

FARBEUNDLACK

The FARBEUNDLACK portfolio includes trade publications, industry events, and unique services connecting the high-class community of experts in the German-language 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.



www.farbeundlack.de

Advertorial

Connect with the high-quality audience of the FARBEUNDLACK publications through your story instead of a traditional print or banner advertisement. Publish an interview led by a member of our editorial team with a representative of your company and choose between two advertorial packages, scaled for your market reach: a comprehensive programme including print or digital only.

Advertorial Package PRINT & DIGITAL

Production of advertorial by our editorial team, incl. 1x correction run and final approval through client. The interview consists of 3x Q&A: interview title max. 40 characters, introduction max. 300 characters, answers max. 800 characters each, all incl. spaces. Optional: photo of the interviewee (300 dpi, 600x240 px, max. 100 KB, GIF or JPEG)

½ page full-color ad space for the print publication of your advertorial

Publication of the interview on www.farbeundlack.de as a news item, marked "Advertisement", visible one day on the homepage followed by seven days under the category "News"

Publication of the same news item, marked "Advertisement", in the FARBEUNDLACK Newsletter (2x, published Tuesday + Thursday)

Your advertorial remains available in the online editorial archives

Rate: € 5,260.00

Advertorial Package DIGITAL

Production of advertorial by our editorial team, incl. 1x correction run and final approval through client. The interview consists of 3x Q&A: interview title max. 40 characters, introduction max. 300 characters, answers max. 800 characters each, all incl. spaces. Optional: photo of the interviewee (300 dpi, 600x240 px, max. 100 KB, GIF or JPEG)

Publication of the interview on www.farbeundlack.de as a news item, marked "Advertisement", visible one day on the homepage followed by seven days under the category "News"

Publication of the same news item, marked "Advertisement", in the FARBEUNDLACK Newsletter (2x, published Tuesday + Thursday)

Your advertorial remains available in the online editorial archives

Rate: € 3,580.00

Average market reach per month/issue:

FARBEUNDLACK:
~10,400 readers

FARBEUNDLACK Website:
~36,000 visits

FARBEUNDLACK Newsletter:
~24,500 subscribers

Discounts

Series discount	%
3 or more advertorials	-2
6 or more advertorials	-5
9 or more advertorials	-8
12 or more advertorials	-10

Discounts only apply to insertion orders within 12 months starting with the publication of the first advertorial. Cancellation period for advertorial advertising orders: 8 weeks before ordered runtime. Agency discounts available. All rates subject to VAT where applicable.

ADVERTISING CONTACTS

Vincentz Network

Patricia Lüpertz · T +49 511 9910-249 · patricia.luepertz@vincentz.net

Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

International Sales Representatives

BeNeLux

Jacqueline Poppe · Beech BP · T +31 547 271071 · jacqueline@beechbp.nl

France

Melanie Villard · MKV Conseil · T +33 9 75792743 · melanievillard@outlook.com

UK/USA/Canada

Dave Weidner · Blue World Partners · T +1 603 556 7479 · info@blueworldpartners.com

