

FARBEUNDLACK

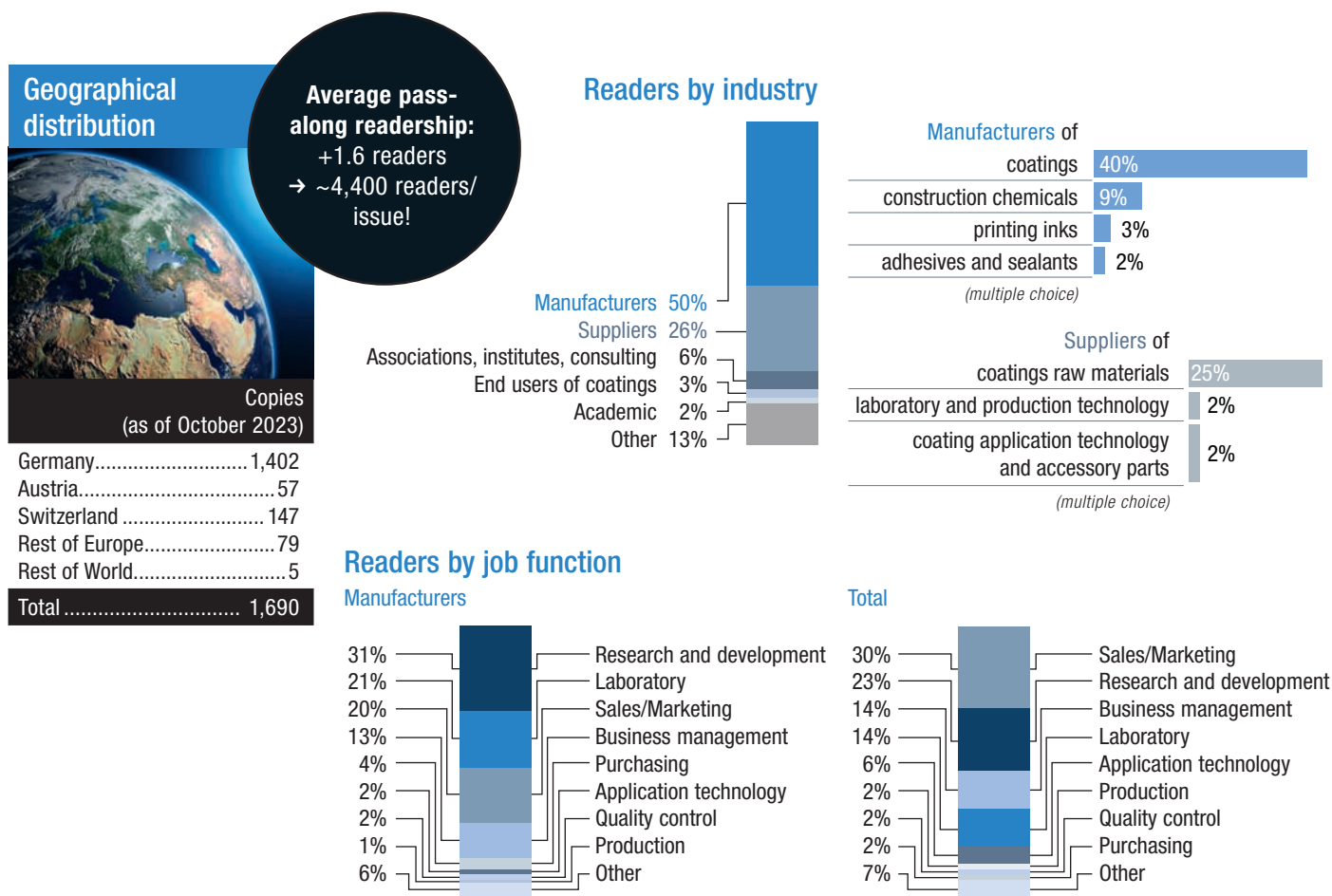


www.farbeundlack.de

FARBEUNDLACK is the leading trade journal and provider of technical-scientific information for the German-language 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.

Target Audience

The German-language coatings industry as well as related industries such as printing inks, adhesives and sealants, and construction chemicals. Read in all operational areas by decision-makers and leading opinions at all levels in laboratory, production, and management. Official organ of the leading industry associations in Germany and Switzerland.



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FARBEUNDLACK

FARBEUNDLACK
 general date
 of publication:
 1st of the month!



Editorial Programme

Issue	Topic	Ad Closing Date	Digital Data Due
January	Functional Coatings	11/12/2023	14/12/2023
February	Automotive Coatings	11/01/2024	18/01/2024
March	Wood Coatings & Testing and Measuring	11/02/2024	16/02/2024
April	Powder Coatings	11/03/2024	15/03/2024
May	Corrosion Protection	11/04/2024	17/04/2024
June	Architectural Coatings	11/05/2024	17/05/2024
July/August	Bio-based Coatings	11/06/2024	17/06/2024
September	Pigments and Fillers	11/08/2024	19/08/2024
October	Radiation Curing	11/09/2024	17/09/2024
November	Water-based Coatings & Production Technology	11/10/2024	17/10/2024
December	Resins and Additives	11/11/2024	18/11/2024

..... www.farbeundlack.de

Would you like to advertise in FARBEUNDLACK?
 SALES Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

Would you like to publish a technical article in FARBEUNDLACK or do you have news on companies or people within the industry?
 EDITORIAL OFFICE Nicole Liedke · T +49 511 9910-215 · nicole.liedke@vincentz.net

FARBEUNDLACK

Display Advertisements

Full-colour rates (CMYK)

Size (A4)	€ per ad
1/1 page	6,510
Island page	5,210
1/2 page	3,910
1/3 page	2,610
1/4 page	1,960

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
Inside/back cover (only 1/1 page)	7,810
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

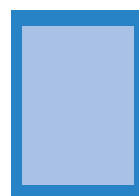
Discounts only apply to advertisements within 12 months starting with the publication of the first ad.

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)



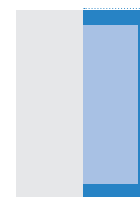
1/1 page
Bleed: 210 mm wide x 297 mm high
Type area: 187 mm wide x 256 mm high



Island page
Bleed: 136 mm wide x 205 mm high
Type area: 123 mm wide x 188 mm high



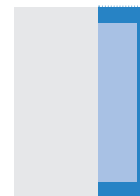
1/2 page horizontal
Bleed: 210 mm wide x 145 mm high
Type area: 187 mm wide x 124 mm high



1/2 page vertical
Bleed: 101 mm wide x 297 mm high
Type area: 91 mm wide x 256 mm high



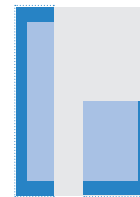
1/3 page horizontal
Bleed: 210 mm wide x 93 mm high
Type area: 187 mm wide x 80 mm high



1/3 page vertical
Bleed: 69 mm wide x 297 mm high
Type area: 59 mm wide x 256 mm high



1/4 page horizontal
Bleed: 210 mm wide x 69 mm high
Type area: 187 mm wide x 60 mm high



1/4 page vertical
Bleed: 53 mm wide x 297 mm high
Type area: 43 mm wide x 256 mm high

or
Bleed: 101 mm wide x 145 mm high
Type area: 91 mm wide x 124 mm high

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 FARBEUNDLACK?

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

Specifications for digital data → see page 7

Editorial programme and advertising deadlines → see page 2

Suppliers Index

48 BEZUGSQUELLEN
BEZUGSQUELLEN 49

Von **A**bfüllanlagen bis **Z**inkoxid –
kompetente Lieferanten präsentieren sich in der Marktübersicht!

Disperser, Dissolver	Faserfällstoffe	Funktionelle Füllstoffe	LEITER & WILKER
KREIS-DESSOLVER	SIW	CIRKEL	Konservierungsmittel
VMA-GETZMANN GMBH	Füllstoffe	Glimmer	TROY
VOLLRATH GMBH	Alpha	Füllstoffmehl	Labor-Dissolver
Disperser	Disperser	Disperser	Disperser

Line Entry

Line (b/w) in	Characters	€ per line
bold print	max. 28	18.00
CAPITALS	max. 28	18.00
normal print	max. 35	9.00

Rate per line, product heading and issue.

Box Advertisement

Box ad in	€ per mm height
b/w	4.50
b/w with white background	6.75
colour (CMYK)	9.00

Rate per mm height, product heading and issue.
 Standard width 40 mm.

Sommer GmbH & Co. KG
 Postfach 10 45 43, D-40036 Düsseldorf
 Tel. 0211 23082-02, Fax 0211 23082-36
 info@sommer-anlagenbau.com
 www.sommer-anlagenbau.com



SCHAEFER KALK GmbH & Co. KG
 D-65582 Diez
 Tel. 06432/503.0
 Fax 06432/503269
 www.schaeferkalk.de



scholz
 www.harold-scholz.de



BCD Chemie GmbH
 Schellerdamm 16, 21079 Hamburg
 Tel: +49 40 771 73 2528,
 Fax: +49 40 771 73 2640
 info@bcd-chemie.de;
 www.bcd-chemie.de

Example line entry:
 1 line bold print
 + 4 lines normal print,
 run time: 12 months/11 issues
 under 1 product heading
 € 594.00

Example box advertisement b/w:
 30 mm high,
 run time: 12 months/11 issues
 under 1 product heading
 € 1,485.00

Example box advertisement b/w with white background:
 15 mm high,
 run time: 12 months/11 issues
 under 1 product heading
 € 1,113.75

Example colour box advertisement:
 40 mm high,
 run time: 12 months/11 issues
 under 1 product heading
 € 3,960.00

Annual orders (min. 12 months/11 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.



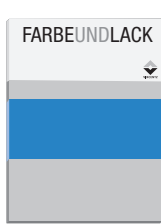
Please note:
 For all loose inserts exceeding 25 g in weight
 and 2 mm in thickness higher rates are applicable.
 Split advertising is not available. Loose inserts will be mentioned free of charge.

Up to 25 g/2 mm
 per 1,000 copies
 € 1,910

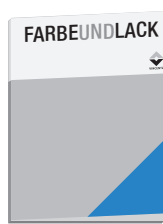
Advertising Specials



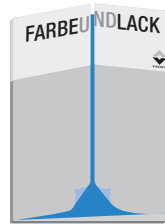
Titeltage
 1/2 page,
 double-sided print
 € 9,110



Belly band
 470 mm wide x
 80 mm high
 per 1,000 copies
 (rate excl. production)
 € 2,870



Title corner ad
 100 mm wide x
 100 mm high
 (triangular)
 € 5,200



Title gatefold
 2/1 pages
 € 11,720

Bound-In Inserts

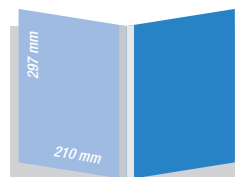
Delivery size:
 218 mm wide x 305 mm high,
 several pages: folded accordingly

Trim size:
 3 mm at bottom and outside,
 5 mm at gutter and at top

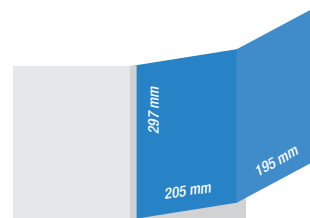
Paper and binding:
 Max. 170 g/m², perfect binding



2 pages = 1 sheet
 € 6,510



4 pages = 2 sheets
 € 8,140



4 pages = 2 sheets (gatefold at the side)
 € 8,140

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

Specifications for digital data → see page 7

Editorial programme and advertising deadlines → see page 2

Delivery address for inserts:

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

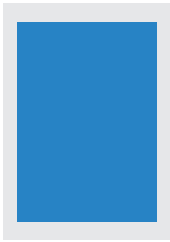
Delivery note: For 'FARBE UND LACK, issue no. ...'

FARBEUNDLACK

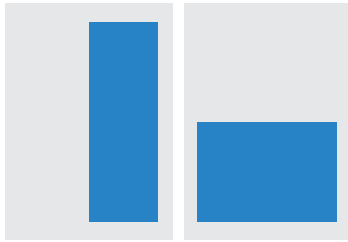
Classified Advertisements

Job Offers Print & Online

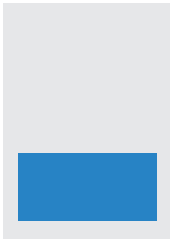
Benefit from a higher market reach by publishing your job offer simultaneously in FARBEUNDLACK and online on www.farbeundlack.de/jobs.



1/1 page A4
187 mm wide x
256 mm high
b/w: € 6,550
2c: € 7,050
3c: € 7,550
4c: € 8,050



1/2 page A4 vertical /horizontal
91 mm wide x
256 mm high / 187 mm wide x
124 mm high
b/w: € 3,940
2c: € 4,190
3c: € 4,440
4c: € 4,690



1/3 page A4 horizontal
187 mm wide x
80 mm high
b/w: € 2,630
2c: € 2,800
3c: € 2,970
4c: € 3,140



1/4 page A4 vertical
91 mm wide x
124 mm high
b/w: € 1,980
2c: € 2,110
3c: € 2,240
4c: € 2,370

*Rates without layout services.
Rates for coloured advertisements refer to CMYK colours, special colour rates on request. All sizes indicated are type area sizes. Job offers are not subject to discounts.*

All rates subject to VAT where applicable.

Box no. service: € 40

Opportunities Representations Miscellaneous



b/w rate per mm height

- 91 mm wide € 11.60
- 187 mm wide € 23.20

Colour surcharges on request.

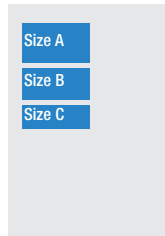
Example: **Opportunity**
91 mm wide, s/w, 50 mm high
€ 580.00

Example: **Representation**
187 mm wide, 2c, 32 mm high
€ 806.40

*Rates without layout services.
Classified advertisements are not subject to discounts.*

All rates subject to VAT where applicable.

Job Wanted



Size A	Size B	Size C
91 mm x 50 mm	91 mm x 40 mm	91 mm x 30 mm
€ 330	€ 290	€ 250

b/w rates incl. box no. service, typesetting and VAT

Job Offers Online

Publication of your job offer at www.farbeundlack.de/jobs (4 weeks run time).
€ 1,590



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Delivery address for inserts:

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

Delivery note: For 'FARBE UND LACK, issue no. ...'

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: 'Advertiser_FL_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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Editorial Programme and advertising deadlines → see page 2