



EC European Coatings SHOW 2011

PLUS ADHESIVES, SEALANTS, CONSTRUCTION CHEMICALS

Nürnberg, Germany · 29 – 31 March 2011

www.european-coatings-show.com



European Coatings SHOW

PREVIEW & DAILY

Mastermind your show participation as an exhibitor today and make sure to guide the European Coatings SHOW attendees to your company and booth.

Benefit from the unique advertising opportunities of these exclusive show related newspapers!



EC SHOW PREVIEW

Target your customers in the days leading up to the EC SHOW! The EC SHOW PREVIEW offers concise information on exhibitors and social events, tips on hotels, travel and deadlines. An ideal tool for visitors preparing for the world's largest coatings exhibition and the perfect occasion for announcing your show participation!



EC SHOW DAILY

Ensure your customers' attention during the EC SHOW. The EC SHOW DAILY will be published on all three days of the exhibition with trends and reports of the events at the show. Each issue is an important signpost to your company stand!

Publication date: 1 December 2010

Print run: 65,000 copies

- Distribution:**
- ▶ inserts in EC JOURNAL and FARBE UND LACK, issues 12/2010
 - ▶ mailings to all former and potential visitors of the EC SHOW
 - ▶ download available at www.european-coatings-show.com

Publication dates: No. 1: 29 March 2011
 No. 2: 30 March 2011
 No. 3: 31 March 2011

Print run: No. 1: 6,000 copies
 No. 2: 8,000 copies
 No. 3: 5,000 copies

- Distribution:**
- ▶ exclusive show floor distribution
 - ▶ extensive hotel distribution
 - ▶ downloads available at www.european-coatings-show.com

Closing date: 22 October 2010

Closing date: 25 February 2011



Advertising Sizes and Rates

Rates are subject to VAT where applicable. Non-ECS 2011 exhibitors add 10% on total rate.

Sizes (based on A4)	Width x height in mm (type area)	Colour	EC SHOW PREVIEW €	EC SHOW DAILY €/issue
Tabloid page	277 x 349	b/w	5,150.00	4,250.00
1/1 page	175 x 250	b/w	2,600.00	2,160.00
Island page	118 x 175	b/w	1,950.00	1,620.00
1/2 page (horizontal)	175 x 125	b/w	1,300.00	1,080.00
1/3 page (horizontal)	175 x 86	b/w	867.00	720.00
1/4 page (vertical)	86 x 125	b/w	650.00	540.00
Header (front page, two available)*	60 x 60	4c	1,700.00	1,400.00
Tail piece (front page, one available)*	277 x 60	4c	3,240.00	2,680.00
Colour charges	€			
per CMYK colour			360.00	
per special colour			460.00	

Discounts:
 3 ads → 5 %
 4 ads → 10 %

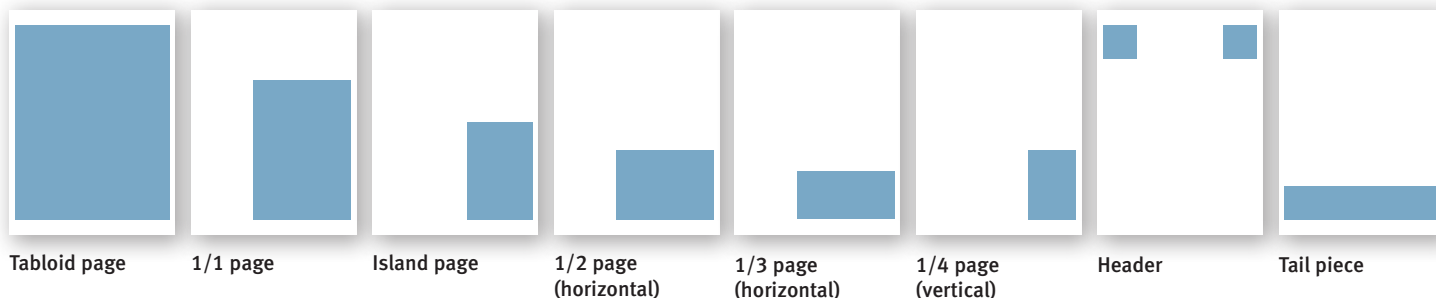
Special positions (*) cannot be cancelled. Other sizes on request. Loose inserts are not available.
 Bleed only available for 1/2 page or larger.

Mechanical Requirements

Trim size: 297 mm wide x 404 mm high (shortened A3), oversize per bleed edge 3 mm

Type area: 277 mm wide x 349 mm high, 6 columns at 42 mm

Digital files: Please send your digital data (TIF, JPEG, EPS or high-resolution PDF) for the advertisement via E-mail (max. 10 MB) to:
ruediger.reschke@vincentz.net



All sizes based on A4, for detailed measurements please see table on the top.

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