

EUROPEAN

COATINGS.com



The European Coatings website is the premier online destination providing access to the largest portfolio of information services, events, and networking opportunities for the global coatings industry. As the editorial leader on coatings technology, this information hub delivers valuable solutions 24/7 while providing countless touchpoints between suppliers and their potential clients.

www.european-coatings.com

TARGET AUDIENCE

Professionals in the global coatings industry as well as allied industries such as printing inks, adhesives and sealants, and construction chemicals, in all operational areas at all levels in laboratory, production, and management.

KEY METRICS

2023	0 month
Visits	18,414
Page impressions	32,237
Unique visitors	12,949

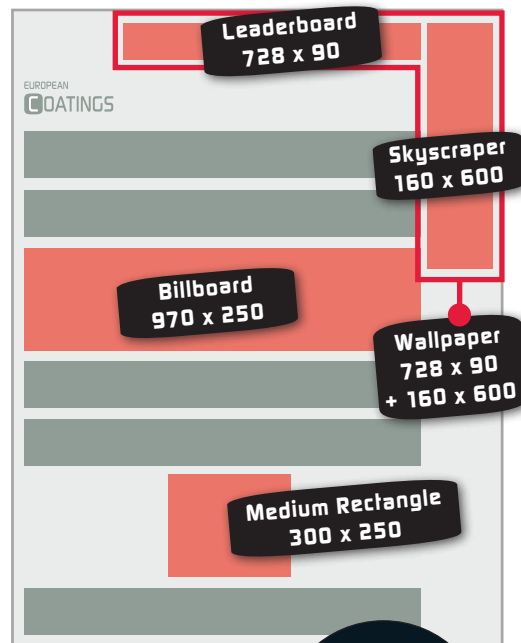


Europe	49.0
North America	21.9
Asia	18.5
Middle East	5.2
Latin America	3.0
Africa	2.2
Oceania	1.0
n/a	0.1

Visitors: top 10 countries %

1. United States	20.6
2. Germany	12.5
3. India	7.0
4. United Kingdom	6.0
5. The Netherlands	4.0
6. Italy	3.9
7. France	3.4
8. Spain	2.5
9. Turkey	2.3
10. China	2.2

AD POSITIONS



Data Delivery
GIF, JPEG, PNG,
HTML5
max. 100 KB

RATES & SIZES

Banner	Size (px)		€/month
	Desktop	Mobile	
Leader-board	728 x 90	300 x 250	3,170
Sky-scraper	160 x 600	300 x 250	3,170
Billboard	970 x 250	300 x 250	4,490
Medium Rectangle	300 x 250	300 x 250	2,380
Wallpaper	728 x 90 + 160 x 600	300 x 250 + 300 x 250	5,280

DISCOUNTS

Series discount	%
2 insertions	-3
3 insertions	-5
5 insertions	-10
8 insertions	-15

Discounts only apply to banner advertisements within 12 months starting with the publication of the first banner ad. Cancellation period for online advertising orders: 8 weeks before ordered run time.

All rates subject to VAT where applicable.

ADVERTISING CONTACTS

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Run of site position for all banner ad bookings!

