

# EUROPEAN COATINGS



The European Coatings portfolio includes trade publications, industry events, and unique services connecting the largest community of experts in the global 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.

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Present your company as a solution-provider! Whitepapers present specialist information while avoiding any kind of marketing phrases: most common are case studies, analyses, or market research results. On 2 to max. 15 pages the author often provides pros and cons as well as cost and possible savings of the presented solution. Potential customers looking for hands-on solutions find your whitepaper and your value proposition on our website and via our supporting marketing campaign. Monthly reports summarize the contact data of all users who have downloaded your whitepaper and provide valuable high-quality leads for your sales force to follow-up on.

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(depending on  
individual topic)**

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- Text ad requirements: headline: max. 34 characters incl. spaces; text: max. 400 characters incl. spaces; picture/logo: 600 x 240 px, GIF or JPG, max 100 KB
- Total of 3 lead reports (CSV file, 1 per month) including the contact data of all users who have downloaded your whitepaper
- Data in line with our privacy policy and the General Data Protection Regulation (EU) allowing third party usage of the provided data

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8 whitepapers	-15

*Discounts only apply to whitepaper orders within 12 months starting with the publication date of the first whitepaper.*

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