

EUROPEAN

COATINGS suppliers hub



Generate new business leads in times of reduced travel and limited face-to-face industry events. Reach out to new and existing customers via this state-of-the-art streaming platform. Re-purpose or create new content, presenting your latest innovation or services to the largest expert audience in the coatings industry! Monthly lead reports provide high-quality data to support your sales activities.

www.european-coatings.com/suppliershub

TARGET AUDIENCE

Lab and R&D professionals in the global coatings industry as well as allied industries such as printing inks, adhesives and sealants, and construction chemicals. Currently (June 2021) about 3,700 registered users, 74% EMEA, 14% Asia Pacific, and 12% Americas.

Getting you started – this is how it works!

Choose/create a video/presentation with audio highlighting new and interesting facts about your latest product innovation or learnings that help our audience master their daily professional challenges.

Make sure to send us the following information along with your insertion order (materials due 5 working days before start of runtime):

- » video/presentation (any format accepted)
- » title (max. 70 characters incl. spaces)
- » speaker name (if applicable)
- » short abstract (max. 800 characters incl. spaces)
- » URL for CTA
- » company logo (any format accepted)
- » relevant search categories (multiple choice):

- | | | |
|--------------------------|--------------------------------------|-------------------------|
| • Additives | • Functional Coatings | • Resins |
| • Adhesives & Sealants | • Pigments and Colorants | • Solvents |
| • Architectural Coatings | • Polyurethane Coatings | • Testing and Measuring |
| • Automotive Coatings | • Printing Inks | • Waterborne Coatings |
| • Bio-based Coatings | • Production Technology and Services | • Wood Coatings |
| • Construction Chemicals | • Protective Coatings | |
| • Fillers | | |

Upon upload of your presentation on the 1st of the month we highlight your content in our ongoing promotion for the EC Suppliers Hub via e-blasts and social media advertising.

During your presentation's runtime we provide monthly lead reports (within the first week of each month as .xls file) with the contact information of all users who have accessed your content. All data is submitted in line with our privacy policy allowing a third-party use of the provided data.

Rate: € 1,500.00 (per video, runtime 6 months, incl. unlimited no. of leads)

Rate subject to VAT where applicable. Agency discount available.

Average no. of leads during 6 months' runtime: 180
(range 60-360, strongly depending on type and quality of content)

Current/former clients include:
Angus, Atlas, BASF, Clariant, Covestro, Evonik, Omya, Ystral, etc.

DISCOUNTS

Series discount	%
3 or more presentations	-3
5 or more presentations	-5
10 or more presentations	-10
Renewal of insertion order*	-50

*Discounts only apply to insertion orders within 12 months (*except renewals) starting with the upload of the first presentation. Cancellation period for online advertising orders: 8 weeks before runtime.*

ADVERTISING CONTACTS

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