

# FARBEUNDLACK // NEWSLETTER

Twice a week, also optimized for display on mobile devices, the FARBEUNDLACK // NEWSLETTER presents the latest news and trends from the German paints and coatings industry as well as from the international coatings markets.




[www.farbeundlack.de/newsletter](http://www.farbeundlack.de/newsletter)

## Target Audience

Professionals in the German language 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:**  
**~26%**



**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%          |
| <b>Total .....</b>  | <b>24,477</b> | <b>100%</b> |



## Rates & Sizes

- Banner ad** (top or mid position)
- size: 600 x 220 px, not animated
  - data delivery: GIF, JPEG, max. 100 KB
- |                      |                   |   |
|----------------------|-------------------|---|
| <b>top position:</b> | <b>€ 1,490.00</b> | } per week<br>(two issues with <u>identical</u><br>ad artwork/copy/hyperlink) |
| <b>mid position:</b> | <b>€ 1,390.00</b> |   |

- 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
- |                         |                   |   |
|-------------------------|-------------------|---|
| <b>top position:</b>    | <b>€ 1,690.00</b> | } per week<br>(two issues with <u>identical</u><br>ad artwork/copy/hyperlink) |
| <b>mid position:</b>    | <b>€ 1,590.00</b> |   |
| <b>bottom position:</b> | <b>€ 1,490.00</b> |   |

*Split advertising not available.  
All rates subject to VAT where applicable.*

## Discounts

| Series discount | %   |
|-----------------|-----|
| 3 insertions    | -3  |
| 6 insertions    | -5  |
| 9 insertions    | -8  |
| 11 insertions   | -10 |

*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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