

EUROPEAN COATINGS journal



The EC Journal is the editorial leader for 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

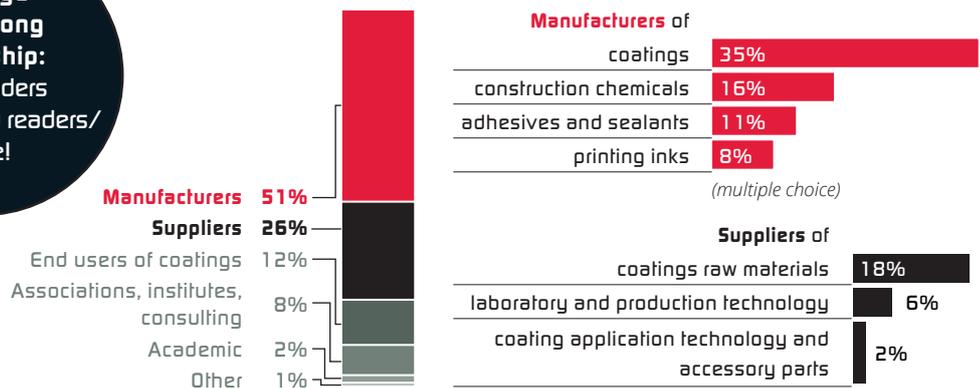


Average pass-along readership:
+1.6 readers
→ ~14,200 readers/issue!

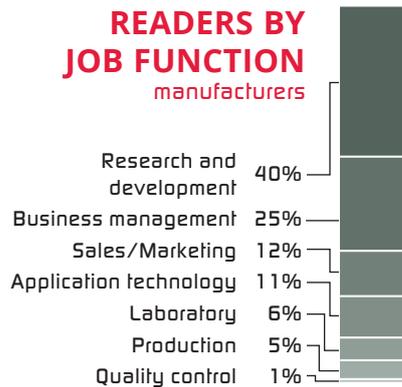
Copies (as of June 2025)

Europe	5,111
BeNeLux	945
Italy	750
France	587
Iberia	404
Scandinavia	342
United Kingdom/Ireland	316
Austria/Germany/Switzerland	116
Rest of Europe	1,651
Africa/Middle East	292
Asia Pacific	36
Latin/North America	35
Total	5,474

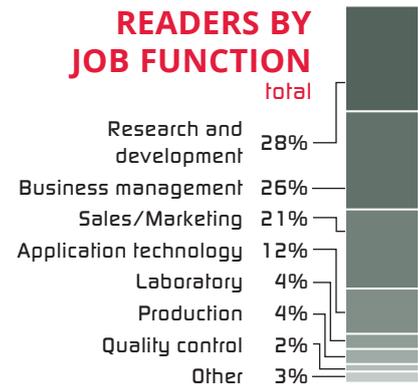
READERS BY INDUSTRY



READERS BY JOB FUNCTION (manufacturers)



READERS BY JOB FUNCTION (total)



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EUROPEAN

COATINGS journal

The EC Journal's general date of publication: 15th of the month!
Two double issues in January/February and July/August.



EDITORIAL PROGRAMME

Issue	Topic	Ad Closing Date	Digital Data Due
January/February	Pigments & Fillers	22/01/26	27/01/26
March	Smart Coatings Measuring & Testing	23/02/26	27/02/26
April	Digitalisation & Automation Construction Chemicals	23/03/26	27/03/26
May	Wood Coatings	22/04/26	27/04/26
June	Sustainable Coatings Production Technology	22/05/26	27/05/26
July/August	Transportation Coatings	22/06/26	26/06/26
September	Packaging Coatings Adhesives & Sealants	21/08/26	27/08/26
October	Protective Coatings	22/09/26	28/09/26
November	Water-Based Coatings	22/10/26	27/10/26
December	Architectural Coatings	23/11/26	27/11/26

Subject to change without notice.

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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	7,130
Island page	5,590
1/2 page	4,370
1/3 page	2,910
1/4 page	2,200

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)	8,560
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

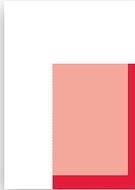
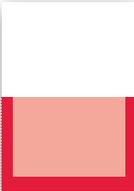
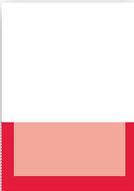
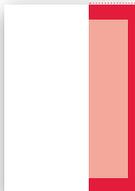
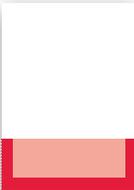
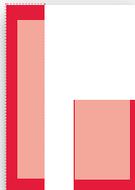
Discounts only apply to advertisements within 12 months starting with the publication of the first ad.

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

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

EUROPEAN

COATINGS journal

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
€ 650

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)
€ 970



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
€ 7,130



4 pages = 2 sheets
€ 8,910



4 pages = 2 sheets
(gatefold at the side)
€ 8,910

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_26')

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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