

# FARBEUNDLACK.DE



www.farbeundlack.de

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

## Target Audience

Professionals in the of German-language coatings industry as well as allied industries such as printing inks, adhesives and sealants, and construction chemicals. Read in all operational areas, at all levels in laboratory, production, and management.

**NEW!**  
**Keyword Advertising**  
 Pick your keyword and your banner ad is displayed within all editorial content tagged accordingly!

### Key metrics

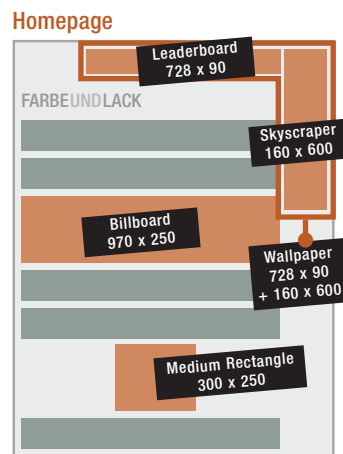
| 2020                  | 0 month |
|-----------------------|---------|
| Visits .....          | 36,286  |
| Page impressions .... | 56,551  |
| Unique visitors ..... | 20,087  |

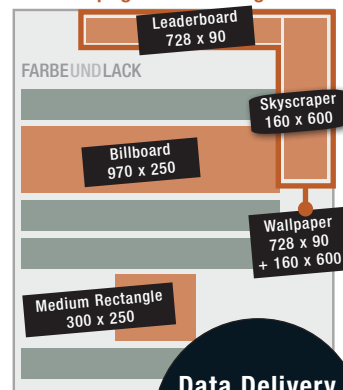
**Visitors** %

|                     |              |
|---------------------|--------------|
| Germany.....        | 66.2         |
| Austria.....        | 5.8          |
| Switzerland .....   | 5.3          |
| Rest of Europe..... | 7.1          |
| Rest of world.....  | 15.4         |
| <b>Total .....</b>  | <b>100.0</b> |

### Ad positions



### Keyword & Editorial pages advertising



**Data Delivery**  
 GIF, JPEG, PNG,  
 HTML5  
 max. 100 KB

### Rates & Sizes

| Banner           | Size (px)            |                       | Position         | €/month  |
|------------------|----------------------|-----------------------|------------------|----------|
|                  | Desktop              | Mobile                |                  |          |
| Leader-board     | 728 x 90             | 300 x 250             | Homepage         | 1,700.00 |
|                  |                      |                       | Keyword          | 1,200.00 |
|                  |                      |                       | Editorial pages* | 3,400.00 |
| Skyscraper       | 160 x 600            | 300 x 250             | Homepage         | 1,700.00 |
|                  |                      |                       | Keyword          | 1,200.00 |
|                  |                      |                       | Editorial pages* | 3,400.00 |
| Billboard        | 970 x 250            | 300 x 250             | Homepage         | 2,400.00 |
|                  |                      |                       | Keyword          | 1,700.00 |
|                  |                      |                       | Editorial pages* | 4,800.00 |
| Medium Rectangle | 300 x 250            | 300 x 250             | Homepage         | 1,300.00 |
|                  |                      |                       | Keyword          | 1,000.00 |
|                  |                      |                       | Editorial pages* | 2,600.00 |
| Wallpaper        | 728 x 90 + 160 x 600 | 300 x 250 + 300 x 250 | Homepage         | 2,800.00 |
|                  |                      |                       | Keyword          | 2,000.00 |
|                  |                      |                       | Editorial pages* | 5,600.00 |

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

### Discounts

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

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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