

EUROPEAN COATINGS.com

The European Coatings website is the premier online destination providing access to the largest portfolio of information services, events, and networking opportunities for the global coatings industry. As the editorial leader on coatings technology, this information hub delivers valuable solutions 24/7 while providing countless touchpoints between suppliers and their potential clients.



www.european-coatings.com

TARGET AUDIENCE

Professionals in the global coatings industry as well as allied industries such as printing inks, adhesives and sealants, and construction chemicals, in all operational areas at all levels in laboratory, production, and management.

KEY METRICS

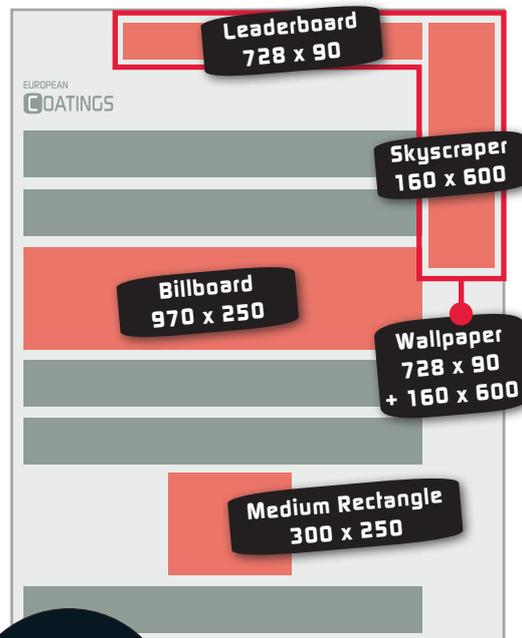
2025	0 month
Visits	64,693
Page impressions ..	75,400
Unique visitors	43,810



Visitors: regions

Europe	72%
North America	16%
Asia Pacific	11%
Latin America	1%
Africa	1%

AD POSITIONS



Data Delivery
GIF, JPEG, PNG,
HTML5
max. 100 KB

PLEASE NOTE!
Run-of-site position for all banner ad bookings!

RATES & SIZES

Banner	Size (px)		€/month
	Desktop	Mobile	
Leader-board	728 x 90	300 x 250	3,300
Sky-scraper	160 x 600	300 x 250	3,300
Billboard	970 x 250	300 x 250	4,670
Medium Rectangle	300 x 250	300 x 250	2,480
Wallpaper	728 x 90 + 160 x 600	300 x 250 + 300 x 250	5,490

DISCOUNTS

Series discount	%
2 insertions	-3
3 insertions	-5
5 insertions	-10
8 insertions	-15

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

All rates subject to VAT where applicable.

ADVERTISING CONTACTS

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