

EUROPEAN COATINGS journal



NEW!



now also available as
DIGITAL CHINESE EDITION

Exclusively distributed to all members of the China National Coatings Industry Association (CNCIA)

European Coatings Journal and CNCIA have successfully combined their strengths to pave the way for Western suppliers to the rapidly growing Chinese coatings industry. Approx. **1,530 coatings professionals representing about 760 coatings companies throughout China** now benefit from ECJ's unique compilation of coatings expertise and get prepared to enter the next level of high-technology coatings formulation.

Closing date for advertisements and digital data:
approx. 5th of month of publication
(in September for September)

**Join the race and stay ahead of your competitors:
Contact us today to secure you space in the next edition of ECJ China!**

EDITORIAL PROGRAMME ECJ CHINA 2015/2016

ISSUE	FOCUS TOPICS
11 /2015 (published in December)	Testing and Measuring
12 /2015 (published in January 2016)	Powder Coatings
1 /2016 (published in February)	Functional Coatings
2 /2016 (published in March)	Architectural Coatings additional topic: Adhesives
3 /2016 (published in April)	Wood Coatings
4 /2016 (published in May)	Biobased Coatings additional topic: Testing and Measuring
5 /2016 (published in June)	Agricultural and Construction Equipment Coatings additional topic: Construction Chemicals
6 /2016 (published in July)	Automotive Coatings additional topic: Production Technology
7/8 /2016 (published in August)	Protective Coatings
9 /2016 (published in October)	Radiation Curing
10 /2016 (published in November)	Waterborne Coatings additional topic: Printing Inks
11 /2016 (published in December)	Floor Coatings
12 /2016 (published in January 2017)	Powder Coatings

DISPLAY ADVERTISEMENTS

FULL-COLOUR RATES (CMYK)

Size (A4)	€ per ad
1/1 page/ROP	2,200.00
1/2 page/ROP	1,650.00
Inside front/inside back cover (only 1/1 page)	2,650.00
Guaranteed position	+10%

Minimum ad size: 1/2 page.
Special positions cannot be cancelled.
ROP = Run of page.
All rates subject to VAT where applicable.

DISCOUNTS

No. of ads	%	
2 x	-5	Discounts only apply to advertisements within 12 months starting with the publication of the first ad.
3 x	-10	
6 x	-15	
9 x	-18	
11 x	-20	

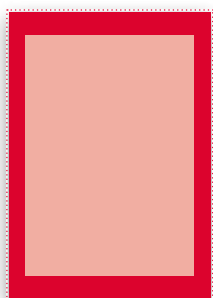




**Closing date for advertisements
and digital data:**
approx. 5th of month of publication
(in September for September)

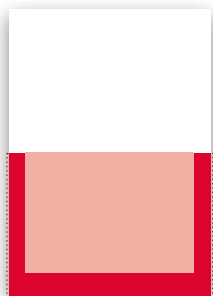
MECHANICAL REQUIREMENTS

SIZES (A4)



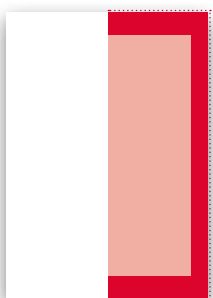
1/1 page

Bleed:
210 mm wide x
297 mm high
Type area:
187 mm wide x
256 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

GUIDELINES DIGITAL FILES

Data transmission: 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 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_EC_China_Oct16'

File formats:

Closed files:

- PDF, all fonts embedded

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.

Colours:

Colour advertisements should only include the process colours Cyan, Magenta, Yellow and Black.

Data contact:

Tanja Lapke
Director Advertising Administration
T +49 511 9910-255
F +49 511 9910-259
tanja.laepke@vincentz.net

Vincentz Network

Patricia Lupertz
Key Account Manager
T +49 511 9910-249
F +49 511 9910-259
patricia.luepertz@vincentz.net

Our International Sales Representatives

BeNeLux
Jacqueline Poppe
Beech BP
T +31 547 271071
F +31 547 200217
jacqueline@beechbp.nl

Italy
Graziella Quaini
Quaini Pubblicita
T +39 02 39216180
F +39 02 39217082
grquaini@tin.it

France
Audrey Meyre
DEF & Communication
T +33 1 47307180
F +33 1 47300189
ameyre@defcommunication.com

Switzerland
Irene Stutzmann
Jordi Publipress
T +41 32 6663095
F +41 32 6663099
is@jordipublipress.ch

United Kingdom
Dr. John Haim
Bondway Publishing
T +44 1342 717350
F +44 871 5283916
media@bondway.co.uk

USA/Canada
Dave Weidner
Blue World Partners
T +1 603 556 7479
F +1 253 847 3692
info@blueworldpartners.com

