

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

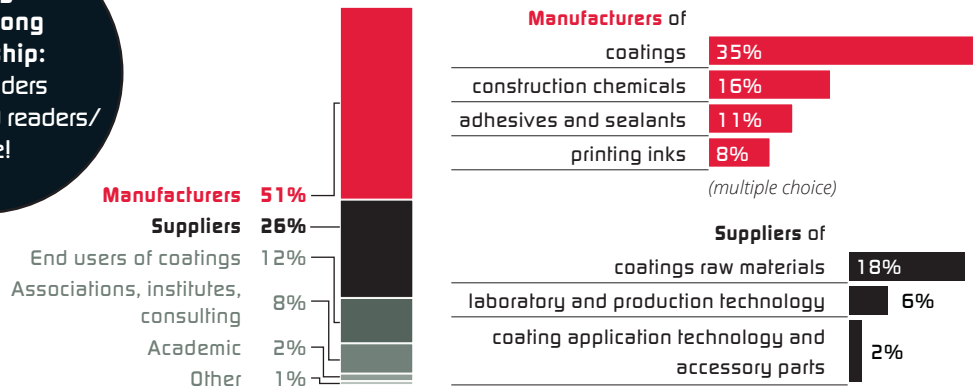


Average pass-along readership:
+1.6 readers
→ ~15,000 readers/issue!

Copies (as of August 2024)

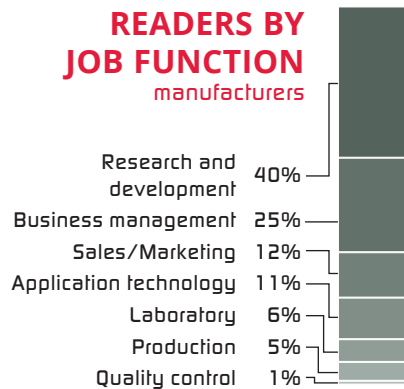
Europe	4,899
United Kingdom/Ireland	946
BeNeLux	906
France	564
Italy	533
Iberia	425
Scandinavia	341
Austria/Germany/Switzerland	125
Rest of Europe	1,059
Africa/Middle East	742
Asia Pacific	122
Latin/North America	11
Total	5,774

READERS BY INDUSTRY



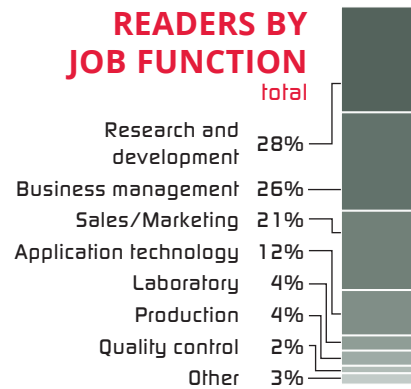
READERS BY JOB FUNCTION

manufacturers



READERS BY JOB FUNCTION

total



ADVERTISING CONTACTS

Vincenz Network

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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	EC SHOW & CONFERENCE 2025	22/01/25	28/01/25
<p>Additional print run and distribution of the EC JOURNAL show issue January/February 2025!</p> <ul style="list-style-type: none"> +3,000 copies distributed at the EC SHOW & CONFERENCE 2025 free-of-charge access to the digital edition for all subscribers of the EC NEWSLETTER (approx. 43,000 recipients) 			
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

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 nd /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

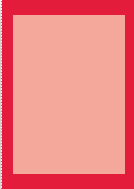
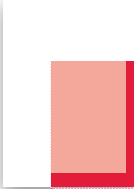
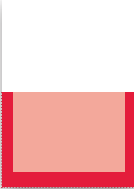

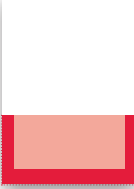
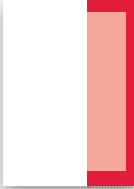


Discounts only apply to advertisements within 12 months starting with the publication of the first ad.

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>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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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 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 23086 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 Aalst (near The Netherlands)
Tel. +31(0)76740014
Fax. +31(0)76741418
E-Mail: info.tosoh@tosoh.com
VZ09 (Germany and other)
Contact: grinding.media

Yellow!

More COLOUR,
more impact!
Your entry this size
costs € 688,80 + VAT
per issue/heading.

DISSOLVERS

OLIVER + BATLLE

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

FILLING PLANTS

DEVARBE

Teukermatzen 10
2172 Marksum - Bergen
Tel. +32 3 641 43 00
Fax: +32 3 646 48 19
http://www.devarbe.com info@devarbe.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 23086 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
51379 Leverkusen
Tel. +49 (0)217 7242 20
E-Mail: info@kromachem.com
www.KROMACHEM.com

LINE ENTRY

Line (b/w) in	Characters	€ per line
bold print	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)

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
€ 1,590

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

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.

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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
€ 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:

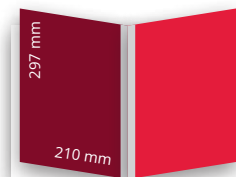
3 mm at bottom and outside,
5 mm at gutter and at top

Paper and binding:

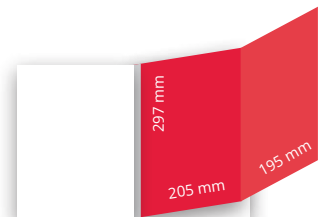
Max. 170 g/m², perfect binding



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 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_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

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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