

# 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.



[www.farbeundlack.de](http://www.farbeundlack.de)

## Stand-Alone Newsletter

Benefit from maximum exclusivity through a stand-alone newsletter! Your message is delivered to the subscribers of the FARBEUNDLACK Newsletter and receives high attention and enhanced acceptance thanks to the co-branding with our media brand FARBEUNDLACK. Exclusive display with no competition in sight! You provide the content and we take care of the rest.

**Geographical distribution**

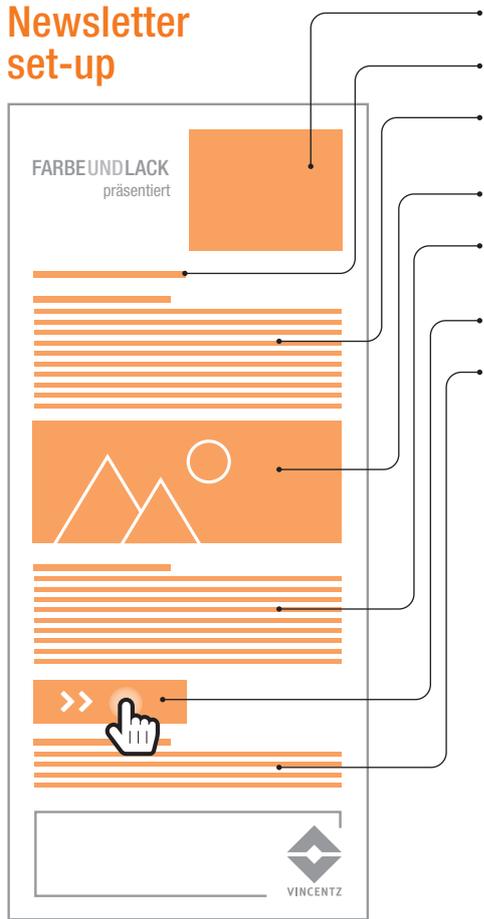
**Average opening rate: 41.3%**

**FARBEUNDLACK Newsletter subscribers (as of October 2025)**

Germany.....	88%
Austria.....	4%
Switzerland.....	4%
Rest of world.....	3%

**FARBEUNDLACK Newsletter subscribers: 16,373 (as of October 2025)**

### Newsletter set-up



- Your company logo:** max. 300 x 240 px
- Your subject line:** max. 70 characters incl. spaces
- Your text (top position):** headline: max. 34 characters incl. spaces  
text: max. 400 characters incl. spaces
- Your picture:** max. 600 x 240 px (GIF, JPEG, max. 100 MB)
- Your text (mid position):** headline (optional): max. 34 characters incl. spaces  
text: max. 400 characters incl. spaces
- Call-to-action element:** incl. link to your website
- Your text (bottom position):** headline (optional): max. 34 characters incl. spaces  
text: max. 200 characters incl. spaces

**Rate**  
€ 6,390 per stand-alone newsletter

### Discounts

Series discount	%
2 stand-alone newsletters	-3
3 stand-alone newsletters	-5
5 stand-alone newsletters	-10
8 stand-alone newsletters	-15

*Discounts only apply to stand-alone newsletters within 12 months starting with the date of the first newsletter.  
Cancellation period for stand-alone newsletters: 8 weeks before mailing date.  
Rate subject to VAT where applicable.*

### ADVERTISING CONTACTS

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