

FARBE **UND** LACK

The FARBE**UND**LACK 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

Whitepaper

Present your company as a solution-provider! Whitepapers present specialist information while avoiding any kind of marketing phrases: most common are case studies, analyses, or market research results. On 2 to max. 15 pages the author often provides pros and cons as well as cost and possible savings of the presented solution. Potential customers looking for hands-on solutions find your whitepaper and your value proposition on our website and via our supporting marketing campaign. Monthly reports summarize the contact data of all users who have downloaded your whitepaper and provide valuable high-quality leads for your sales force to follow-up on.

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- Total of 6 teaser text advertisements (2 per month) linked to your whitepaper in the FL Newsletter (published twice per week with an average of 24,000+ recipients)
- Text ad requirements: headline: max. 34 characters incl. spaces; text: max. 400 characters incl. spaces; picture/logo: 600 x 240 px, GIF or JPG, max. 100 KB
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- Data in line with our privacy policy and the General Data Protection Regulation (EU) allowing third party usage of the provided data

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