

EUROPEAN

COATINGS newsletter



Twice a week, also optimized for display on mobile devices, the EC Newsletter presents the latest news and trends from the European paints and coatings industry as well as from the international coatings markets.

www.european-coatings.com/newsletter

TARGET AUDIENCE

Professionals in the global coatings industry as well as related industries such as printing inks, adhesives and sealants, and construction chemicals. Read in all operational areas at all levels in laboratory, production, and management.

GEOGRAPHICAL DISTRIBUTION



Average opening rate: **~21%**

Subscribers
(as of February 2021)

Europe	26,062	51%
Western	14,552	28%
Southern	6,421	13%
Eastern	3,721	7%
Scandinavia	1,368	3%
Middle East	3,329	7%
Africa	1,391	3%
North America	5,354	10%
Latin America	1,786	3%
Asia	5,841	11%
China	1,010	2%
India	1,951	4%
other	2,880	5%
Australia	317	1%
n/a	7,064	14%
Total	51,144	100%



RATES & SIZES

Banner ad (top or mid position)

- size: 600 x 220 px, not animated
- data delivery: GIF, JPEG, max. 100 KB

top: € 2,090.00 } per week (two issues
mid: € 1,890.00 } with identical ad artwork/copy/hyperlink)

Text ad (top, mid, or bottom position)

- headline: max. 34 characters incl. spaces
- text: max. 400 characters incl. spaces
- picture/logo: 600 x 240 px
- data delivery: GIF, JPEG, max. 100 KB

top: € 2,490.00 } per week (two issues
mid: € 2,290.00 } with identical ad artwork/copy/hyperlink
bottom: € 2,090.00 }

Split advertising not available.

All rates subject to VAT where applicable.

DISCOUNTS

Series discount	%
3 insertions	-3
6 insertions	-5
9 insertions	-8
11 insertions	-10

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

Cancellation period for newsletter advertising orders: 8 weeks before ordered run time.

ADVERTISING CONTACTS

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