

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.

Dossier

Best of FARBEUNDLACK for your exclusive company presentation! The FARBEUNDLACK // DOSSIER is a unique opportunity to present your company associated with highly-focused top quality content: compiled on demand in one digital issue, a dossier covers all top technical papers that have been published on a specific topic in FARBEUNDLACK in the recent past. Choose between three different types of dossiers and benefit from our extensive marketing campaign to our large audience of coatings experts.

Possible topics

Key topics:

- Architectural coatings
- Automotive coatings
- Functional coatings
- Protective coatings
- Water-borne coatings
- Wood coatings
- Additives
- Pigments
- Polyurethanes
- ...

Subtopics:

- Rheology additives
- Wetting agents
- Dispersants
- Additives for water-borne coatings
- Wood coatings for furniture
- UV-cured wood coatings
- Hydrophobic coatings
- ...

Pick your topic and we compile and distribute the digital dossier to our expert audience incl. the following information:



Type	Content		Campaign details					Rate	
	Topic	Volume	Runtime	Print ads	Newsletter ads	Direct mailing	Landing page	incl. leads	excl. leads
BIG	key topic	9–12 editorial articles	6 months	3 x 1/2 page	2 x banner ad 2 x text ad	1 x w/ company logo		10,600	9,600
MEDIUM	subtopic	5–6 editorial articles	3 months	2 x 1/2 page	1 x banner ad 1 x text ad	1 x w/ company logo		8,500	7,700
SMALL	subtopic	3 editorial articles	3 months	1 x 1/2 page	1 x text ad	1 x w/ company logo		7,500	6,700

All rates subject to VAT where applicable.

ADVERTISING CONTACTS

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