

FARBE **UND** LACK

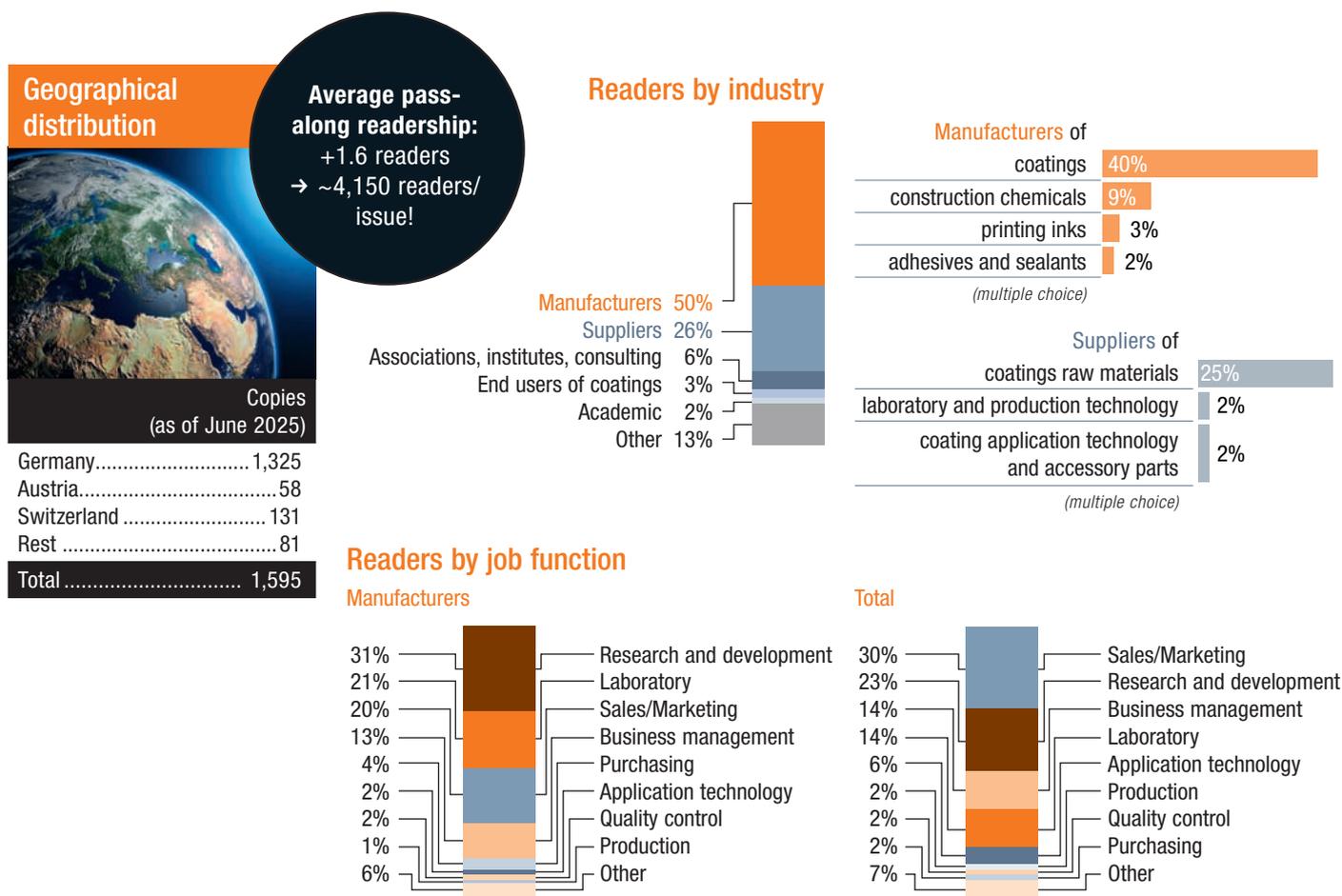


www.farbeundlack.de

FARBE**UND**LACK is the leading trade journal and provider of technical-scientific information for the 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.



ADVERTISING CONTACTS

Vincentz Network

Patricia Lüpertz · T +49 511 9910-249 · patricia.luepertz@vincentz.net

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

International Sales Representatives

BeNeLux

Jacqueline Poppe · Beech BP · T +31 547 271071 · jacqueline@beechbp.nl

France/Italy/Spain/Switzerland

Melanie Villard · MKV Conseil · T +33 9 75792743 · melanievillard@outlook.com

UK/North America

Dave Weidner · Blue World Partners · T +1 253 677 4242 · info@blueworldpartners.com



Display Advertisements

Full-colour rates (CMYK)

Size (A4)	€ per ad
1/1 page	6,780
Island page	5,320
1/2 page	4,150
1/3 page	2,770
1/4 page	2,090

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)	8,140
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

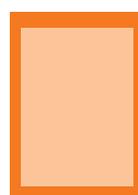
Discounts only apply to advertisements within 12 months starting with the publication of the first ad.

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

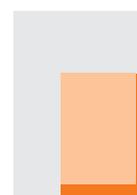
All rates subject to VAT where applicable.

Quantity discount = sum of all pages within one insertion year, e.g.
3 x 1/2 page = 1.5 pages = -5% discount

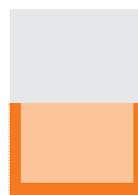
SIZES (A4)



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



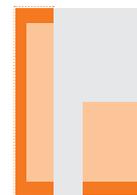
1/3 page horizontal
Bleed: 210 mm wide x 93 mm high
Type area: 187 mm wide x 80 mm high



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

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.



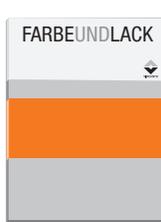
Up to 25 g/2 mm
per 1,000 copies
€ 2,120

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.

Advertising Specials



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



Belly band
470 mm wide x
80 mm high
per 1,000 copies
(rate excl. production)
€ 3,180



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

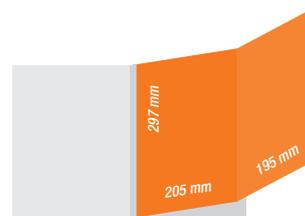
Paper and binding:
Max. 170 g/m², perfect binding



2 pages = 1 sheet
€ 6,780



4 pages = 2 sheets
€ 8,475



4 pages = 2 sheets (gatefold at the side)
€ 8,475

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.

www.farbeundlack.de

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

Delivery address for inserts:

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

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

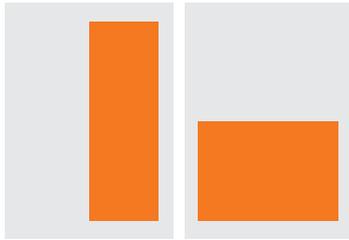
Classified Advertisements

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.



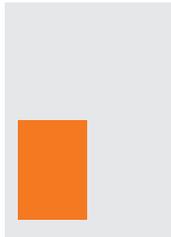
1/1 page A4
187 mm wide x
256 mm high
b/w: € 6,550
2c: € 7,050
3c: € 7,550
4c: € 8,050



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
91 mm x 50 mm
€ 330

Size B
91 mm x 40 mm
€ 290

Size C
91 mm x 30 mm
€ 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



www.farbeundlack.de

Would you like to advertise in FARBEUNDLACK?

Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincenz.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. ...'

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_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.



Would you like to advertise in FARBEUNDLACK?

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

Editorial Programme and advertising deadlines → see page 2