

EUROPEAN COATINGS journal



Editorial leader in the provision of expert information for the global coatings industry. Highly-developed reader acceptance and the publication's exquisite reputation provide an outstanding environment for advertising. Each issue focuses on a selection of editorial topics, offering suppliers of raw materials, equipment, machinery and services the opportunity to promote their products effectively to the relevant target group.

www.european-coatings.com

TARGET AUDIENCE

Professionals in the global coatings industry as well as related industries such as printing inks, adhesives and sealants, and construction chemicals. Read by decision-makers and leading opinions in laboratory, production, and management. Official partner of CEPE – the European coatings association who has chosen ECJ as the exclusive forum for their member organizations.

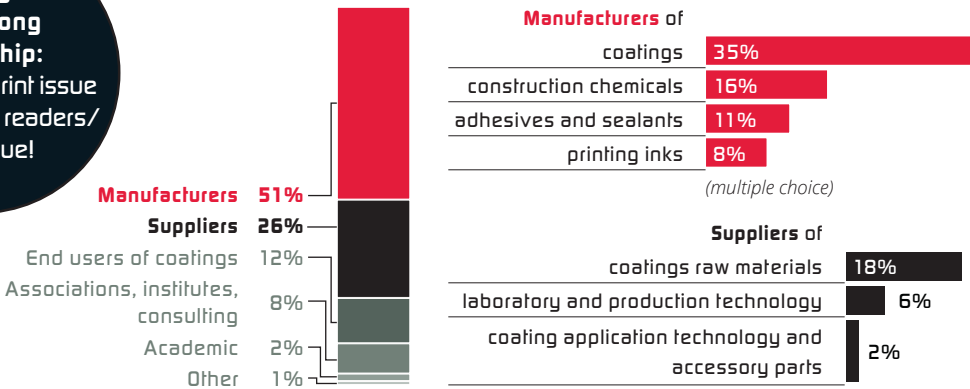
GEOGRAPHICAL DISTRIBUTION



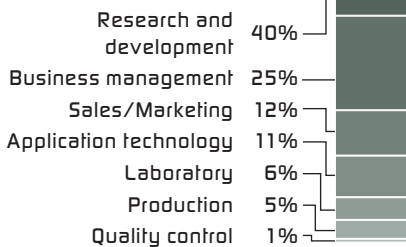
Average pass-along readership:
+3 readers/print issue
→ ~22,200 readers/print issue!

Region	Copies (as of December 2022)
United Kingdom/Ireland	614
BeNeLux	910
France	443
Italy	724
Iberia	368
Scandinavia	347
Germany	119
Switzerland	15
Austria	11
Rest of Europe	1,531
Africa/Middle East	312
North America	34
Latin America	10
Asia Pacific	79
Total	5,517

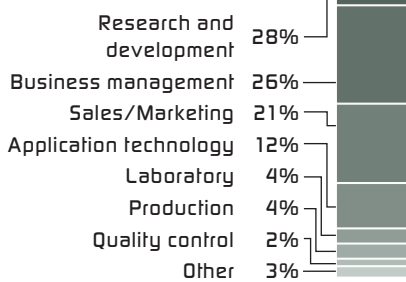
READERS BY INDUSTRY



READERS BY JOB FUNCTION (manufacturers)



READERS BY JOB FUNCTION (total)



ADVERTISING CONTACTS

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EUROPEAN

COATINGS journal



EDITORIAL PROGRAMME

Issue	Topic	Publication Date	Ad Closing Date	Digital Data Due
January/February	Architectural Coatings	01/02/23	11/01/23	16/01/23
March	EC SHOW 2023 – Pre-Show Issue	01/03/23	11/02/23	13/02/23
April	EC SHOW 2023 – Show Issue	27/03/23	11/03/23	12/03/23
<div style="background-color: red; color: white; padding: 5px; display: inline-block;"> Issue 04/2023 – EC SHOW 2023 Show Issue: +3,000 copies → distributed on the show floor! </div>				
May	Protective Coatings	15/05/23	22/04/23	26/04/23
June	Wood Coatings Automation & Digitalization	15/06/23	22/05/23	31/05/23
July/August	Bio-Based Coatings	14/07/23	22/06/23	28/06/23
September	Water-Borne Coatings	15/09/23	22/08/23	30/08/23
October	Resins & Additives Testing & Measuring	16/10/23	22/09/23	27/09/23
November	Functional Coatings	15/11/23	22/10/23	26/10/23
December	Powder Coatings	15/12/23	22/11/23	29/11/23

Subject to change without notice.

www.european-coatings.com

WOULD YOU LIKE TO ADVERTISE IN THE EUROPEAN COATINGS JOURNAL?

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

WOULD YOU LIKE TO PUBLISH A TECHNICAL ARTICLE IN THE EUROPEAN COATINGS JOURNAL OR DO YOU HAVE NEWS ON COMPANIES OR PEOPLE WITHIN THE INDUSTRY?

EDITORIAL OFFICE Kerstin Houba · T +49 511 9910-225 · kerstin.houba@vincentz.net

DISPLAY ADVERTISEMENTS

FULL-COLOUR RATES (CMYK)

Size (A4)	€ per ad
1/1 page	6,720
Island page	5,380
1/2 page	4,030
1/3 page	2,690
1/4 page	2,020

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
2 nd /back cover (only 1/1 page)	8,070
Guaranteed position	+ 15 %

Special positions cannot be cancelled.

DISCOUNTS

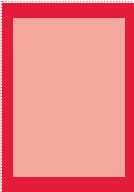
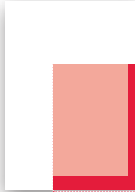






Series discount	%	Quantity discount	%
3 insertions	-3	1.5 pages	-5
5 insertions	-5	3 pages	-10
8 insertions	-8	5 pages	-15
10 insertions	-10	8 pages	-18
		10 pages	-20

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.

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

All rates subject to VAT where applicable.

SIZES (A4)

 <p>1/1 page Bleed: 210 mm wide x 297 mm high Type area: 187 mm wide x 256 mm high</p>	 <p>Island page Bleed: 136 mm wide x 205 mm high Type area: 123 mm wide x 188 mm high</p>
 <p>1/2 page horizontal Bleed: 210 mm wide x 145 mm high Type area: 187 mm wide x 124 mm high</p>	 <p>1/2 page vertical Bleed: 101 mm wide x 297 mm high Type area: 91 mm wide x 256 mm high</p>
 <p>1/3 page horizontal Bleed: 210 mm wide x 93 mm high Type area: 187 mm wide x 80 mm high</p>	 <p>1/3 page vertical Bleed: 69 mm wide x 297 mm high Type area: 59 mm wide x 256 mm high</p>
 <p>1/4 page horizontal Bleed: 210 mm wide x 69 mm high Type area: 187 mm wide x 60 mm high</p>	 <p>1/4 page vertical Bleed: 53 mm wide x 297 mm high Type area: 43 mm wide x 256 mm high</p>

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

Please note:
ECJ issues 3 + 4/2023
 (ECS 2023 pre-show and show issues):
 display ads and inserts
+5% on total rate
 (applies to less than 3 advertisements within 12 months)

SUPPLIERS INDEX

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SUPPLIERS INDEX

From „Additives“ to „Weathering tests“ - the place to search for competent partners of the coatings industry!

CONTRACT MANUFACTURING

AEROSOL CONTRACT FILLING

www.cdkmcoatings.hu
domos@cdkcontract.hu
+3630495922

DISSOLVERS

OLIVER + BATLE

www.oliverbatle.com

FILLING PLANTS

MIRODUR

www.turbomill.com

COATING THICKNESS GAUGES

Eicometer Ltd

Manchester M43 6BU, UK
T +44 161 371 6000
sales@eicometer.com
D-73431 Asken, Germany
T +49 7361 528060
de_info@eicometer.com
4340 Awaens, Belgium
T +32 4379 9610
be_info@eicometer.com
45380 La Chapelle Saint Mesmin, France
T +33 23886 3344
fr_info@eicometer.com
3584 BH Utrecht, The Netherlands
T +31 30259 1818
nl_info@eicometer.com
www.eicometer.com

KREIS-DISSOLVER®

WILHELM MEYER

www.kreis-dissolver.com

MISSING your entry?

+49 511 9910-249

FILLERS

HOFFMANN MINERAL

HOFFMANN MINERAL GmbH
P.O. Box 14 49
8629 Neuburg (Donau), Germany
Phone +49 89 31 53 0
Fax +49 89 31 53 3 39
info@hoffmann-mineral.com
www.hoffmann-mineral.com

GRINDING MEDIA

Tosoh Europe BV

Tosoh Europe BV
Tosoh CP, Amsterdam, The Netherlands
Tel: +31 20 7600014
Fax: +31 20 7611488
E-Mail: info_euro@tosoh.com
V.P.P. (V.P.P. is not an official
partner of grinding media.

MILLS

KREIS-BASKET-MILL®

WILHELM MEYER

www.kreis-basket-mill.com

PHYSICAL TEST EQUIPMENT

Eicometer Ltd

Manchester M43 6BU, UK
T +44 161 371 6000
sales@eicometer.com
D-73431 Asken, Germany
T +49 7361 528060
de_info@eicometer.com
4340 Awaens, Belgium
T +32 4379 9610
be_info@eicometer.com
45380 La Chapelle Saint Mesmin, France
T +33 23886 3344
fr_info@eicometer.com
3584 BH Utrecht, The Netherlands
T +31 30259 1818
nl_info@eicometer.com
www.eicometer.com

PIGMENTS

KROMAPEARL

PEARLESCENT PIGMENTS

KROMACHEM GmbH
Fürstenbergstrasse 17
51379 Leverkusen
Tel: +49 20273 7222-20
E-Mail: sales@kromachem.com
www.KROMACHEM.com

Blue!

More COLOUR, more impact!
Your entry this size costs € 873,60 + VAT per issue/heading.

EUROPEAN COATINGS JOURNAL 11 - 2022

LINE ENTRY

Line (b/w) in	Characters	€ per line
bold print	max. 28	20,40
CAPITALS	max. 28	20,40
Normal print	max. 35	10,20

Rate per line, product heading and issue.

BOX ADVERTISEMENT

Box ad in	€ per mm height
b/w	5,10
b/w with white background	7,70
colour (CMYK)	10,20

Rate per mm height, product heading and issue.
Standard width 42 mm.

Vetch Pro GmbH
D-57234 Wilnsdorf
info@vetch-pro.com
www.vetch-pro.com

Example line entry:
1 line bold print,
3 lines normal print,
run time: 12 months/10 issues
under 1 product heading
€ 510

OLIVER + BATLE
Smart Solutions for the Coatings Industry
www.oliverbatle.com

o+b@oliverbatle.com Tel. +34 93 464 10 10
Ctra. de Mataró, 39-47 08911 - Badalona (Spain)

DISPERLUX
www.disperlux.de

BCD Chemie GmbH
Schellerdamm 16
21079 Hamburg
Tel: +49 40 771 73 109
Fax: +49 40 771 73 315
info@bcd-chemie.de
www.bcd-chemie.de

Example box advertisement b/w:
30 mm high,
run time: 12 months/10 issues
under 1 product heading
€ 1,530

Example box advertisement b/w with white background:
12 mm high,
run time: 12 months/10 issues
under 1 product heading
€ 924

Example colour box advertisement:
40 mm high,
run time: 12 months/10 issues
under 1 product heading
€ 4,080

Annual orders (min. 12 months/10 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.

WOULD YOU LIKE TO ADVERTISE IN THE EUROPEAN COATINGS JOURNAL?

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

SPECIFICATIONS FOR DIGITAL DATA → see page 6

EDITORIAL PROGRAMME AND ADVERTISING DEADLINES → see page 2

EUROPEAN

COATINGS journal

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.



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.

Up to 25 g/2 mm
per 1,000 copies
€ 610

ADVERTISING SPECIALS



Title gate
1/2 page,
double-sided print
€ 9,400



Title gatefold
2/1 pages
€ 12,090



Belly band
470 mm wide x
80 mm high
per 1,000 copies
(rate excl. production)
€ 920



Title corner ad
100 mm wide x
100 mm high
(triangular)
€ 5,360

Please note:
ECJ issues 3 + 4/2023
(ECS 2023 pre-show and show issues): display ads and inserts
+5% on total rate
(applies to less than 3 advertisements within 12 months)

BOUND-IN INSERTS

Delivery size:

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

Trim size:

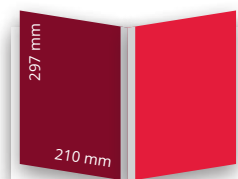
3 mm at bottom and outside,
5 mm at gutter and at top

Paper and binding:

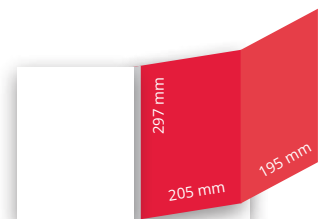
Max. 170 g/m², perfect binding



2 pages = 1 sheet
€ 6,720



4 pages = 2 sheets
€ 8,400



4 pages = 2 sheets
(gatefold at the side)
€ 8,400

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.*

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Delivery address for inserts:

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

Delivery note:

For 'EC Journal, issue no. ...'

SPECIFICATIONS FOR DIGITAL DATA

Data transmission: Please send your digital data for the advertisement via E-mail (max. 10 MB) directly to Vincentz Network:

Kristijan Lugaric
 Advertising Administration
 T +49 511 9910-345
 F +49 511 9910-259
 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: 'ECJ 'Advertiser_ECJ_Oct_23')

File formats: Please send your digital data in one of the following formats: PDF/X1 a, PDF/X3 or PDF/X4.

Make sure to choose the correct colour mode: ISOcoated_v2.

You may download the correct colour modes 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.



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