

EUROPEAN

# COATINGS podcast



Inspiring success stories, expert knowledge, and interviews with key players and renowned industry professionals. The EC Podcast covers it all! And it comes in different shapes and sizes – stand-alone episodes on single topics, miniseries presenting a larger scope on specific issues, or custom-tailored partner editions featuring exclusive industry partners. All episodes are available free-of-charge on all main streaming platforms.

[www.european-coatings.com/podcast](http://www.european-coatings.com/podcast)

## 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.

### EDITORIAL PODCAST

on single topic

Single-topic podcast episode highlighting a current industry trend, i.e., bio-based, water-based, or PFAS-free coatings.

**Sponsorship Rate:**  
per EDITORIAL PODCAST  
**€ 3,900**

### PODCAST MINISERIES

highlighting current industry topics

Each podcast miniseries consists of min. 3 to max. 5 episodes published once a month and provides a deep dive on specific topics that are currently moving the coatings industry, i.e., regulations, Green Deal, reformulation, etc.

**Sponsorship Rate:**  
per PODCAST MINISERIES  
• **3 episodes: € 5,900**  
• **4 episodes: € 6,900**  
• **5 episodes: € 7,900**

### SPONSORSHIP PACKAGE

FOR EDITORIAL PODCASTS AND PODCAST MINISERIES

The exclusive sponsorship of the EC Podcast includes the comprehensive presentation of the sponsor in the entire marketing communication promoting either single episodes or entire podcast miniseries (print/newsletter advertising, direct mailings, social media, landing page, etc.) on one hand, and the naming of the sponsor during the programme in the form of a pre-, mid- and post-roll acknowledgement (10/20/10 sec each) on the other. The content of the sponsorship acknowledgement is defined in advance together with the sponsor and presented live by the podcast host.

## ★ SPECIAL EDITION: PARTNER PODCAST

Produced individually and in close cooperation with the sponsor as the interview partner. The sponsor can use this platform to talk about new products, services, or any other desired coatings-related topic – at a maximum length of 45 min. The podcast content is created collaboratively with the editorial team of the EC Journal who also hosts the episode. The sponsor's name is mentioned during the programme in the form of a pre-, mid-, and post-roll sponsorship acknowledgement (10/20/10 sec each) presented live by the podcast host. An exclusive direct e-blast promoting the special podcast to the EC Newsletter audience will ensure maximum attention. The sponsor receives a copy of the podcast recording including unlimited distribution rights.

**Sponsorship Rate:**  
per PARTNER PODCAST  
**€ 8,900**

*All rates subject to VAT where applicable.*

## ADVERTISING CONTACTS

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