

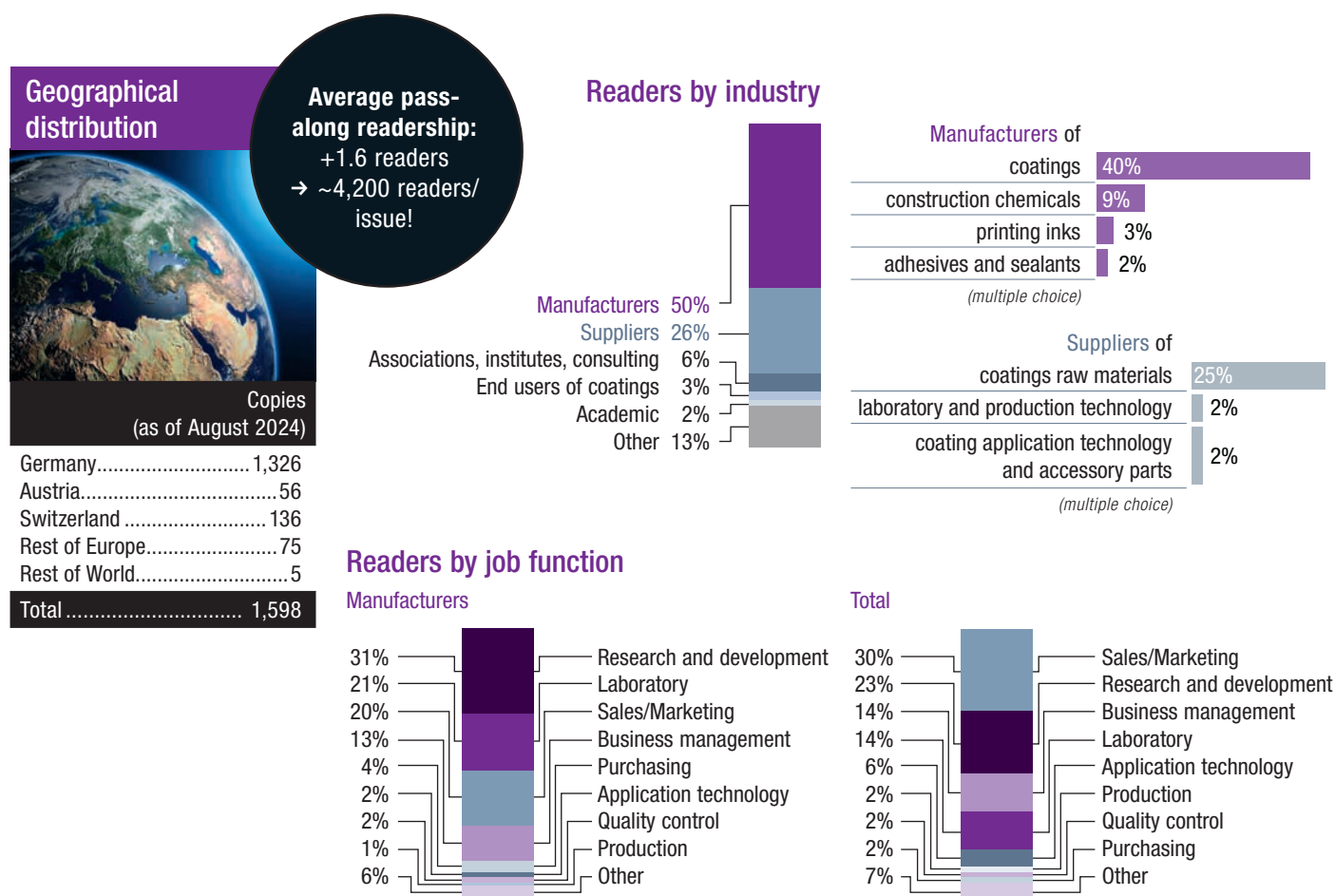
FARBEUNDLACK

FARBEUNDLACK is the leading trade journal and provider of technical-scientific information for the German-language coatings industry. The publication's highly-developed reader acceptance and exquisite reputation provide an outstanding environment for your advertising. Each issue focuses on a selection of editorial topics, offering you as a supplier of raw materials, equipment, machinery, or services the opportunity to promote your products effectively to the relevant target group.


www.farbeundlack.de

Target Audience

The German-language coatings industry as well as related industries such as printing inks, adhesives and sealants, and construction chemicals. Read in all operational areas by decision-makers and leading opinions at all levels in laboratory, production, and management. Official organ of the leading industry associations in Germany and Switzerland.



ADVERTISING CONTACTS

Vincentz Network

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FARBEUNDLACK
general date
of publication:
1st of the month!



Editorial Programme

Issue	Topic	Ad Closing Date	Digital Data Due
January	ACE Coatings	11/12/2024	13/12/2024
February	Architectural Coatings	10/01/2025	16/01/2025
March	EC SHOW & CONFERENCE 2025	11/02/2025	14/02/2025
Additional print run and distribution of the FARBEUNDLACK show issue March 2025! <ul style="list-style-type: none"> +2,000 copies distributed at the EC SHOW & CONFERENCE 2025 free-of-charge access to the digital edition for all subscribers of the FARBEUNDLACK // NEWSLETTER (approx. 20.000 recipients) 			
April	Wood Coatings Production Technology	11/03/2025	14/03/2025
May	Bio-based Coatings	11/04/2025	14/04/2025
June	Water-based Coatings	09/05/2025	16/05/2025
July/August	Polyurethane Coatings	11/06/2025	16/06/2025
September	Functional Coatings	11/08/2025	15/08/2025
October	Powder Coatings	11/09/2025	16/09/2025
November	Pigments & Fillers Testing & Measuring	11/10/2025	16/10/2025
December	Protective Coatings	11/11/2025	14/11/2025

www.farbeundlack.de

Would you like to advertise in FARBEUNDLACK?

SALES Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

**Would you like to publish a technical article in FARBEUNDLACK
or do you have news on companies or people within the industry?**

EDITORIAL OFFICE Nicole Liedke · T +49 511 9910-215 · nicole.liedke@vincentz.net

Display Advertisements

Full-colour rates (CMYK)

Size (A4)	€ per ad
1/1 page	6,640
Island page	5,210
1/2 page	4,060
1/3 page	2,710
1/4 page	2,040

Minimum ad size: 1/4 page

Special colour surcharges (HKS, Pantone)

Size (A4)	€ per special colour
1/1 page	800
1/2 page/Island page	400

Minimum special colour surcharge: 1/2 page rate

Special positions

Position	€ per ad
Inside/back cover (only 1/1 page)	7,970
Guaranteed position	+15%

Special positions cannot be cancelled.

Please note:
EC SHOW & CONFERENCE
special edition March 2025
 display ads and inserts

+ 10 % on total rate

(applies to less than 3 ads
 within insertion year of 12 months)

Discounts

Series discount	%	Quantity discount	%
3 insertions	-3	1.5 pages	-5
5 insertions	-5	3 pages	-10
8 insertions	-8	5 pages	-15
10 insertions	-10	8 pages	-18
		10 pages	-20

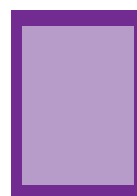
Discounts only apply to advertisements
 within 12 months starting with the
 publication of the first ad.

Package discounts for a significantly
 higher number of insertions
 (>50,000 €/insertion year):
 on request.

All rates subject to VAT where applicable.

Quantity discount = sum of
 all pages within one insertion
 year, e.g.
 3 x 1/2 page = 1.5 pages
 = -5% discount

SIZES (A4)



1/1 page

Bleed:
 210 mm wide x
 297 mm high

Type area:
 187 mm wide x
 256 mm high



Island page

Bleed:
 136 mm wide x
 205 mm high

Type area:
 123 mm wide x
 188 mm high



**1/2 page
horizontal**

Bleed:
 210 mm wide x
 145 mm high

Type area:
 187 mm wide x
 124 mm high



**1/2 page
vertical**

Bleed:
 101 mm wide x
 297 mm high

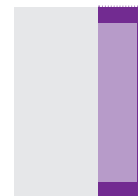
Type area:
 91 mm wide x
 256 mm high



**1/3 page
horizontal**

Bleed:
 210 mm wide x
 93 mm high

Type area:
 187 mm wide x
 80 mm high



**1/3 page
vertical**

Bleed:
 69 mm wide x
 297 mm high

Type area:
 59 mm wide x
 256 mm high



**1/4 page
horizontal**

Bleed:
 210 mm wide x
 69 mm high

Type area:
 187 mm wide x
 60 mm high



**1/4 page
vertical**

Bleed:
 53 mm wide x
 297 mm high

Type area:
 43 mm wide x
 256 mm high

or

Bleed:
 101 mm wide x
 145 mm high

Type area:
 91 mm wide x
 124 mm high

Bleed:

Oversize per bleed edge: 3 mm. Critical matter must be kept at least
 5 mm from all trim edges.

Would you like to advertise in FARBEUNDLACK?

Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

Specifications for digital data → see page 7

Editorial programme and advertising deadlines → see page 2

Suppliers Index

[illegible]

Line Entry




Line (b/w) in	Characters	€ per line
bold print	max. 28	18.40
CAPITALS	max. 28	18.40
normal print	max. 35	9.20

Rate per line, product heading and issue.

Box Advertisement

Box ad in	€ per mm height
b/w	4.60
b/w with white background	6.90
colour (CMYK)	9.20

Rate per mm height, product heading and issue.
Standard width 40 mm.

<p>Sommer GmbH & Co. KG Postfach 10 45 43, D-40036 Düsseldorf Tel. 0211 23082-02, Fax 0211 23082-36 info@sommer-anlagenbau.com www.sommer-anlagenbau.com</p>	 <p>SCHAEFER KALK GmbH & Co. KG D-65582 Diez Tel. 06432/503-0 Fax 06432/503269 www.schaeferkalk.de</p>	 <p>scholz www.harold-scholz.de</p>
<p>Example line entry: 1 line bold print + 4 lines normal print, run time: 12 months/11 issues under 1 product heading € 607.20</p>	<p>Example box advertisement b/w: 30 mm high, run time: 12 months/11 issues under 1 product heading € 1,518.00</p>	 <p>BCD Chemie GmbH Schellerdamm 16, 21079 Hamburg Tel: +49 40 771 73 2528, Fax: +49 40 771 73 2640 info@bcd-chemie.de; www.bcd-chemie.de</p>
	<p>Example box advertisement b/w with white background: 15 mm high, run time: 12 months/11 issues under 1 product heading € 1,138.50</p>	<p>Example colour box advertisement: 40 mm high, run time: 12 months/11 issues under 1 product heading € 4,048.00</p>

Annual orders (min. 12 months/11 issues) only. The annual invoice will be issued at the beginning of the insertion period (starting with the publication of the first ad). We only provide one voucher copy as proof of publication at the beginning of the insertion period. Entries in the Suppliers Index are not subject to discounts.

All rates subject to VAT where applicable.

www.farbeundlack.de

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Loose Inserts · Advertising Specials · Bound-In Inserts

Loose Inserts

Delivery size:

Max. 200 mm wide x 277 mm high, larger sizes will be folded or trimmed against additional charges. Please supply additional 3% for potential loss during production.



Up to 25 g/2 mm
per 1,000 copies
€ 2,075

Please note:

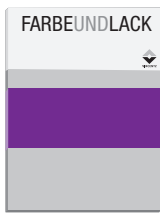
For all loose inserts exceeding 25 g in weight and 2 mm in thickness higher rates are applicable. Split advertising is not available. Loose inserts will be mentioned free of charge.

Advertising Specials



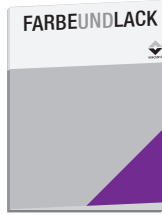
Titelgate

1/2 page, double-sided print
€ 9,110



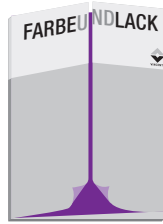
Belly band

470 mm wide x 80 mm high
per 1,000 copies
(rate excl. production)
€ 3,110



Title corner ad

100 mm wide x 100 mm high
(triangular)
€ 5,200



Title gatefold

2/1 pages
€ 11,720

Please note:

EC SHOW & CONFERENCE
special edition March 2025
display ads and inserts

+ 10 % on total rate

(applies to less than 3 ads within insertion year of 12 months)

Bound-In Inserts

Delivery size:

218 mm wide x 305 mm high, several pages: folded accordingly

Trim size:

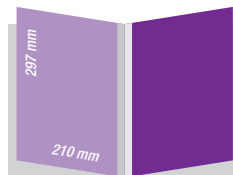
3 mm at bottom and outside, 5 mm at gutter and at top

Paper and binding:

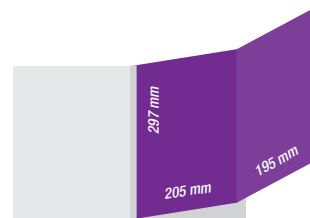
Max. 170 g/m², perfect binding



2 pages = 1 sheet
€ 6,640



4 pages = 2 sheets
€ 8,300



4 pages = 2 sheets (gatefold at the side)
€ 8,300

Please note:

Bound-in inserts which have a gatefold outside must be 5 mm shorter, i.e. their width should only be 205 mm including 5 mm in gutter. The front cover of the bound-in insert must be clearly indicated. Please supply additional 3% for potential loss during production. Tip-on-cards may not exceed a size of 25 cm² (max. length of edge: 6 cm).

Rates for bound-in inserts >4 pages: on request.

All rates subject to VAT where applicable.

www.farbeundlack.de

Would you like to advertise in FARBEUNDLACK?

Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

Specifications for digital data → see page 7

Editorial programme and advertising deadlines → see page 2

Delivery address for inserts:

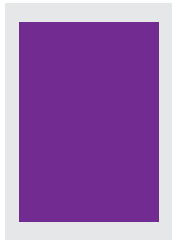
Gutenberg Beuys Feindruckerei GmbH
Hans-Böckler-Str. 52 · 30851 Langenhagen · Germany

Delivery note: For 'FARBE UND LACK', issue no. ...

Classified Advertisements

Job Offers Print & Online

Benefit from a higher market reach by publishing your job offer simultaneously in **FARBEUNDLACK** and online on www.farbeundlack.de/jobs.



1/1 page A4
187 mm wide x
256 mm high
b/w: € 6,550
2c: € 7,050
3c: € 7,550
4c: € 8,050



1/2 page A4 vertical /horizontal
91 mm wide x
256 mm high / 187 mm wide x
124 mm high
b/w: € 3,940
2c: € 4,190
3c: € 4,440
4c: € 4,690



1/3 page A4 horizontal
187 mm wide x
80 mm high
b/w: € 2,630
2c: € 2,800
3c: € 2,970
4c: € 3,140



1/4 page A4 vertical
91 mm wide x
124 mm high
b/w: € 1,980
2c: € 2,110
3c: € 2,240
4c: € 2,370

*Rates without layout services.
Rates for coloured advertisements refer to CMYK colours, special colour rates on request. All sizes indicated are type area sizes. Job offers are not subject to discounts.*

All rates subject to VAT where applicable.

**Box no.
service:
€ 40**

Opportunities Representations Miscellaneous



b/w rate per mm height

- 91 mm wide
€ 11.60
- 187 mm wide
€ 23.20

Colour surcharges on request.

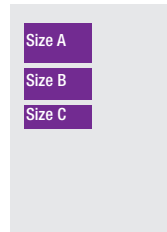
Example: **Opportunity**
91 mm wide, s/w, 50 mm high
€ 580.00

Example: **Representation**
187 mm wide, 2c, 32 mm high
€ 806.40

*Rates without layout services.
Classified advertisements are not subject to discounts.*

All rates subject to VAT where applicable.

Job Wanted



Size A
91 mm x 50 mm
€ 330

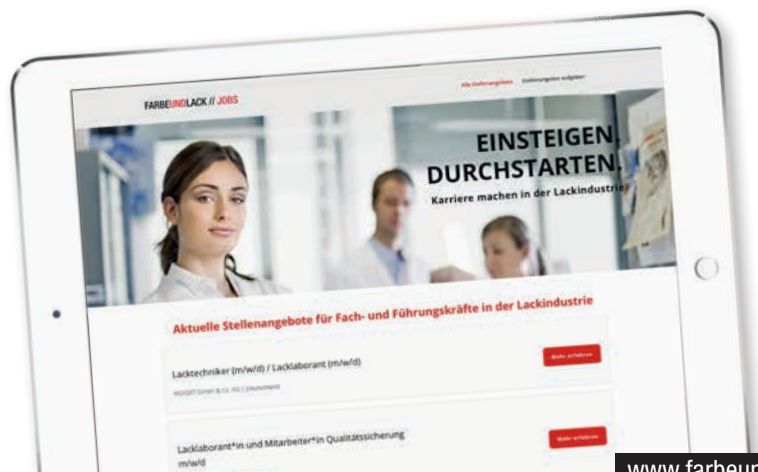
Size B
91 mm x 40 mm
€ 290

Size C
91 mm x 30 mm
€ 250

*b/w rates
incl. box no. service,
typesetting
and VAT*

Job Offers Online

Publication of your job offer at
www.farbeundlack.de/jobs (4 weeks run time).
€ 1,590



www.farbeundlack.de

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Editorial programme and advertising deadlines → see page 2

Delivery address for inserts:

Gutenberg Beuys Feindruckerei GmbH
Hans-Böckler-Str. 52 · 30851 Langenhagen · Germany

Delivery note: For 'FARBE UND LACK, issue no. ...'

Specifications for Digital Data

Kristijan Lugaric
Advertising Administration
T +49 511 9910-345
kristijan.lugaric@vincentz.net

We accept non-digital artwork/hardcopy material only upon surcharge. Individual amendments requested by the client will also be charged separately.

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 - > / < ? should not be used. Example for file name: 'Advertiser FL Oct 25').

File format: Please send your digital data in the following format:
PDF/X4.

Make sure to choose the correct colour mode:
ISOcoated v2 300.

You may download the correct colour mode at:
www.eci.org/en/downloads

Guarantee: As a standard procedure, Vincentz Network checks all incoming digital data in accordance with current printing requirements and standards. However, unless a coloured proof is provided by the client, Vincentz Network cannot accept any liability for deviations in copy, images, font and colour. In case we notice such a mistake, we will inform the client immediately and, if possible, offer to correct the digital data according to the client's requirements.

