ONLINE ADVERTISING

EVENT SPONSORSHIPS

MARKETING SERVICES

www.european-coatings.com
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WHY EC JOURNAL?

EC JOURNAL IS ...

...EDITORIAL LEADER
in the provision of information for the European English language coatings industry: highly developed reader acceptance and the publication's exquisite reputation provide an outstanding editorial environment for your advertising.

...COVERING THE EUROPEAN MARKET WITH A THIRD-PARTY AUDITED CIRCULATION
and an extremely high proportion of personally addressed copies: an average of three additional readers per copy provides a unique reach of around 24,300 professionals with every issue.

...READ IN ALL OPERATIONAL AREAS
of the European English language coatings industry: your advertising will reach the decision-makers and leading opinions in laboratory, production and management throughout Europe.

...OFFICIAL PARTNER OF CEPE,
the European coatings association, which has chosen EC Journal as the exclusive forum for its member associations.

...AN IMPORTANT COMPONENT OF YOUR INDIVIDUAL AND EFFICIENT CROSS-MEDIA SOLUTION
from Vincentz Network, the one-stop supplier.
READERS

Geographical distribution

<table>
<thead>
<tr>
<th>Region</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa/Middle East</td>
<td>532</td>
</tr>
<tr>
<td>Belgium/The Netherlands/Luxembourg</td>
<td>1,028</td>
</tr>
<tr>
<td>United Kingdom/Ireland</td>
<td>751</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>688</td>
</tr>
<tr>
<td>France</td>
<td>720</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>488</td>
</tr>
<tr>
<td>Italy</td>
<td>590</td>
</tr>
<tr>
<td>Germany</td>
<td>525</td>
</tr>
<tr>
<td>Iberia</td>
<td>497</td>
</tr>
<tr>
<td>Rest of Europe</td>
<td>140</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>57</td>
</tr>
<tr>
<td>North America</td>
<td>34</td>
</tr>
<tr>
<td>Switzerland</td>
<td>25</td>
</tr>
<tr>
<td>Austria</td>
<td>12</td>
</tr>
<tr>
<td>Latin America</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>6,093</td>
</tr>
</tbody>
</table>

Average pass-along readership:

+3 readers/print issue

→ ~24,300 readers/print issue!

Readers by industry

Manufacturers 51%
Suppliers 26%
End users of coatings 12%
Associations, institutes, consulting 8%
Academic 2%
Other 1%

Manufacturers of coatings 35%
- construction chemicals 16%
- adhesives and sealants 11%
- printing inks 8%

Readers by job function

manufacturers

40% Research and development
25% Business management
12% Sales/Marketing
11% Application technology
6% Laboratory
5% Production
1% Quality control

Readers by job function

total

Business management 26%
Sales/Marketing 21%
Application technology 12%
Laboratory 4%
Production 4%
Quality control 2%
Other 3%

Suppliers of coatings raw materials 18%
- laboratory and production technology 6%
- coating application technology and accessory parts 2%

Agrarian sector 20%

Public sector 10%
EDITORIAL PROGRAMME

Each issue of EC Journal focuses on a selection of editorial topics, offering suppliers of raw materials, equipment, machinery and services the opportunity to promote their products effectively throughout Europe to the relevant target group under the appropriate topic.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>FOCUS TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Architectural Coatings</td>
</tr>
<tr>
<td>February</td>
<td>Polyurethane Coatings</td>
</tr>
<tr>
<td>March</td>
<td>Pigments &amp; Fillers</td>
</tr>
<tr>
<td></td>
<td>Production Technology</td>
</tr>
<tr>
<td>April</td>
<td>Protective Coatings</td>
</tr>
<tr>
<td>May</td>
<td>Radiation Curing</td>
</tr>
<tr>
<td>June</td>
<td>Additives</td>
</tr>
<tr>
<td>July/August</td>
<td>Bio-based Coatings</td>
</tr>
<tr>
<td>September</td>
<td>Wood Coatings</td>
</tr>
<tr>
<td>October</td>
<td>Water-borne Coatings</td>
</tr>
<tr>
<td></td>
<td>Testing &amp; Measuring</td>
</tr>
<tr>
<td>November</td>
<td>Functional Coatings</td>
</tr>
<tr>
<td>December</td>
<td>Powder Coatings</td>
</tr>
</tbody>
</table>

Date of publication:
15th of month (except August)
Closing date for advertisements and digital data:
approx. 22nd of month preceding publication (later dates on request)

Subject to change without notice.
DISPLAY ADVERTISEMENTS

EUROPEAN COatings Live

European Coatings Journal’s readers meet online once a month for their own exclusive get-together: European Coatings Live.

Hosted by the editors, this approx. 1 hour live programme offers additional information and further details on the current issue’s editorial focus with lectures, interviews and Q&A sessions discussing readers’ questions posted before and during the event.

As an advertiser, you are automatically on board...

Already fully included in your insertion order for a display ad, bound-in or loose insert in European Coatings Journal, your company will be automatically presented during the European Coatings Live event in the month your ad has been published. The company presentation varies, depending on ad size: a logo and contact information for smaller ad sizes up to company profiles as well as product information for large ad sizes.

...and benefit from detailed lead reports on all attendees!

After European Coatings Live, as a company presented, you receive a detailed lead report with full contact data and tracking information on all event participants.

Discounts only apply to advertisements within 12 months starting with the publication of the first ad. Discounts for a significantly higher number of insertions: on request.

All rates subject to VAT where applicable.

FULL-COLOUR RATES (CMYK)

<table>
<thead>
<tr>
<th>Size (A4)</th>
<th>€ per ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>5,880.00</td>
</tr>
<tr>
<td>Island page</td>
<td>4,710.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>3,530.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,360.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,770.00</td>
</tr>
</tbody>
</table>

Minimum ad size: 1/4 page

SPECIAL COLOUR SURCHARGES

<table>
<thead>
<tr>
<th>Size (A4)</th>
<th>HKS, Pantone</th>
<th>€ per special colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>800.00</td>
<td></td>
</tr>
<tr>
<td>1/2 page / Island page</td>
<td>400.00</td>
<td></td>
</tr>
</tbody>
</table>

Minimum special colour surcharge: 1/2 page rate

SIZES (A4)

1/1 page
- Bleed: 210 mm wide x 297 mm high
- Type area: 187 mm wide x 256 mm high

1/2 page
- Horizontal: Bleed: 210 mm wide x 145 mm high
- Type area: 187 mm wide x 124 mm high

1/3 page
- Horizontal: Bleed: 210 mm wide x 93 mm high
- Type area: 187 mm wide x 80 mm high

1/4 page
- Horizontal: Bleed: 210 mm wide x 69 mm high
- Type area: 187 mm wide x 60 mm high

Every 4th Tuesday of the month at 15.00 h (CET) at www.european-coatings.com/live

Closing date for display ads and digital data: approx. 22nd of month preceding publication [later dates on request]

Bleed: Oversize per bleed edge: 3 mm. Critical matter must be kept at least 5 mm from all trim edges.

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All rates subject to VAT where applicable.
BOUND-IN INSERTS · LOOSE INSERTS · ADVERTISING SPECIALS

BOUND-IN INSERTS

Delivery size:
218 mm wide x 305 mm high, several pages: folded accordingly

Trim size:
3 mm at bottom and outside, 5 mm at gutter and at top

Paper and binding:
Max. 170 g/m², perfect binding

Please note:
Bound-in inserts which have a gatefold outside must be 5 mm shorter, i.e. their width should only be 210 mm including 5 mm in gutter. The front cover of the bound-in insert must be clearly indicated. Please supply additional 3% for potential loss during production. Tip-on-cards may not exceed a size of 25 cm² (max. length of edge: 6 cm).

LOOSE INSERTS

Delivery size:
Max. 200 mm wide x 277 mm high, larger sizes will be folded or trimmed against additional charges. Please supply additional 3% for potential loss during production.

Please note:
For all loose inserts exceeding 25 g in weight and 2 mm in thickness higher rates are applicable. Split advertising is not available. Loose inserts will be mentioned free of charge.

ADVERTISING SPECIALS

Title gate
1/2 page, double-sided print
€ 8,240.00

Title gatefold
2/1 pages
€ 10,590.00

Belly band
470 mm wide x 80 mm high
€ 740.00
per 1,000 copies
(rate excl. production)

Tip-on-card
€ 225.00
per 1,000 copies
+ min. 1/2 carrier page
(rate excl. production)

Title corner ad
100 mm wide x 100 mm high
(triangular)
€ 4,680.00

All rates subject to VAT where applicable.

Closing date for display ads and digital data: approx. 22nd of month preceding publication (later dates on request)

Delivery address for inserts:
Gutenberg Beugs Feindruckerei GmbH, Hans-Böckler-Str. 52, 30851 Langenhagen, Germany

Delivery note: For "EC Journal, issue no. ..."
SUPPLIERS INDEX

LINE ENTRY

<table>
<thead>
<tr>
<th>Line (b/w) in</th>
<th>Characters</th>
<th>€ per line</th>
</tr>
</thead>
<tbody>
<tr>
<td>bold print</td>
<td>max. 28</td>
<td>16.40</td>
</tr>
<tr>
<td>CAPITALS</td>
<td>max. 28</td>
<td>16.40</td>
</tr>
<tr>
<td>normal print</td>
<td>max. 35</td>
<td>8.20</td>
</tr>
</tbody>
</table>

Rate per line, product heading and issue.

BOX ADVERTISEMENT

<table>
<thead>
<tr>
<th>Box ad in</th>
<th>€ per mm height</th>
</tr>
</thead>
<tbody>
<tr>
<td>b/w</td>
<td>4.10</td>
</tr>
<tr>
<td>b/w with white background</td>
<td>6.20</td>
</tr>
<tr>
<td>colour (CMYK)</td>
<td>8.20</td>
</tr>
</tbody>
</table>

Rate per mm height, product heading and issue. Standard width 42 mm.

Example line entry: 5 lines normal print, run time: 11 months under 1 product heading € 451.00

Example box advertisement b/w: 27 mm high, run time: 11 months under 1 product heading € 1,217.70

Example box advertisement b/w with white background: 12 mm high, run time: 11 months under 1 product heading € 818.40

Example colour box advertisement: 40 mm high, run time: 11 months under 1 product heading € 3,608.00

Annual orders (min. 11 issues) only. The annual invoice will be issued at the beginning of the insertion period (starting with the publication of the first ad). We only provide one voucher copy as proof of publication at the beginning of the insertion period. Entries in the Suppliers Index are not subject to discounts.

All rates subject to VAT where applicable.
CLASSIFIED ADVERTISEMENTS

J O B O F F E R S

1/1 page
187 mm wide x 256 mm high
b/w: € 6,200.00
2c:  € 6,700.00
3c:  € 7,200.00
4c:  € 7,700.00

1/2 page vertical / horizontal
91 mm wide x 124 mm high
b/w: € 3,720.00
2c:  € 3,920.00
3c:  € 4,220.00
4c:  € 4,470.00

1/3 page horizontal
187 mm wide x 80 mm high
b/w: € 2,480.00
2c:  € 2,650.00
3c:  € 2,820.00
4c:  € 2,990.00

1/4 page vertical
91 mm wide x 124 mm high
b/w: € 1,860.00
2c:  € 1,985.00
3c:  € 2,110.00
4c:  € 2,235.00

Rates for coloured advertisements refer to CMYK colours, special colour rates on request. All sizes indicated are type area sizes. Job offers are not subject to discounts.

All rates subject to VAT where applicable.

O P P O R T U N I T I E S • R E P R E S E N T A T I O N S • M I S C E L L A N E O U S

b/w rate per mm height
• 91 mm wide € 10.60
• 187 mm wide € 21.20

Colour surcharges on request.

Example: Representation
91 mm wide, 2c, 87 mm high € 1,009.20

All rates subject to VAT where applicable. Classified advertisements are not subject to discounts.

J O B W A N T E D

Size A
86 mm x 50 mm
€ 310.00

Size B
86 mm x 40 mm
€ 270.00

Size C
86 mm x 30 mm
€ 230.00

b/w rates
incl. box no. service and VAT

For typesetting services (only within binding orders) we charge additional 10 % of the insertion order!

Closing date for job ads and digital data: approx. 22nd of month preceding publication [later dates on request]
SPECIAL PUBLICATIONS

EC SHOW PREVIEW
Brimming with concise information on exhibitors and concurrent events, tips on hotels, travel and deadlines, the European Coatings Show Preview is an ideal tool for visitors preparing for this key event of the international coatings industry!

EC SHOW DAILY
Published on all three days with trends and reports of the events at the European Coatings Show 2019, the European Coatings Show Daily will be an important signpost to your company’s booth!

ECJ CHINA (DIGITAL EDITION)
European Coatings Journal and CNCIA have successfully combined their strengths to pave the way for Western suppliers to the rapidly growing Chinese coatings industry. Approx. 38,000 coatings professionals throughout China now benefit from ECJ’s unique compilation of coatings expertise and get prepared to enter the next level of high-technology coatings formulation.

Join the race and stay of your competitors: Contact us today to secure you space in the next edition of ECJ China.

EC LIBRARY
The book series EC Library regularly presents new publications on the formulation of coatings, printing inks, adhesives, sealants or construction chemicals. Sometimes for experts, sometimes for newcomers, on special applications or raw material specialties – always in accord with the current requirements for modern formulation technology.

With an average print run of min. 500 copies, the EC Library also represent attractive advertising media offering a unique marketing channel to reach out to highly defined target groups.

New technical books planned for 2020:
- Polyester and Alkyd Resins
- KTL Coatings
- The Rheology Handbook
- Paint Analysis
- Water-Borne Resins for Coatings
- Radiation Curing
- Waterbased Acrylates for Decorative Paints

EC DIRECTORY
Europe’s leading buyers’ guide for the coatings industry enables decision makers in purchasing, laboratories and management to find the right supplier quickly thanks to its clear structure.

As a supplier to the coatings industry, you can present your full product portfolio in the product listings and reach out to coatings experts throughout Europe searching for alternative raw materials, new laboratory or production technology.

The EC Show Preview 2021 will be published in December 2020!

The EC Show Daily 2021 will be published on 23-25 March 2021!

The next edition will be published in December 2020!
GUIDELINES DIGITAL FILES

Data transmission: Please send your digital data for the advertisement via E-mail (max. 10 MB) directly to Vincentz Network. Individual amendments in layouts will be charged separately.

Please send complete data collected in one folder, the name of which indicates the company or client, publication and publication date (max. 25 characters; special symbols such as - > / < ? should not be used).

Example for file name: ‘Advertiser_ECJ_Oct20’

File formats:

Closed files:
- PDF X4, all fonts embedded

Images:
- TIF, JPEG or EPS
- colour mode: CMYK, ISOcoated_v2_300_eci
- scan pictures at 300 dpi or higher for sufficient print quality
- scan line figures at 1,200 dpi

Vector images:
- vector images should be exported as EPS. All elements should be embedded, all fonts should be converted into paths

Fonts:
All fonts should be supplied while adhering to current license agreements.

Colours:
- colour advertisements should only include the process colours Cyan, Magenta, Yellow and Black
- advertisements with special colour(s) should only include the solid tint(s) ordered
- for each separate page of the advertisement, a coloured proof is required or a b/w print quoting the colours used (EuroScale, HKS, Pantone)
- if a proof is missing, the standard colour density will be used

Guarantee:
Unless a coloured proof is provided, the publisher cannot accept any liability for deviations in copy, images, font and colour.

Contact:
Kristijan Lugaric
Head of Advertising Administration
T +49 511 9910-345
F +49 511 9910-259
kristijan.lugaric@vincentz.net
BANNER ADVERTISING

Why advertise online on european-coatings.com?

- **High-class and high-technical advertising environment** with exclusive industry news. Broad market reach and high response rate thanks to 54,000 visits and 106,000 page views per month (average January – September 2019) as well as the weekly E-mail newsletter to approx. 54,000 subscribers.
- **Effective multi-channel marketing** through simultaneous presentation of your advertising message in print and online. Your advertising impact doubles and also reaches out to the online-exclusive users.
- **Transparent metrics** allow you to measure and evaluate the success of your advertising campaign in process – and to optimise artwork, copy or position during the campaign duration.
- **Direct response** via your URL to your website. The user can contact you directly without changing media. Moreover, online users search for information of their own accord. They are always looking for new ideas and techniques: ideal conditions for launching your product and service message.
- **Cost effective for advertising budgets**, from placement to ad creation: online advertising is a cost effective way to begin a marketing campaign.

<table>
<thead>
<tr>
<th>Size</th>
<th>Width x height in pixels</th>
<th>€/month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superbanner</td>
<td>728 x 90</td>
<td>2,650.00</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600</td>
<td>3,710.00</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>top: 728 x 90 and right: 120 x 600</td>
<td>4,770.00</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>300 x 600</td>
<td>5,830.00</td>
</tr>
<tr>
<td>Billboard</td>
<td>800 x 250</td>
<td>6,890.00</td>
</tr>
</tbody>
</table>

**DISCOUNTS**

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.

<table>
<thead>
<tr>
<th>Series discount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 insertions (months)</td>
<td>-3</td>
</tr>
<tr>
<td>6 insertions (months)</td>
<td>-5</td>
</tr>
<tr>
<td>9 insertions (months)</td>
<td>-8</td>
</tr>
<tr>
<td>12 insertions (months)</td>
<td>-10</td>
</tr>
</tbody>
</table>

GIF, JPG, PNG, HTML5 or FLASH format, max. 100 KB to kristijan.lugaric@vincentz.net

Please note that some web browsers (e.g. Google Chrome, Safari) no longer support banner in FLASH format.
Twice a week, the EC Newsletter presents the latest trends and info from the European paints and coatings industry as well as from the international coatings markets.

**Number of subscribers**  
(status November 2019): approx. 54,000 subscribers

**Opening rate:** 21 %

**Target group:** equivalent to the readership of EC Journal

**Frequency of publication:** twice a week, Wednesdays and Fridays

**Closing date:** up to 3 working days prior to placement

**Banner ad**  
- top position (below the first article)  
- incl. link to company homepage  
- size: 650 x 167 pixels, not animated  
- data delivery: GIF, JPEG, max. 100 KB  
- € 2,090.00 per week (two issues)

**Text ad (top position)**  
- position below the second article  
- with picture/logo (190 x max. 190 pixels wide)  
- incl. link to company homepage  
- headline: max. 50 characters incl. spaces  
- text: max. 400 characters incl. spaces  
- data delivery: GIF, JPEG, max. 100 KB  
- € 2,490.00 per week (two issues)

**Text ad (mid position)**  
- position below the forth article  
- with picture/logo (190 x max. 190 pixels wide)  
- incl. link to company homepage  
- headline: max. 50 characters incl. spaces  
- text: max. 400 characters incl. spaces  
- data delivery: GIF, JPEG, max. 100 KB  
- € 2,290.00 per week (two issues)

Split advertising not available.

**DISCOUNTS**

<table>
<thead>
<tr>
<th>Series discount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 insertions</td>
<td>-3</td>
</tr>
<tr>
<td>6 insertions</td>
<td>-5</td>
</tr>
<tr>
<td>9 insertions</td>
<td>-8</td>
</tr>
<tr>
<td>12 insertions</td>
<td>-10</td>
</tr>
</tbody>
</table>

Discounts only apply to banner advertising 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.
WHITEPAPERS

Whitepapers are documents that present specialist information while avoiding any kind of marketing phrases: case studies, analyses or market research results. On 2 to max. 15 pages, the author provides an overview on the pros and cons, cost and possible savings of the presented solution. Apart from the volume of information, the main difference between conventional advertising and whitepapers is the utility value: users look for hands-on solutions to specific problems – and whitepapers should live up to that expectation.

Present your company as a solution-provider on www.european-coatings.com. Your whitepaper will be embedded in the editorial content and lead potential customers directly to your product and service portfolio. Moreover, every whitepaper download creates an automatic e-mail supplying you with each user’s contact data without delay – the ideal starting point for your sales force to build new and qualified business contacts!

- presentation of your whitepaper on the homepage of www.european-coatings.com for 3 months (max. 5 whitepapers available at a time)
- during run time: 1 teaser text ad per month linked to your whitepaper in the weekly EC Newsletter
- indexing and display of your whitepaper as “Related Content” in the editorial contents sections
- automatic e-mail alert upon download of your whitepaper containing all user data
- even beyond run time, unlimited availability of your whitepaper in the whitepaper archives of www.european-coatings.com

€ 6,100.00/3 months

All rates subject to VAT where applicable.
DOSSIER

Best of European Coatings Journal for your exclusive company presentation!

European Coatings Dossier is an exclusive opportunity to present your company associated with highly-focused top quality content on specific topics of coatings technology. Compiled on demand in one digital issue, a dossier covers all top technical papers that have been published on a specific topic in European Coatings Journal over the past three years.

The following topics can be focus of such a digital dossier (please check with us for availability):

• Architectural Coatings
• Automotive Coatings
• Additives
• Functional Coatings
• Pigments
• Polyurethanes
• Protective Coatings
• Wood Coatings
• ...  

As an exclusive dossier sponsor, you can pick “your” topic and we will compile and broadly distribute the digital dossier to our international audience including the following information:

- Your company logo on the dossier cover
- Your full page company portrait, 1RHP
- Your full page display ad, ROP

Your exclusive sponsorship will be acknowledged in all marketing communication promoting the free download of “your” dossier:

- 3x half-page display ads in European Coatings Journal (within 6 months)
- 3x banner ads on www.european-coatings.com (run time 3 months)
- 2x banner ads in the European Coatings Newsletter (within 2 months)
- 2x text ads in the European Coatings Newsletter (within 2 months)
- your company logo in 1x promotional e-blast (upon publication)
- your company logo on the dossier’s landing page (permanent)

Check out the latest European Coatings Dossiers at:

www.european-coatings.com/dossier

Rate per exclusive dossier sponsorship (subject to VAT where applicable):

€ 11,990.00
EVENT SPONSORSHIPS

Vincentz Network organizes numerous prestigious conferences and seminars on topics of major scientific interest to the international coatings industry.

Sponsoring a Vincentz Network event offers you an excellent opportunity to present your company to attendees and speakers as a competent and competitive supplier.

Depending on the size and type of the event, the sponsorship opportunities differ. Here are some examples:

- company/product brochure inserted in the conference documents
- distribution of your promotional item/give-away to the conference/seminar attendees
- sponsored lanyards for the name badges, sponsored USB sticks with the conference proceedings (presentations, etc.)
- sponsored notepads, ballpoint pens, portfolios, bags, etc.
- sponsored coffee breaks, evening or cocktail receptions, etc.
- ...

Please do not hesitate to contact us with your own sponsorship ideas!

A list with our current events is available at: www.european-coatings.com/events
WEBINARS

Use the unique possibilities of the Internet to present your expertise to the industry. Without major effort or specialist technical facilities, you can, for example, provide training for your staff or customers within the framework of a webinar, or gain new customers all over the world! Participants and speakers communicate in real-time and without incurring travel expenses or leaving their desks!

Vincentz Network supplies the technical know-how, the facilities for running your webinar and markets your presentation professionally in the industry.

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Rate € 6,000.00

All rates subject to VAT where applicable. Webinars are not subject to agency commission.
Has a technical article, reflecting important information on developments in your company, been published in EC Journal? Or perhaps you have reported on current developments or innovative products from your company? Information which you would also like to pass on directly to your customers?

Use your technical article from EC Journal for your PR: either as a reprint for you to distribute or as a high-resolution PDF with full reproduction rights. We would be pleased to make the necessary arrangements!

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CUSTOMER MAGAZINES

WHY YOUR OWN CUSTOMER MAGAZINE?

At a time of exchangeable products, growing competition and customers becoming more critical, it is increasingly important to provide your customers with orientation and security and to differentiate yourself from the competition.

To communicate with your customers by means of purposeful journalism has a far more positive effect on customer retention than traditional advertising.

Using professionally designed information, your company will be recognized by your products – in your entire way of thinking and acting, your attitude, your spirit. Ordinary advertising itself cannot convey such complex content.

A customer magazine as a marketing instrument is the highlight of your public relations!

MAKE OR BUY?

A modern customer magazine has to be just as good as your products and services. It has to be designed authentically for your relevant target group, published regularly with journalistic reporting, while having an entertaining and professional layout – including all factors for success that apply to popular and trade magazines all the same.

Real professionalism is reflected by the fact that attention is paid to structure, content and appearance equally at a corresponding level. Therefore, such an important and individual medium conveying your company’s image to the public should be committed in competent hands:

Since 1997, Vincentz Network has already been arranging successful customer media providing full service: conception, editorial work, production, development and maintenance of contact lists, and dispatch.

Quality comes first. We place all the competences and resources that we possess as a modern media company at your disposal. Being part of a prestigious and efficient network, we realize your tailor-made customer magazine providing high benefit for the readers and simultaneously conveying your company’s message to your customers in a trustworthy way.

We offer you:

- individual creative editorial and graphic concepts for your target groups at home and abroad
- journalistic competence
- relevant knowledge of the national and international coatings industry as publisher of FARBEUNDLACK and EC Journal
- independent research and editorial planning
- our own photo and text archives
- development and maintenance of your contact lists
- cost-effective, mail-optimised (press distribution), personalised dispatch
- additional coverage as a cost-effective insert of our trade journals or through direct dispatch to our readers

What kind of content does quality for your own customer magazine?

Present your customers:
- Your business card: introduce your company
- Product innovations
- Background information and application advice on your products
- Portraits/field reports/interviews of your customers
- News of the industry
- Interviews with experts about topics of the industry
- Portraits of staff members
- Reports about your trade show participations
- Dates of events and trainings
- Dialogue tools, e.g. reader surveys, raffles

What is the cost of your own customer magazine?

Your customer magazine should be as unique and outstanding as your company is. A tailor-made publication adapted to your completely individual communication needs is not available „off the rack“.

We would be glad to submit you an offer on the basis of some key data (required number of issues and pages, number of addressees, type of publication required: magazine, magalogue, newspaper or newsletter).
CUSTOMER EVENTS

As event specialists, Vincentz Network can organise your individual customer event. Our capabilities range from simply organising your conference for a defined circle of customers, through arranging its content and chairing by the editors of EC Journal to designing, promoting and running a public congress under your banner. We provide you with competent, professional support for your marketing highlight for maintaining and generating customer contact!

Are you planning your own customer event in the near future? Please contact us to provide your tailor-made solution!
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