

# FARBEUNDLACK // NEWSLETTER



[www.farbeundlack.de/newsletter](http://www.farbeundlack.de/newsletter)

Twice a week, the FARBEUNDLACK // NEWSLETTER presents the latest news and trends from the German paints and coatings industry as well as from the international coatings markets.


## Target Audience

Professionals in 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, at all levels in laboratory, production, and management.

Geographical distribution

Average opening rate:

41.3%



Subscribers  
(as of November 2023)

Germany.....	86%
Switzerland .....	5%
Austria.....	4%
Rest of world.....	5%

Subscribers:

16,373



## Rates & Sizes

- Banner ad** (top or mid position)
- size: 600 x 220 px, not animated
  - data delivery: GIF, JPEG, max. 100 KB
- |                      |         |   |   |
|----------------------|---------|---|---|
| <b>top position:</b> | € 2,290 | } | per week<br>(two issues with <u>identical</u><br>ad artwork/copy/hyperlink) |
| <b>mid position:</b> | € 2,090 |   |   |

- Text ad** (top, mid or bottom position)
- headline: max. 34 characters incl. spaces
  - text: max. 400 characters incl. spaces
  - picture/logo: 600 x 240 px
  - data delivery: GIF, JPEG, max. 100 KB
- |                         |         |   |   |
|-------------------------|---------|---|---|
| <b>top position:</b>    | € 2,490 | } | per week<br>(two issues with <u>identical</u><br>ad artwork/copy/hyperlink) |
| <b>mid position:</b>    | € 2,290 |   |   |
| <b>bottom position:</b> | € 2,090 |   |   |

*Targeting not available.  
All rates subject to VAT where applicable.*

## Discounts

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

*Discounts only apply to newsletter advertisements within 12 months starting with the publication of the first advertisement.*

*Cancellation period for newsletter advertising orders: 8 weeks before ordered run time.*

## ADVERTISING CONTACTS

### Vincentz Network

Patricia Lüpertz · T +49 511 9910-249 · [patricia.luepertz@vincentz.net](mailto:patricia.luepertz@vincentz.net)

Anette Pennartz · T +49 511 9910-240 · [anette.pennartz@vincentz.net](mailto:anette.pennartz@vincentz.net)

### International Sales Representatives

#### BeNeLux

Jacqueline Poppe · Beech BP · T +31 547 271071 · [jacqueline@beechbp.nl](mailto:jacqueline@beechbp.nl)

#### France/Italy/Spain/Switzerland

Melanie Villard · MKV Conseil · T +33 9 75792743 · [melanievillard@outlook.com](mailto:melanievillard@outlook.com)

#### UK/North America

Dave Weidner · Blue World Partners · T +1 253 677 4242 · [info@blueworldpartners.com](mailto:info@blueworldpartners.com)

