

**EUROPEAN
COATINGS**



The European Coatings portfolio includes trade publications, industry events, and unique services connecting the largest community of experts in the global coatings industry as well as allied industries such as printing inks, adhesives and sealants, and construction chemicals. Unsurpassed in size and quality, our audience engagement opportunities represent a solid backbone and valuable foundation in achieving your individual communication goals.

www.european-coatings.com

STAND-ALONE NEWSLETTER

Benefit from maximum exclusivity through a stand-alone newsletter! Your message is delivered to the subscribers of the EC Newsletter and receives high attention and enhanced acceptance thanks to the co-branding with our media brand European Coatings. Exclusive display with no competition in sight! You provide the content and we take care of the rest.

GEOGRAPHICAL DISTRIBUTION

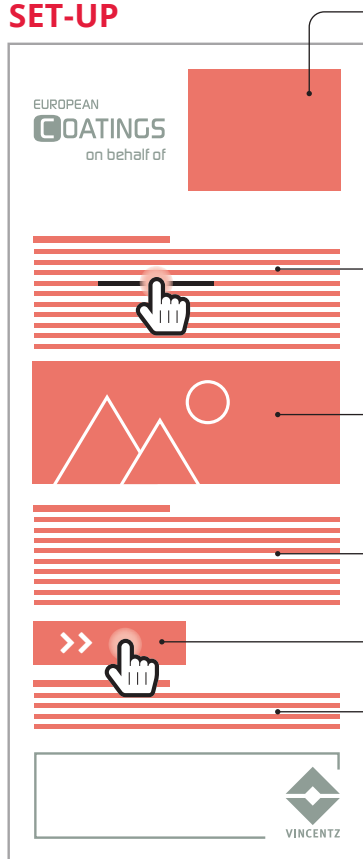
Average opening rate: **~37%**



Europe	55%
Western	26%
Southern	16%
Eastern	10%
Scandinavia	3%
Middle East	3%
Africa	3%
North America	10%
Latin America	3%
Asia	12%
Australia	1%
n/a	13%

EC Newsletter subscribers: **40,823**
(as of November 2022)

NEWSLETTER SET-UP



- Your company logo:** max. 300 x 240 px
- Your text (top position):** headline: max. 34 characters incl. spaces
text: max. 400 characters incl. spaces and link to your website
- Your picture:** max. 600 x 240 px (GIF, JPEG, max. 100 MB)
- Your text (mid position):** headline (optional): max. 34 characters incl. spaces
text: max. 400 characters incl. spaces
- Call-to-action element:** incl. link to your website
- Your text (bottom position):** headline (optional): max. 34 characters incl. spaces
text: max. 200 characters incl. spaces

RATE
€ 8,250 per stand-alone newsletter

DISCOUNTS

Series discount	%
2 stand-alone newsletters	-3
3 stand-alone newsletters	-5
5 stand-alone newsletters	-10
8 stand-alone newsletters	-15

Discounts only apply to stand-alone newsletters within 12 months starting with the date of the first newsletter.

Cancellation period for stand-alone newsletters: 8 weeks before mailing date.

Rate subject to VAT where applicable.

ADVERTISING CONTACTS

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