

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

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.

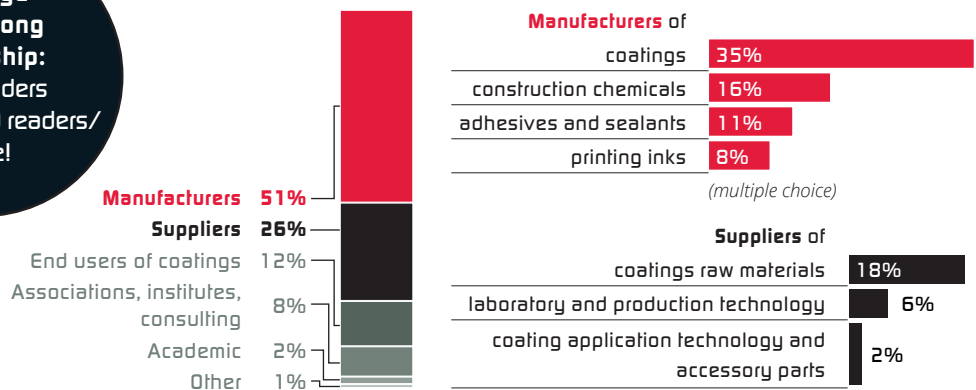
GEOGRAPHICAL DISTRIBUTION



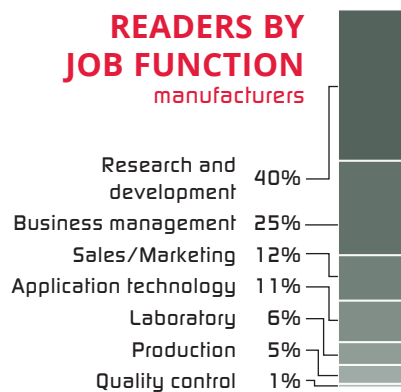
Average pass-along readership:
+1.6 readers
→ ~14,300 readers/issue!

United Kingdom/Ireland	885
BeNeLux	729
France	599
Italy	574
Iberia	419
Scandinavia	313
Germany	95
Switzerland	14
Austria	10
Rest of Europe	1,232
Africa/Middle East	550
Asia Pacific	43
North America	16
Latin America	4
Total	5,483

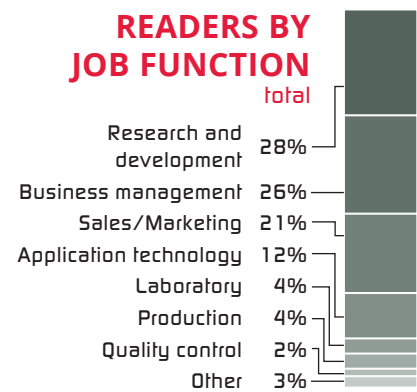
READERS BY INDUSTRY



READERS BY JOB FUNCTION (manufacturers)



READERS BY JOB FUNCTION (total)



ADVERTISING CONTACTS

Vincentz Network Patricia Lüpertz · T +49 511 9910-249 · patricia.luepertz@vincentz.net
Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

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UK/North America Dave Weidner · Blue World Partners · T +1 603 556 7479 · info@blueworldpartners.com



EUROPEAN

COATINGS journal

The EC Journal's general date of publication: 15th of the month!



EDITORIAL PROGRAMME

Issue	Topic	Ad Closing Date	Digital Data Due
January/February	Protective Coatings	22/01/24	30/01/24
March	Pigments and Fillers	22/02/24	28/02/24
April	Automotive Coatings	22/03/24	26/03/24
May	Bio-based Coatings	22/04/24	25/04/24
June	Wood Coatings	22/05/24	29/05/24
July/August	Water-based Coatings	21/06/24	27/06/24
September	Functional Coatings + Production Technology	22/08/24	29/08/24
October	Architectural Coatings	23/09/24	26/09/24
November	Additives and Resins	22/10/24	29/10/24
December	Powder Coatings	22/11/24	28/11/24

Subject to change without notice.

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	6,850
Island page	5,480
1/2 page	4,110
1/3 page	2,740
1/4 page	2,060

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)	8,220
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

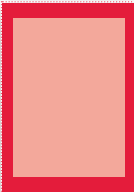
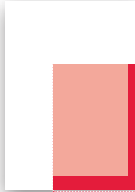






Discounts only apply to advertisements within 12 months starting with the publication of the first ad.

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

All rates subject to VAT where applicable.

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

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.

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SUPPLIERS INDEX

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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 7341 520090
de_info@elcometer.com
4340 Awaens, Belgium
T +32 4379 9510
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 1818
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
E-101 CP Amsterdam, The Netherlands
Tel. +31(0)20 7630214
Fax. +31(0)20 7614168
E-Mail: info.tosoh@tosoh.com
VCM® (Groning and other)
www.tosoh-grinding-media.com

MILLS

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

DISSOLVERS

OLIVER + BATLLE
www.oliverbatlle.com
+91 511 9910 249
+34 93 464 10 10
Ctra. de Mataró, 39-47

SOZER
ULTRASONIC MINERAL TECHNOLOGY
www.sozer.com

VMA-GETZMANN GMBH
DISPERMAT®
TORUSMILL®
www.vma-getzmann.de

KREIS-DISSOLVER®
WILHELM NEMANN
KREIS-DISSOLVER®
WILHELM NEMANN
KREIS-DISSOLVER®
WILHELM NEMANN
KREIS-DISSOLVER®

FILLING PLANTS

DEVAIR
Teukermatzen 10
2172 Marksum - Bergen
Tel. +32 3 641 43 00
Fax. +32 3 646 48 19
http://www.devaire.com

PHYSICAL TEST EQUIPMENT

Elcometer Ltd
Manchester M43 6BU, UK
T +44 161 571 6000
sales@elcometer.com
D-73431 Aalen, Germany
T +49 7341 520090
de_info@elcometer.com
4340 Awaens, Belgium
T +32 4379 9510
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 1818
nl_info@elcometer.com
www.elcometer.com

PIGMENTS

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

Missing your entry?
+49 511 9910-249

EUROPEAN COATINGS JOURNAL 11 - 2023

LINE ENTRY

Line (b/w) in	Characters	€ per line
bold print	max. 28	20,80
CAPITALS	max. 28	20,80
Normal print	max. 35	10,40

Rate per line, product heading and issue.

BOX ADVERTISEMENT

Box ad in	€ per mm height
b/w	5,20
b/w with white background	7,80
colour (CMYK)	10,40

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
€ 520

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
€ 1,560

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
€ 936

BCD
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
€ 4,160

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.

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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
€ 570

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)
€ 860



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



Title gatefold
2/1 pages
€ 12,330

BOUND-IN INSERTS

Delivery size:

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

Trim size:

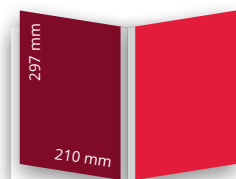
3 mm at bottom and outside,
5 mm at gutter and at top

Paper and binding:

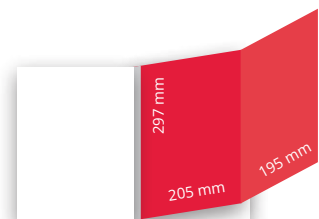
Max. 170 g/m², perfect binding



2 pages = 1 sheet
€ 6,850



4 pages = 2 sheets
€ 8,560



4 pages = 2 sheets
(gatefold at the side)
€ 8,560

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. ...'

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_24')

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

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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