

# EUROPEAN COATINGS journal



The EC Journal is the editorial leader in the provision of expert information for the global 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.european-coatings.com](http://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 the EC Journal as the exclusive forum for their member organizations.

### GEOGRAPHICAL DISTRIBUTION

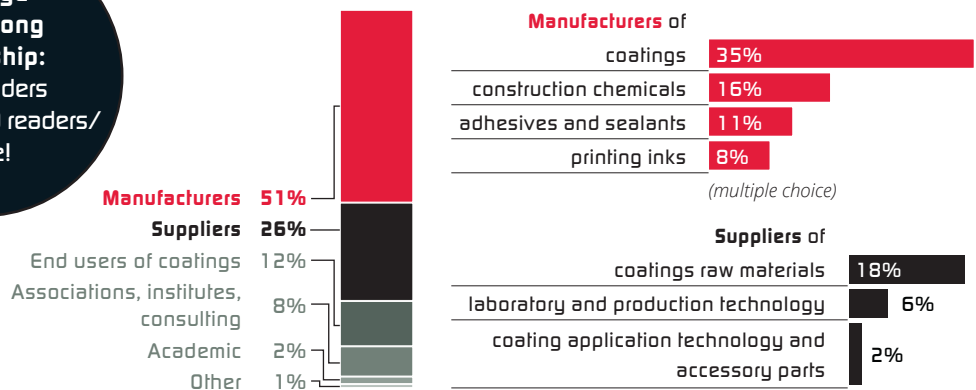


**Average pass-along readership:**  
+1.6 readers  
→ ~15,000 readers/issue!

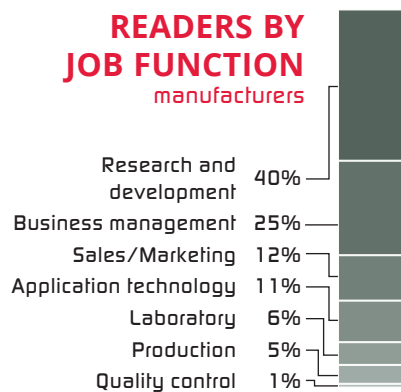
Copies (as of August 2024)

Europe	4,899
United Kingdom/Ireland	946
BeNeLux	906
France	564
Italy	533
Iberia	425
Scandinavia	341
Austria/Germany/Switzerland	125
Rest of Europe	1,059
Africa/Middle East	742
Asia Pacific	122
Latin/North America	11
<b>Total</b>	<b>5,774</b>

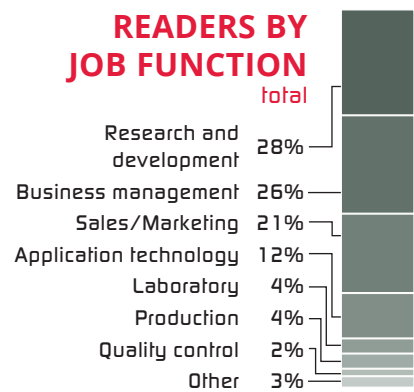
### READERS BY INDUSTRY



### READERS BY JOB FUNCTION (manufacturers)



### READERS BY JOB FUNCTION (total)



## ADVERTISING CONTACTS

### Vincenz Network

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

Anette Pennartz · T +49 511 9910-240 · [anette.pennartz@vincenz.net](mailto:anette.pennartz@vincenz.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 +1 603 556 7479 · [info@blueworldpartners.com](mailto:info@blueworldpartners.com)



EUROPEAN

**COATINGS** journal

The EC Journal's general date of publication: 15<sup>th</sup> of the month!



# EDITORIAL PROGRAMME

Issue	Topic	Ad Closing Date	Digital Data Due
January/February	EC SHOW & CONFERENCE 2025	22/01/25	28/01/25
<p><b>Additional print run and distribution of the EC JOURNAL show issue January/February 2025!</b></p> <ul style="list-style-type: none"> <li>+3,000 copies distributed at the EC SHOW &amp; CONFERENCE 2025</li> <li>free-of-charge access to the digital edition for all subscribers of the EC NEWSLETTER (approx. 43,000 recipients)</li> </ul>			
March	Pigments and fillers & Production technology	21/02/25	27/02/25
April	Architectural coatings	22/03/25	27/03/25
May	Water-based coatings	22/04/25	28/04/25
June	ACE coatings	22/05/25	28/05/25
July/August	Bio-based coatings	23/06/25	27/06/25
September	Polyurethane coatings	22/08/25	28/08/25
October	Protective coatings & Testing and measuring	22/09/25	26/09/25
November	Functional coatings	22/10/25	28/10/25
December	Powder coatings	21/11/25	27/11/25

*Subject to change without notice.*

[www.european-coatings.com](http://www.european-coatings.com)

**WOULD YOU LIKE TO ADVERTISE IN THE EC JOURNAL?**

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

**WOULD YOU LIKE TO PUBLISH A TECHNICAL ARTICLE IN THE EC 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	6,990
Island page	5,480
1/2 page	4,280
1/3 page	2,850
1/4 page	2,150

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 <sup>nd</sup> /back cover (only 1/1 page)	8,390
Guaranteed position	+ 15 %

Special positions cannot be cancelled.

**Please note:**  
**EC SHOW & CONFERENCE 2025**  
**special edition** (January/February 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

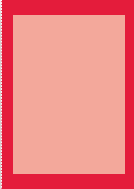
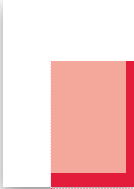
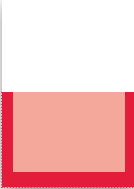

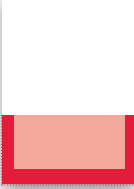
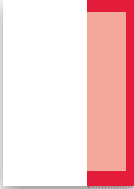


Discounts only apply to advertisements within 12 months starting with the publication of the first ad.

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

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

## WOULD YOU LIKE TO ADVERTISE IN THE EC 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

# SUPPLIERS INDEX

48 SUPPLIERS INDEX

## SUPPLIERS INDEX

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

**COATING THICKNESS GAUGES**

**Elcometer Ltd**  
Manchester M43 6BU, UK  
T: +44 161 571 6000  
sales@elcometer.com  
D-73431 Aalen, Germany  
T: +49 7361 520090  
de\_info@elcometer.com  
4340 Awaens, Belgium  
T: +32 4379 9610  
be\_info@elcometer.com  
45380 La Chapelle Saint Mesmin, France  
T: +33 23266 5344  
fr\_info@elcometer.com  
3584 BH Utrecht, The Netherlands  
T: +31 30259 1816  
nl\_info@elcometer.com  
www.elcometer.com

**FILLERS**

**HOFFMANN MINERAL**  
HOFFMANN MINERAL GmbH  
P.O. Box 18 69  
86531 Neuburg (Donau), Germany  
Phone: +49 84 31 53 0  
Fax: +49 84 31 53 20  
info@hoffmann-mineral.com  
www.hoffmann-mineral.com

**GRINDING MEDIA**

**Tosoh Europe BV**  
Westerburgweg 25B  
4101 CP Amstelveen, The Netherlands  
Tel.: +31 (0)20 7630214  
Fax: +31 (0)20 7614168  
E-Mail: info.tosoh@tosoh.com  
V2025 (Grinding and other)  
tosoh.eu.grinding.media

**Yellow!**  
More COLOUR,  
more impact!  
Your entry this size  
costs € 668,80 + VAT  
per issue/heading.

**MILLS**

**KREIS-BASKET-MILL®**  
WILHELM NEMANN  
KREIS-BASKET-MILL®  
KREIS-BASKET-MILL®  
KREIS-BASKET-MILL®

**DISSOLVERS**

**OLIVER + BATLLE**  
www.oliverbatlle.com  
+9 511 9910-249  
Tel.: +34 93 464 10 10  
Ctra. de Mataró, 39-47

**FILLING PLANTS**

**DEVALVE**  
Teukermatzen 10  
2172 Marksum - Bergen  
Tel.: +32 3 641 43 00  
Fax: +32 3 646 48 19  
info@valve.com  
www.valve.com

**PHYSICAL TEST EQUIPMENT**

**Elcometer Ltd**  
Manchester M43 6BU, UK  
T: +44 161 571 6000  
sales@elcometer.com  
D-73431 Aalen, Germany  
T: +49 7361 520090  
de\_info@elcometer.com  
4340 Awaens, Belgium  
T: +32 4379 9610  
be\_info@elcometer.com  
45380 La Chapelle Saint Mesmin, France  
T: +33 23266 5344  
fr\_info@elcometer.com  
3584 BH Utrecht, The Netherlands  
T: +31 30259 1816  
nl\_info@elcometer.com  
www.elcometer.com

**MISSING YOUR ENTRY?**  
+49 511 9910-249

**PIGMENTS**

**KROMAPEARL**  
PEARLESCENT PIGMENTS  
KROMACHEM GmbH  
Fürstenbergstraße 17  
51779 Leinertropfen  
Tel.: +49 (0)217 7210-20  
E-Mail: info@kromachem.com  
www.KROMACHEM.com

## LINE ENTRY

Line (b/w) in	Characters	€ per line
<b>bold print</b>	max. 28	21.20
CAPITALS	max. 28	21.20
Normal print	max. 35	10.60

Rate per line, product heading and issue.

## BOX ADVERTISEMENT

Box ad in	€ per mm height
b/w	5.30
b/w with white background	7.95
colour (CMYK)	10.60

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  
€ 530

**OLIVER + BATLLE**  
Smart Solutions for the Coatings Industry  
www.oliverbatlle.com  
o+b@oliverbatlle.com Tel.: +34 93 464 10 10  
Ctra. de Mataró, 39-47 08911 - Badalona (Spain)

**Example box advertisement b/w:**  
30 mm high,  
run time: 12 months/10 issues  
under 1 product heading  
€ 1,590

**DISPERLUX**  
www.disperlux.de

**Example box advertisement b/w with white background:**  
12 mm high,  
run time: 12 months/10 issues  
under 1 product heading  
€ 954

**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 colour box advertisement:**  
40 mm high,  
run time: 12 months/10 issues  
under 1 product heading  
€ 4,240

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.

[www.european-coatings.com](http://www.european-coatings.com)

## WOULD YOU LIKE TO ADVERTISE IN THE EC 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  
€ 635

## ADVERTISING SPECIALS



**Title gate**  
1/2 page,  
double-sided print  
€ 9,590



**Belly band**  
470 mm wide x  
80 mm high  
per 1,000 copies  
(rate excl. production)  
€ 950



**Title corner ad**  
100 mm wide x  
100 mm high  
(triangular)  
€ 5,470



**Title gatefold**  
2/1 pages  
€ 12,330

**Please note:**  
**EC SHOW & CONFERENCE 2025 special edition**  
(January/February 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:**

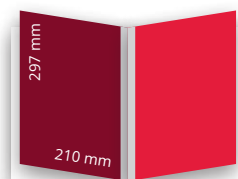
3 mm at bottom and outside,  
5 mm at gutter and at top

**Paper and binding:**

Max. 170 g/m<sup>2</sup>, perfect binding



**2 pages = 1 sheet**  
€ 6,990



**4 pages = 2 sheets**  
€ 8,740



**4 pages = 2 sheets**  
(gatefold at the side)  
€ 8,740

**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 cm<sup>2</sup> (max. length of edge: 6 cm).

*Rates for bound-in inserts >4 pages: on request.  
All rates subject to VAT where applicable.*

[www.european-coatings.com](http://www.european-coatings.com)

### WOULD YOU LIKE TO ADVERTISE IN THE EC 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

**Delivery address for inserts:**

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

**Delivery note:**

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

EUROPEAN

**COATINGS** journal

# 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  
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\_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](http://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.



[www.european-coatings.com](http://www.european-coatings.com)

**WOULD YOU LIKE TO ADVERTISE IN THE EC JOURNAL?**

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

**EDITORIAL PROGRAMME AND ADVERTISING DEADLINES** → see page 2