

EUROPEAN

COATINGS newsletter



Twice a week, 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 European 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 November 2022)

Europe	55%
Western	26%
Southern	16%
Eastern	10%
Scandinavia	3%
Middle East	3%
Africa	3%
North America	10%
Latin America	3%
Asia	12%
Australia	1%
n/a	13%

Subscribers: **40,823**
(as of November 2022)



RATES & SIZES

- Banner ad** (top or mid position)
- size: 600 x 220 px, not animated
 - data delivery: GIF, JPEG, max. 100 KB
- top:** € 2,390 } per week (two issues with identical ad artwork/copy/hyperlink)
mid: € 2,190 }

- 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:** € 2,890 } per week (two issues with identical ad artwork/copy/hyperlink)
mid: € 2,590 }
bottom: € 2,390 }

Targeting not available.
All rates subject to VAT where applicable.

DISCOUNTS

Series discount	%
2 insertions	-3
3 insertions	-5
5 insertions	-10
8 insertions	-15

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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