: approx. 16th of month preceding publication (later dates on request)</p>					
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Including FARBE LACK Annual Planner 2013!

Subject to change without notice.

Title Portrait



1 Title:
FARBE#LACK

2 Brief synopsis:
FARBE UND LACK is the foremost moderator of the German speaking coatings industry. Whatever is on the agenda – FARBE UND LACK has it covered. The professional mix of technology and markets, information and commentary as well as trends and background provides premium inspiration.

3 Target group:
Formulators of coatings, printing inks, adhesives, sealants and construction chemicals in Germany, Austria and Switzerland.

4 Frequency of publication:
monthly

5 Overall size:
A4

6 Year:
118th anniversary in 2012

7 Purchase price (valid from 1 January 2012):
Annual subscription – Germany (plus VAT) € 107.00
Annual subscription – outside Germany € 179.76

8 Organ:
“Fachgruppe Lackchemie” of the German Chemists Association (GDCh)
Schweizerische Vereinigung der Lack- und Farbenchemiker (SVLFC)
Verband der Ingenieure des Lack- und Farbenfaches (VILF)

9 Membership:
IVW (third-party audit)

10 Publishing house:
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Phone: +49-(0)5 11-99 10-000
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14 Volume analysis: 2010 = 12 issues
Total volume: 852 pages = 100.0 %
Editorial: 513 pages = 60.2 %
Advertising: 339 pages = 39.8 %
of these:
Classified ads: 62 pages = 18.2 %
House advertising: 117 pages = 34.5 %
Bound-in inserts: 2 pages = 0.6 %
Loose inserts: 9 pieces

15 Analysis of editorial contents: 2010 = 513 pages = 100.0 %
Technical articles 258 pages = 50.3 %
Formulated products 7 pages = 1.4 %
Products 34 pages = 6.6 %
Coatings manufacturers market 50 pages = 9.7 %
Suppliers market 46 pages = 9.0 %
Technical reviews/brief reports 18 pages = 3.5 %
Meetings 12 pages = 2.3 %
People 38 pages = 7.4 %
Editorials/Contents 24 pages = 4.7 %
Events 14 pages = 2.7 %
Portraits 12 pages = 2.4 %

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Circulation and Distribution Analysis

1 Circulation audit:



2 Circulation analysis:

Copies per issue at annual average
(1 July 2010 – 30 June 2011)

Print run:	3,815		
Total circulation:	3,585	of these abroad:	747
Sold copies:	3,054	of these association member copies:	933
Subscribed copies:	3,025		
Single copies:	-		
Other sales:	9		
Free copies:	551		
Record, sample and other copies:	230		

3 Geographic distribution analysis:

Economic region	Share of actually distributed circulation	
	%	Copies
Germany	79.2	2,838
Abroad	20.8	747
Actually distributed circulation	100.0	3,585

Detailed analysis of geographical distribution (annual average):

Economic region	Share of actually distributed circulation	
	%	Copies
Germany	79.2	2,838
Austria	2.8	101
Switzerland	9.4	338
Scandinavia	0.9	31
United Kingdom/Ireland	0.4	13
France	0.4	15
Belgium/The Netherlands/Luxembourg	4.3	153
Italy	0.4	14
Iberia	0.2	7
Eastern Europe	1.3	47
Rest of Europe	0.2	6
Total Europe	99.3	3,562
Africa/Middle East	0.2	7
Asia Pacific	0.1	4
North America	0.3	9
Latin America	0.1	3
Total outside Europe	0.7	23
Actually distributed circulation	100.0	3,585

Reader Analysis

1.1 Branches of industry: (100 % = 3,585 readers)

	Share of the actually distributed circulation	
	%	Copies
Manufacturers (multiple choice)	50	1,793
- of coatings	40	1,434
- of construction chemicals	9	323
- of printing inks	3	108
- of adhesives and sealants	2	72
Suppliers (multiple choice)	26	932
- of coatings raw materials	25	896
- of laboratory and production technology	2	72
- of coating application technology and accessory parts	2	72
Associations, institutes, consulting	6	215
End users of coatings	3	108
Academic	2	72
Other	13	466

2.1 Fields of responsibility:

	Share of the actually distributed circulation	
	%	Copies
Sales/Marketing	30	1,076
Research and development	23	825
Business management	14	502
Laboratory	14	502
Application technology	6	215
Production	2	72
Quality control	2	72
Purchasing	2	72
Other	7	251
Actually distributed circulation	100	3,585

1.2 Size of economic unit:

	Share of the actually distributed circulation	
	%	Copies
1 – 9 employees	20	717
10 – 19 employees	6	215
20 – 49 employees	12	430
50 – 99 employees	24	860
100 – 199 employees	8	287
200 – 499 employees	15	538
500 and more employees	14	502
No specification	1	36
Actually distributed circulation	100	3,585

2.2 Age range:

	Share of the actually distributed circulation	
	%	Copies
Up to 29 years	5	179
30 – 39 years	7	251
40 – 49 years	36	1,291
50 – 59 years	24	860
60 – 69 years	16	574
70 years and older	3	108
No specification	9	323
Actually distributed circulation	100	3,585

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Advertising Rates

Print Advertising

Price list no. 60 · Valid from 1 January 2012

- 1 Circulation:**
 Print run: 3,815 copies
 Copies actually circulated at annual average: 3,585 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
 Date of publication: 1st week of month
 Closing date for advertisements:
 approx. 14th of month preceding
 Closing date for classified ads:
 approx. 16th of month preceding
 (later dates on request)
- 5 Publishing house:**
 Vincentz Network GmbH & Co. KG
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 Internet: www.vincentz.net
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 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 | € 2,840.00 |
| Island | 118 x 175 | € 2,130.00 |
| 1/2 page | 175 x 125 (wide)/86 x 250 (high) | € 1,420.00 |
| 1/3 page | 175 x 85 (wide)/57 x 250 (high) | € 947.00 |
| 1/4 page | 175 x 60 (wide)/86 x 125 (high)/42 x 250 (high) | € 710.00 |
- Prices according to mm/column (42 mm wide): € 2.84
- 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) | € 5,192.00 |
| 3 rd cover (1/1 page/4c only) | € 4,908.00 |
| 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 € 5.30
 Opportunities, representations, etc.
 rate per mm/column, column width: 42 mm, b/w € 4.10
- Job wanted Standard sizes (incl. box no. and VAT):
- | | |
|------------------------|----------|
| Size A (86 mm x 50 mm) | € 245.00 |
| Size B (86 mm x 40 mm) | € 205.00 |
| Size C (86 mm x 30 mm) | € 165.00 |
| Box no. incl. postage | € 25.00 |
- Colour charges: see top 8. 2 or 4 column ads only.*
- Suppliers index: (40 mm wide)**
- | | |
|---|---------|
| Normal print (max. 35 characters) | € 5.90 |
| Bold print/capital letters (max. 28 characters) | € 11.80 |
| Box ad per mm | € 2.95 |
| Box ad with white background per mm | € 4.40 |
| Box ad 4c per mm | € 5.90 |
- Annual orders only; the annual invoice will be issued at the beginning of the contract. Prices are quoted per issue/heading/line/mm. 12 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 % |
| 12 insertions 10 % | 9 pages 18 % |
| | 12 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 € 4,340.00 | > 4 pages on request |
| 4 pages € 6,510.00 | 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 "FARBE UND LACK, 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.

Size	Colour (CMYK)	Width x height in mm (type area)	1 insertion € per ad	3 insertions € per ad	<i>discount</i>	6 insertions € per ad	<i>discount</i>	9 insertions € per ad	<i>discount</i>	12 insertions € per ad	<i>discount</i>
1/1	b/w	175 x 250	2,840.00	2,556.00	= -10 %	2,414.00	= -15 %	2,328.80	= -18 %	2,272.00	= -20 %
	2c		3,340.00	3,006.00	= -10 %	2,839.00	= -15 %	2,738.80	= -18 %	2,672.00	= -20 %
	3c		3,840.00	3,456.00	= -10 %	3,264.00	= -15 %	3,148.80	= -18 %	3,072.00	= -20 %
	4c		4,340.00	3,906.00	= -10 %	3,689.00	= -15 %	3,558.80	= -18 %	3,472.00	= -20 %
Island	b/w	118 x 175	2,130.00	2,023.50	= -5 %	1,917.00	= -10 %	1,917.00	= -10 %	1,810.50	= -15 %
	2c		2,380.00	2,261.00	= -5 %	2,142.00	= -10 %	2,142.00	= -10 %	2,023.00	= -15 %
	3c		2,630.00	2,498.50	= -5 %	2,367.00	= -10 %	2,367.00	= -10 %	2,235.50	= -15 %
	4c		2,880.00	2,736.00	= -5 %	2,592.00	= -10 %	2,592.00	= -10 %	2,448.00	= -15 %
1/2	b/w	175 x 125 or 86 x 250	1,420.00	1,349.00	= -5 %	1,278.00	= -10 %	1,278.00	= -10 %	1,207.00	= -15 %
	2c		1,670.00	1,586.50	= -5 %	1,503.00	= -10 %	1,503.00	= -10 %	1,419.50	= -15 %
	3c	86 x 250	1,920.00	1,824.00	= -5 %	1,728.00	= -10 %	1,728.00	= -10 %	1,632.00	= -15 %
	4c		2,170.00	2,061.50	= -5 %	1,953.00	= -10 %	1,953.00	= -10 %	1,844.50	= -15 %
1/3	b/w	175 x 85 or 60 x 250	947.00	918.59	= -3 %	899.65	= -5 %	852.30	= -10 %	852.30	= -10 %
	2c		1,114.00	1,080.58	= -3 %	1,058.30	= -5 %	1,002.60	= -10 %	1,002.60	= -10 %
	3c	60 x 250	1,281.00	1,242.57	= -3 %	1,216.95	= -5 %	1,152.90	= -10 %	1,152.90	= -10 %
	4c		1,448.00	1,404.56	= -3 %	1,375.60	= -5 %	1,303.20	= -10 %	1,303.20	= -10 %
1/4	b/w	175 x 60 or 86 x 125 or 42 x 250	710.00	688.70	= -3 %	674.50	= -5 %	653.20	= -8 %	639.00	= -10 %
	2c		835.00	809.95	= -3 %	793.25	= -5 %	768.20	= -8 %	751.50	= -10 %
	3c		960.00	931.20	= -3 %	912.00	= -5 %	883.20	= -8 %	864.00	= -10 %
	4c		1,085.00	1,052.45	= -3 %	1,030.75	= -5 %	998.20	= -8 %	976.50	= -10 %

Date of publication:
1st week of month

Closing date for advertisements and digital data:
approx. 14th of month preceding publication

Closing date for classified ads and digital data:
approx. 16th of month preceding publication
(later dates on request)

All rates subject to VAT where applicable.

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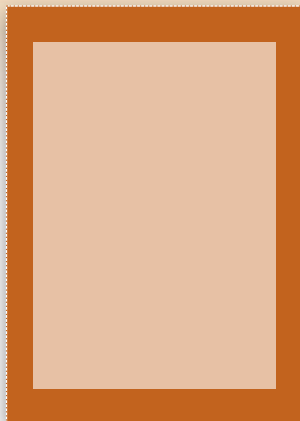
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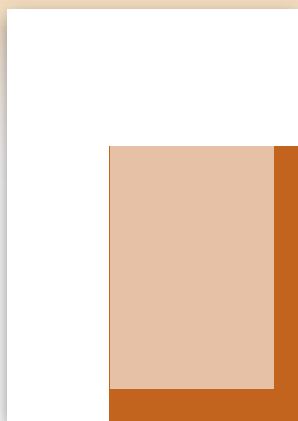
Display Ads

Display Ads: Sizes

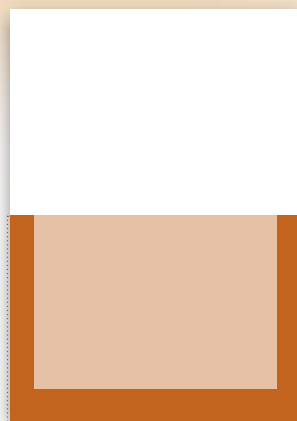
T: Type area
B: Bleed



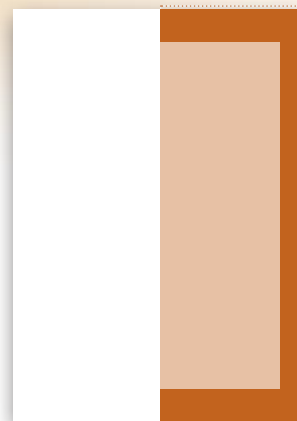
1/1 page
T: 175 mm wide x 250 mm high
B: 210 mm wide x 297 mm high



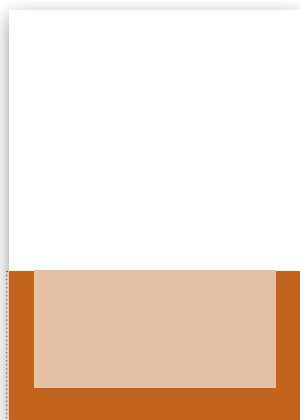
Island page
T: 118 mm wide x 175 mm high
B: 133 mm wide x 200 mm high



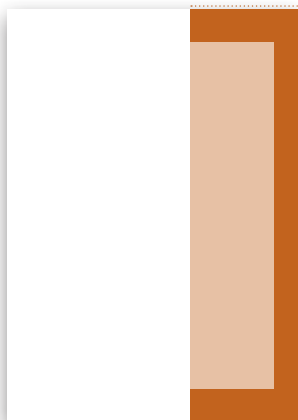
1/2 page horizontal
T: 175 mm wide x 125 mm high
B: 210 mm wide x 148 mm high



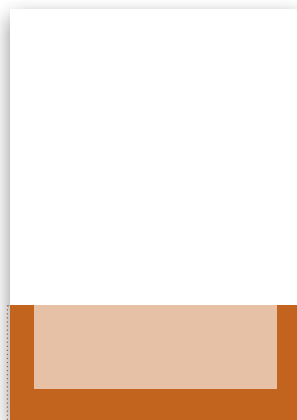
1/2 page vertical
T: 86 mm wide x 250 mm high
B: 105 mm wide x 297 mm high



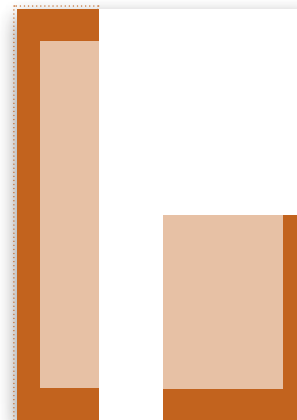
1/3 page horizontal
T: 175 mm wide x 85 mm high
B: 210 mm wide x 110 mm high



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

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

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Job Ads: Rates & Sizes

FARBE UND LACK is the leading contact platform for employers and job seekers in the German language, but also the European coatings market. Those who are looking for qualified staff, advertise their job opportunities here – and those who seek a change or new challenge in their career, find what they are looking for.

In addition to the print publication in FARBE UND LACK, all job advertisements will be automatically placed online for 8 weeks on www.farbeundlack.de/job-center. Moreover, a link to all online job ads in the weekly E-mail newsletter reaches out to approx. 11,800 additional readers.

Closing date for job ads and digital data:
approx. 16th 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: € 5,300.00	b/w: € 2,650.00	b/w: € 2,650.00	b/w: € 1,802.00	b/w: € 1,325.00	b/w: € 636.00
2c: € 5,800.00	2c: € 2,900.00	2c: € 2,900.00	2c: € 1,969.00	2c: € 1,450.00	2c: € 761.00
3c: € 6,300.00	3c: € 3,150.00	3c: € 3,150.00	3c: € 2,136.00	3c: € 1,575.00	3c: € 886.00
4c: € 6,800.00	4c: € 3,400.00	4c: € 3,400.00	4c: € 2,303.00	4c: € 1,700.00	4c: € 1,011.00

*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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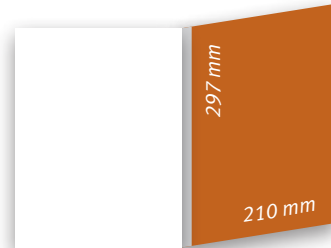
Contacts

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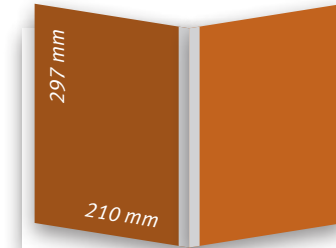
Bound-in Inserts

- 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.

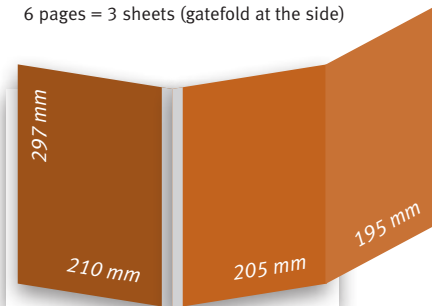
2 pages = 1 sheet



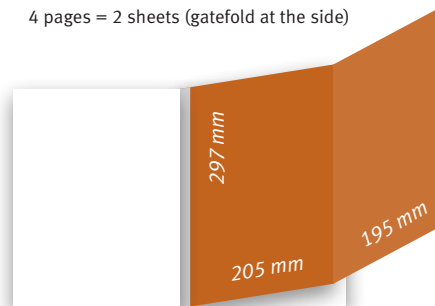
4 pages = 2 sheets



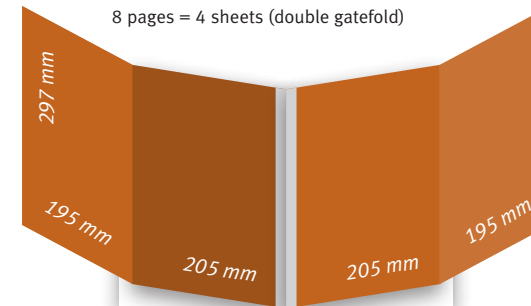
6 pages = 3 sheets (gatefold at the side)



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 "FARBE UND LACK, issue no. ../12"

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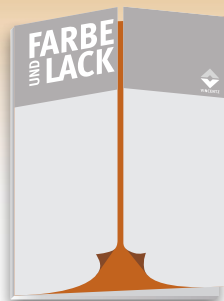
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Special Advertising & Positions



Title gate
1/2 page, 4c
double-sided print
(front cover incl. F&L title)
€ 7,700.00



Title gatefold
2/1 pages, 4c
€ 9,200.00



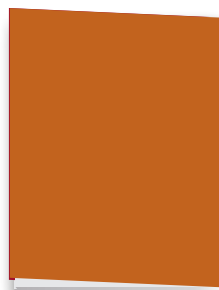
Belly band
470 mm wide x 80 mm high
€ 252.00 per 1,000 copies (rate for loose inserts)
+ technical charges € 700.00 (rate excl. production)



Title corner ad
100 mm wide x 100 mm high
(triangular), 4c
€ 3,460.00



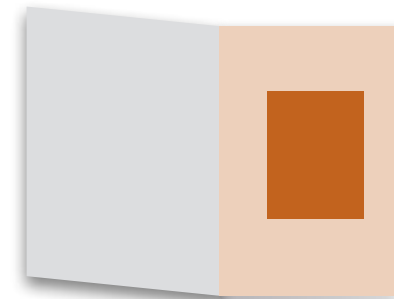
2nd cover
1/1 page, 4c
€ 5,192.00



Back cover
1/1 page, 4c
€ 5,192.00



Next-to-editorial
1/3 page, 4c
€ 2,150.00



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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Has a technical article, reflecting important information on developments in your company, been published in FARBE UND LACK? 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 FARBE UND LACK 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.*

FARBE UND LACK advertisers:
Of course we will apply your current discount to your reprints/PDF!



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The next edition will be published in April 2013!

FARBE UND LACK Buyers' Guide 2013/2014

The German industry classic enables decision makers in laboratories, purchasing and management to find the right supplier quickly thanks to its clear structure. Detailed company profiles and an overview of the most important professional organisations, institutes and universities round off the profile of this standard reference work for the coatings industry in the German-speaking area.

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

FARBE UND LACK Annual Planner 2012



The next edition will be published in December 2011!

FARBE UND LACK Edition

The German-language book series FARBE UND LACK Edition 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 FARBE UND LACK Edition also represent attractive advertising media offering a unique marketing channel to reach out to highly defined target groups.

New German-language technical books planned for 2012:

- Coloristics for the coatings industry
- Innovation in architectural coatings
- Renewable coatings raw materials
- Metallic-effect pigments
- Formulating sol-gel systems
- Functional coatings
- Epoxy resins
- Dispersion of pigments and fillers
- Introduction in polymeric binders
- Binders for water-based systems



Stay in touch with your customers 365 days a year!

The wall calendar of FARBE UND LACK guarantees your daily advertising presence in your customers' focus. Listing all important coatings events, this convenient wall calendar guides through the year also leaving enough space for personal dates or notes.

Present your company with your display advertisement on the wall calendar – and stay in your customers' direct view throughout the upcoming year! All readers of FARBE UND LACK will receive their personal wall calendar with their December issue.

Details on rates and closing dates for these special publications can be found at (available approx. 8 weeks before closing date): www.farbeundlack.de/werbung

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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_FL_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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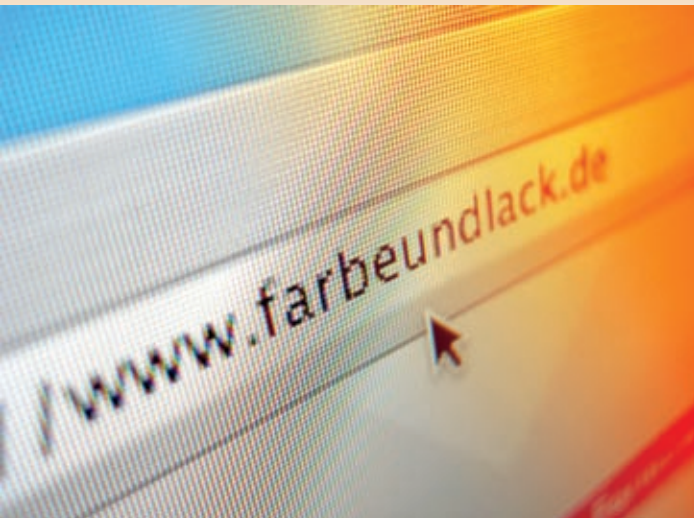
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Valid from 1 January 2012



1 Web address (URL):
www.farbeundlack.de

2 Brief synopsis:
Online presence of FARBE & LACK – daily with current news and dates of coming events. In addition, we offer webinars, videos, editorial archives, a bookshop and job market. A weekly newsletter provides information about the latest economic trends in the industry.

3 Target group:
Equivalent to FARBE & LACK 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.wilkins@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	600.00
		Channels	400.00
Full Banner (mid position)	468 x 60	Homepage	480.00
		Channels	320.00
Superbanner	728 x 90	Homepage	1,100.00
		Channels	800.00
new! Belly band	770 x 250	Homepage	900.00
new! Layer Ad	400 x 400	Homepage	900.00
		Channels	600.00
Skyscraper	120 x 600	Homepage	1,100.00
		Channels	800.00
Wide Skyscraper	160 x 600	Homepage	1,200.00
		Channels	900.00
Medium Rectangle	300 x 250	Homepage	1,300.00
		Channels	1,000.00
Wallpaper	top:	Homepage	1,500.00
	728 x 90	Channels	1,100.00
	and right: 120/160 x 600		

Further types and sizes on request.

Special online advertising:

Newsletter „FARBE & LACK NEWSLETTER“
Banner advertisement, top position, 468 x 60 pixels, not animated, incl. link to company homepage, GIF or JPG format, max. 100 KB
€ 60.00 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
€ 50.00 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
€ 40.00 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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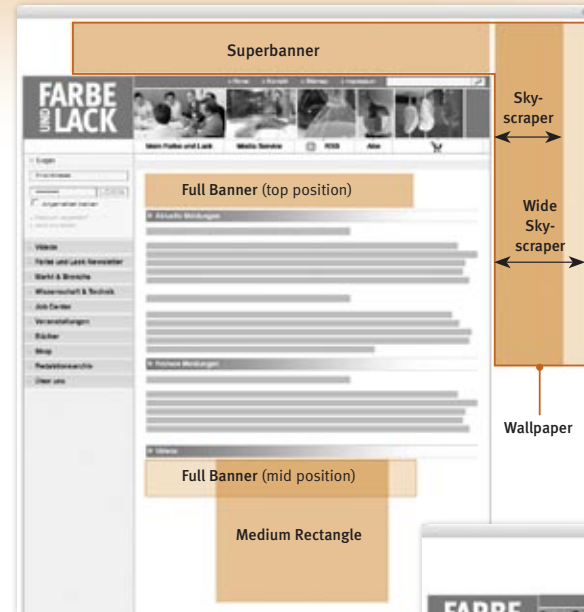
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Banner Advertising

Why advertise online on farbeundlack.de?

- **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 7,000 visits and 29,000 page views per month (2010 average) as well as the weekly E-mail newsletter to approx. 11,800 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.

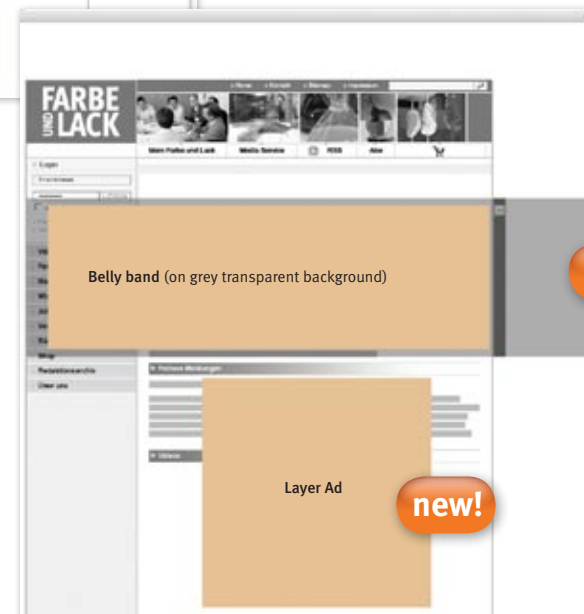


Sizes & Positions

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

FARBE UND LACK NEWSLETTER

The window to the coatings industry!

Every week, the FARBE UND LACK NEWSLETTER presents the latest trends and info from the German paints and coatings industry as well as from the international coatings markets.

Registered users subscribe to the FARBE UND LACK NEWSLETTER free of charge at www.farbeundlack.de.

Number of subscribers: on request (status 7/2011: approx. 11,800 subscribers)
Target group: equivalent to the readership of FARBE UND LACK
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
- € 60.00 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
- € 50.00 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
- € 40.00 per week/1,000 subscribers

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

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Video Advertising

FARBE UND LACK 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.farbeundlack.de, FARBE UND LACK 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.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: 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

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		New sales leads „Open“ webinar	Information/training of customers/staff „Closed“ webinar
Prior to the webinar	Advertising for your webinar in the FARBE & LACK 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.farbeundlack.de (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

All rates subject to VAT where applicable. Webinars 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
FARBE & LACK Conference: Corrosion protection II	12–13 June 2012 Stuttgart/Germany
FARBE & LACK Conference: Construction chemicals	13–14 November 2012 Kassel/Germany
FARBE & LACK Conference: Biobased coatings	27–28 November 2012 Stuttgart/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! <i>(max. 1 package available)</i>	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)	✓	✓	✓	✓
	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	✓	✓	–	–
	Inclusion of your individual question in the conference delegate survey	✓	–	–	–
	After the Conference	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		✓	–	–	–
FARBE & LACK Conference		€ 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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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 FARBE & LACK 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.

Vincentz Network GmbH & Co. KG

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