

# EUROPEAN COATINGS.com



The European Coatings website is the premier online destination providing world-wide industry access to the largest portfolio of information services, events, and networking opportunities. As the editorial leader on coatings technology, this information hub delivers valuable solutions 24/7 while providing countless touchpoints between suppliers to the coatings industry and their potential clients.

[www.european-coatings.com](http://www.european-coatings.com)

## TARGET AUDIENCE

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

**NEW!**  
**Keyword Advertising**  
 Pick your keyword and your banner ad is displayed within all editorial content tagged accordingly!

### KEY METRICS

2020 0 month

Visits ..... 48,708  
 Page impressions .. 94,718  
 Unique visitors ..... 29,520



Visitors: regions %

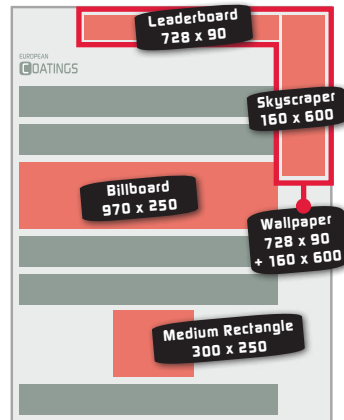
Europe ..... 36.2  
 Asia ..... 28.9  
 Americas ..... 27.3  
 Africa ..... 5.4  
 Oceania ..... 1.4  
 n/a ..... 0.9

Visitors: top 10 countries %

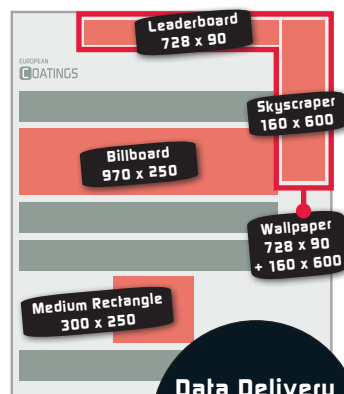
1. United States ..... 23.2
2. India ..... 10.7
3. Germany ..... 7.0
4. United Kingdom ..... 5.3
5. The Netherlands ..... 3.9
6. France ..... 2.9
7. China ..... 2.3
8. Italy ..... 2.3
9. South Africa ..... 2.0
10. Finland ..... 1.8

### AD POSITIONS

#### HOMEPAGE



#### KEYWORD & EDITORIAL PAGES ADVERTISING



**Data Delivery**  
 GIF, JPEG, PNG,  
 HTML5  
 max. 100 KB

### RATES & SIZES

Banner	Size (px)		Position	€/month
	Desktop	Mobile		
Leaderboard	728 x 90	300 x 250	Homepage	2,400.00
			Keyword	1,700.00
			Editorial pages*	4,800.00
Sky-scraper	160 x 600	300 x 250	Homepage	2,400.00
			Keyword	1,700.00
			Editorial pages*	4,800.00
Billboard	970 x 250	300 x 250	Homepage	3,400.00
			Keyword	2,400.00
			Editorial pages*	6,800.00
Medium Rectangle	300 x 250	300 x 250	Homepage	1,800.00
			Keyword	1,300.00
			Editorial pages*	3,600.00
Wallpaper	728 x 90 + 160 x 600	300 x 250 + 300 x 250	Homepage	4,000.00
			Keyword	2,800.00
			Editorial pages*	8,000.00

\*Editorial pages: ad displayed within all editorial content ("news") excluding homepage and content covered by co-running keyword campaigns.

### DISCOUNTS

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

Discounts only apply to banner advertisements within 12 months starting with the publication of the first banner ad. Cancellation period for online advertising orders: 8 weeks before ordered run time.

All rates subject to VAT where applicable.

### ADVERTISING CONTACTS

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