

# FARBEUNDLACK

The FARBEUNDLACK portfolio includes trade publications, industry events, and unique services connecting the high-class community of experts in the German-language 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.farbeundlack.de](http://www.farbeundlack.de)

## Advertorial Interview

Connect with the high-quality audience of the FARBEUNDLACK publications through your story instead of a traditional print or banner advertisement. Publish an interview led by a member of our editorial team with a representative of your company and choose between two advertorial packages, scaled for your market reach: a comprehensive programme including print or digital only.

### Advertorial Interview PRINT & DIGITAL

Production of interview by our editorial team, incl. 1x correction run and final approval through client. The interview consists of 3x Q&A: interview title max. 40 characters, introduction max. 300 characters, answers max. 800 characters each, all incl. spaces. Optional: photo of the interviewee (300 dpi, 600x240 px, max. 100 KB, GIF or JPEG)

½ page full-color ad space for the print publication of your interview

Publication of the interview on [www.farbeundlack.de](http://www.farbeundlack.de) as a news item, marked "Sponsored content", visible one day on the homepage followed by seven days under the category "News"

Publication of the same news item, marked "Sponsored content", in the FARBEUNDLACK Newsletter (2x, published Tuesday + Thursday)

Your interview remains available in the online editorial archives

Rate: € 5,790

### Advertorial Interview DIGITAL

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Rate: € 3,940

Average market reach per month/issue:

**FARBEUNDLACK:**  
~8,000 readers

**FARBEUNDLACK Website:**  
~17,500 visits

**FARBEUNDLACK Newsletter:**  
~20,800 subscribers

## Discounts

Series discount	%
2 or more advertorials	-3
3 or more advertorials	-5
5 or more advertorials	-10
8 or more advertorials	-15

Discounts only apply to insertion orders within 12 months starting with the publication of the first advertorial. Cancellation period for advertorial advertising orders: 8 weeks before ordered runtime. Agency discounts available. All rates subject to VAT where applicable.

## ADVERTISING CONTACTS

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