

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

Stand-Alone Newsletter

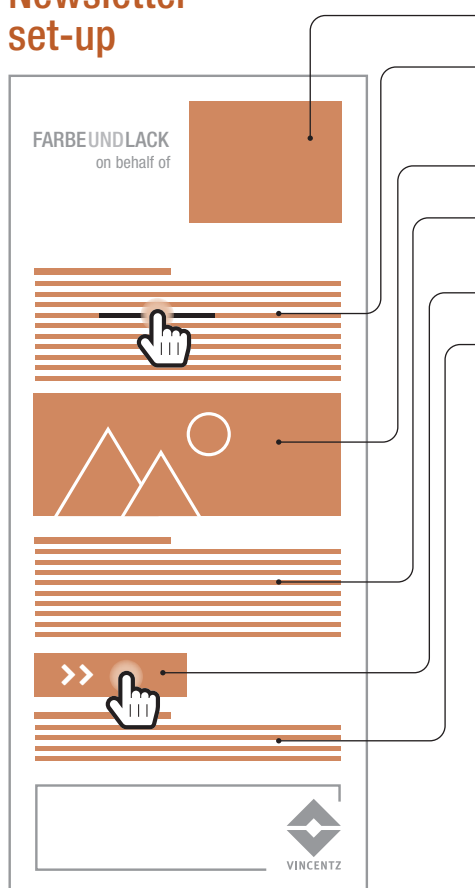
Benefit from maximum exclusivity through a stand-alone newsletter! Your message is delivered to the mailbox of our newsletter subscribers and receives high attention and enhanced acceptance thanks to the co-branding with our media brand FARBEUNDLACK. Exclusive display with no competition in sight! You provide the content and we take care of the rest.

Geographical distribution

Average opening rate:
~26%

FARBEUNDLACK // NEWSLETTER subscribers (as of February 2021)		
Germany.....	21,571	88%
Austria.....	1,006	4%
Switzerland	1,024	4%
Rest of Europe.....	560	2%
Rest of world.....	316	1%
Total	24,477	100%

Newsletter set-up



- **Your company logo:**
max. 300 x 240 px
- **Your text (top position):**
headline: max. 34 characters incl. spaces
text: max. 400 characters incl. spaces and link to your website
- **Your picture:**
max. 600 x 240 px (GIF, JPEG, max. 100 MB)
- **Your text (mid position):**
headline (optional): max. 34 characters incl. spaces
text: max. 400 characters incl. spaces
- **Call-to-action element:**
incl. link to your website
- **Your text (bottom position):**
headline (optional): max. 34 characters incl. spaces
text: max. 200 characters incl. spaces

Rate
€ 5,390.00 per stand-alone newsletter

Discounts

Series discount	%
2 stand-alone newsletters	-3
4 stand-alone newsletters	-5
6 stand-alone newsletters	-10
8 stand-alone newsletters	-15

Discounts only apply to stand-alone newsletters within 12 months starting with the date of the first newsletter.

Cancellation period for stand-alone newsletters: 8 weeks before mailing date.

Rate 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

