

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

www.european-coatings.com

TARGET AUDIENCE

Professionals in the European 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.

KEY METRICS

2022	0 month
Visits	18,531
Page impressions ..	31,499
Unique visitors	13,017



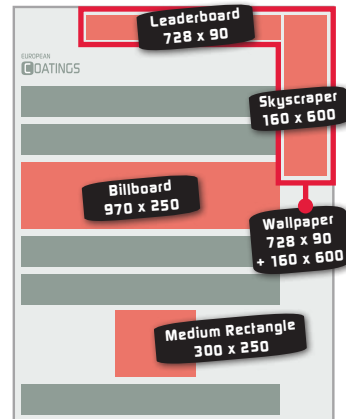
Europe	53.3
Asia	23.2
Americas	19.1
Africa	2.9
Oceania	1.3
n/a	0.2

Visitors: top 10 countries %

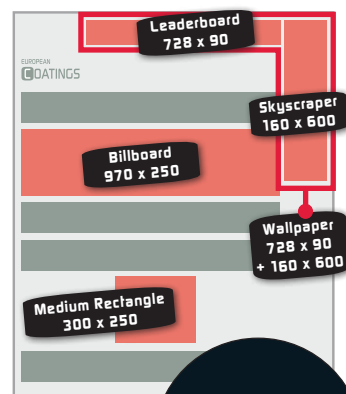
1. United States	13.6
2. Germany	11.1
3. United Kingdom	7.5
4. India	6.7
5. The Netherlands	4.8
6. Italy	4.3
7. France	3.6
8. Spain	3.4
9. Turkey	2.5
10. Belgium	2.2

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	2,640
			Keyword*	1,870
			Editorial pages**	5,280
Sky-scraper	160 x 600	300 x 250	Homepage	2,640
			Keyword*	1,870
			Editorial pages**	5,280
Billboard	970 x 250	300 x 250	Homepage	3,740
			Keyword*	2,640
			Editorial pages**	7,480
Medium Rectangle	300 x 250	300 x 250	Homepage	1,980
			Keyword*	1,430
			Editorial pages**	3,960
Wallpaper	728 x 90 + 160 x 600	300 x 250 + 300 x 250	Homepage	4,400
			Keyword*	3,080
			Editorial pages**	8,800

* Keyword advertising: Pick your keyword and your banner ad is displayed within all editorial content tagged accordingly.

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

DISCOUNTS

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

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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