

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 subscribers of the FARBEUNDLACK Newsletter 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



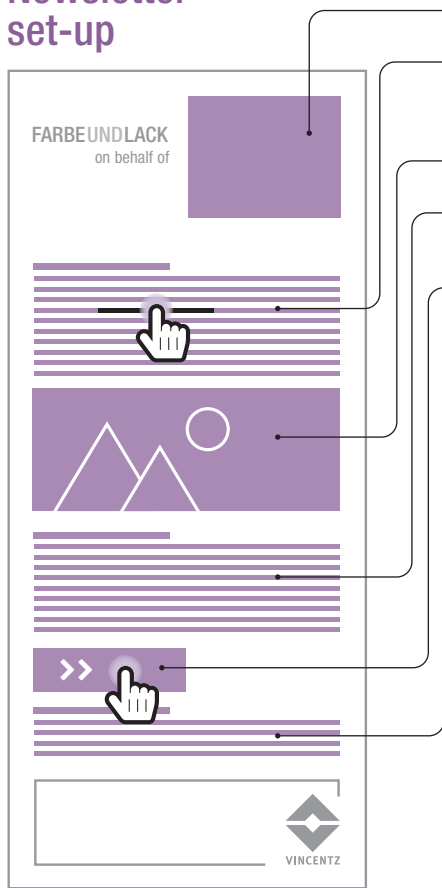
FARBEUNDLACK Newsletter subscribers
(as of November 2022)

Germany.....	88%
Austria.....	4%
Switzerland.....	4%
Rest of world.....	3%

Average opening rate:
~27%

FARBEUNDLACK Newsletter subscribers:
20,771
(as of November 2022)

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
€ 5,990 per stand-alone newsletter

Discounts

Series discount	%
2 stand-alone newsletters	-3
3 stand-alone newsletters	-5
5 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

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