### PRINT

3 Why FARBE UNDLACK?
4 Readers
5 Editorial Programme
6 Display Advertisements
7 Bound-In Inserts
   - Loose Inserts
   - Advertising Specials
8 Suppliers Index
9 Job Offers Print
   - Job Offers Online
   - Job Wanted
   - Opportunities
   - Representations
   - Miscellaneous
10 Special Publications
11 Guidelines Digital Files

### ONLINE

12 Banner Advertising
13 Newsletter Advertising
14 Whitepapers
15 Dossiers

### EVENTS

16 Event Sponsorships

### MARKETING SERVICES

17 Webinars
18 Reprints/PDF
19 Customer Magazines
20 Customer Events

### CONTACTS

21 Contacts
   - Terms of Payment
Why FARBEUNDLACK?

FARBEUNDLACK is …

...editorial leader
in the provision of information for the coatings industry in the German language area: highly developed reader acceptance and the publication’s high reputation provide an outstanding editorial environment for your advertising.

...the most important advertising medium
for the coatings industry in the German language area: 100% of all advertisers use this market leader, play safe and invest in the right place.

...read in all operational areas
of the coatings industry: your advertising will reach the decision-makers and leading opinions at all levels in laboratory, production, and management.

...official organ of the leading associations
in Germany and Switzerland who trust the market leader: “Fachgruppe Lackchemie” of the “Gesellschaft Deutscher Chemiker” (GDCh), “Schweizerische Vereinigung der Lack- und Farbenchemiker” (SVLFC) and “Verband der Ingenieure des Lack- und Farbenfaches” (VILF).

...an important component of your individual and efficient cross-media solution
from Vincentz Network, the one-stop supplier.
Readers

Geographical Distribution

<table>
<thead>
<tr>
<th>Country</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>2,230</td>
</tr>
<tr>
<td>Austria</td>
<td>73</td>
</tr>
<tr>
<td>Switzerland</td>
<td>207</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>9</td>
</tr>
<tr>
<td>United Kingdom/Ireland</td>
<td>5</td>
</tr>
<tr>
<td>France</td>
<td>10</td>
</tr>
<tr>
<td>Benelux</td>
<td>87</td>
</tr>
<tr>
<td>Italy</td>
<td>6</td>
</tr>
<tr>
<td>Iberia</td>
<td>1</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>13</td>
</tr>
<tr>
<td>Rest of Europe</td>
<td>4</td>
</tr>
<tr>
<td>Africa/Middle East</td>
<td>4</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>2</td>
</tr>
<tr>
<td>North America</td>
<td>6</td>
</tr>
<tr>
<td>Latin America</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,658</strong></td>
</tr>
</tbody>
</table>

Average pass-along readership: +3.5 readers/copy ⇒ ~12,000 readers/issue!

Readers by job function

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Manufacturers</th>
<th>Suppliers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales/Marketing</td>
<td>30%</td>
<td>26%</td>
</tr>
<tr>
<td>Research and development</td>
<td>23%</td>
<td>9%</td>
</tr>
<tr>
<td>Business management</td>
<td>14%</td>
<td>3%</td>
</tr>
<tr>
<td>Laboratory</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>Application technology</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Production</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Quality control</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Manufacturers of coatings

- 40% construction chemicals
- 9% printing inks
- 3% adhesives and sealants
- 2% laboratory and production technology
- 2% coating application technology and accessory parts
- (multiple choice)

Suppliers of coatings raw materials

- 25% laboratory and production technology
- 2% coating application technology and accessory parts
- (multiple choice)

Readers by industry

Manufacturers

- 50%

 Suppliers

- 26%
  - Associations, institutes, consulting 6%
  - End users of coatings 3%
  - Academic 2%
  - Other 13%

Readers by job function

Manufacturers

- 31% Research and development
- 21% Laboratory
- 20% Sales/Marketing
- 13% Business management
- 4% Purchasing
- 2% Application technology
- 2% Quality control
- 1% Production
- 6% Other

Suppliers

- 26%
  - Associations, institutes, consulting 6%
  - End users of coatings 3%
  - Academic 2%
  - Other 13%

Average pass-along readership: +3.5 readers/copy ⇒ ~12,000 readers/issue!

Covers (average 7/2018 – 6/2019)

<table>
<thead>
<tr>
<th>Region</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>2,230</td>
</tr>
<tr>
<td>Austria</td>
<td>73</td>
</tr>
<tr>
<td>Switzerland</td>
<td>207</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>9</td>
</tr>
<tr>
<td>United Kingdom/Ireland</td>
<td>5</td>
</tr>
<tr>
<td>France</td>
<td>10</td>
</tr>
<tr>
<td>Benelux</td>
<td>87</td>
</tr>
<tr>
<td>Italy</td>
<td>6</td>
</tr>
<tr>
<td>Iberia</td>
<td>1</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>13</td>
</tr>
<tr>
<td>Rest of Europe</td>
<td>4</td>
</tr>
<tr>
<td>Africa/Middle East</td>
<td>4</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>2</td>
</tr>
<tr>
<td>North America</td>
<td>6</td>
</tr>
<tr>
<td>Latin America</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,658</strong></td>
</tr>
</tbody>
</table>

Geographical Distribution

- Germany 2,230
- Austria 73
- Switzerland 207
- Scandinavia 9
- United Kingdom/Ireland 5
- France 10
- Benelux 87
- Italy 6
- Iberia 1
- Eastern Europe 13
- Rest of Europe 4
- Africa/Middle East 4
- Asia Pacific 2
- North America 6
- Latin America 1
- **Total** 2,658

Average pass-along readership: +3.5 readers/copy ⇒ ~12,000 readers/issue!
Editorial Programme

Each issue of FARBE UNDLACK focuses on a selection of editorial topics, offering the suppliers of raw materials, equipment, machinery and services the opportunity to promote their products effectively throughout Europe to the relevant target group under the appropriate topic.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Focus Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Protective Coatings</td>
</tr>
<tr>
<td>February</td>
<td>Functional Coatings</td>
</tr>
<tr>
<td>March</td>
<td>Powder Coatings</td>
</tr>
<tr>
<td>April</td>
<td>Wood Coatings</td>
</tr>
<tr>
<td>May</td>
<td>Radiation Curing</td>
</tr>
<tr>
<td>June</td>
<td>Water-borne Coatings</td>
</tr>
<tr>
<td></td>
<td>Testing &amp; Measuring</td>
</tr>
<tr>
<td>July / August</td>
<td>Additives</td>
</tr>
<tr>
<td></td>
<td>Production Technology</td>
</tr>
<tr>
<td>September</td>
<td>Architectural Coatings</td>
</tr>
<tr>
<td>October</td>
<td>Bio-based Coatings</td>
</tr>
<tr>
<td>November</td>
<td>Pigments &amp; Fillers</td>
</tr>
<tr>
<td>December</td>
<td>Polyurethane Coatings</td>
</tr>
</tbody>
</table>

Date of publication: 1st week of month (except August)
Closing date for advertisements and digital data: approx. 11th of month preceding publication
Closing date for classified ads and digital data: approx. 16th of month preceding publication (later dates on request)

Subject to change without notice.
Display Advertisements

Full-colour rates (CMYK)

<table>
<thead>
<tr>
<th>Size (A4)</th>
<th>€ per ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>5,590.00</td>
</tr>
<tr>
<td>Island page</td>
<td>4,470.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>3,360.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,240.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,690.00</td>
</tr>
</tbody>
</table>

Minimum ad size: 1/4 page

Special positions

Inside/back cover (only 1/1 page) € 6,710.00
Guaranteed position +15 %

Special positions cannot be cancelled.

Discounts

<table>
<thead>
<tr>
<th>Series discount</th>
<th>%</th>
<th>1.5 pages</th>
<th>%</th>
<th>3 pages</th>
<th>%</th>
<th>6 pages</th>
<th>%</th>
<th>9 pages</th>
<th>%</th>
<th>11 pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 insertions</td>
<td>-3</td>
<td>-5</td>
<td></td>
<td>-10</td>
<td></td>
<td>-15</td>
<td></td>
<td>-18</td>
<td></td>
<td>-20</td>
<td></td>
</tr>
<tr>
<td>6 insertions</td>
<td>-5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 insertions</td>
<td>-8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 insertions</td>
<td>-10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Discounts only apply to advertisements within 12 months starting with the publication of the first ad. Discounts for a significantly higher number of insertions: on request. All rates subject to VAT where applicable.

Special colour surcharges

<table>
<thead>
<tr>
<th>Size (A4)</th>
<th>HKS, Pantone</th>
<th>€ per special colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td></td>
<td>800.00</td>
</tr>
<tr>
<td>1/2 page/island page</td>
<td></td>
<td>400.00</td>
</tr>
</tbody>
</table>

Minimum special colour surcharge: 1/2 page rate

Sizes (A4)

<table>
<thead>
<tr>
<th>1/1 page</th>
<th>Bleed: 210 mm wide x 297 mm high Type area: 187 mm wide x 256 mm high</th>
</tr>
</thead>
<tbody>
<tr>
<td>Island page</td>
<td>Bleed: 136 mm wide x 205 mm high Type area: 123 mm wide x 188 mm high</td>
</tr>
</tbody>
</table>

1/2 page horizontal

<table>
<thead>
<tr>
<th>1/2 page horizontal</th>
<th>Bleed: 210 mm wide x 145 mm high Type area: 187 mm wide x 124 mm high</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bleed: 101 mm wide x 297 mm high Type area: 91 mm wide x 256 mm high</td>
</tr>
</tbody>
</table>

1/3 page horizontal

<table>
<thead>
<tr>
<th>1/3 page vertical</th>
<th>Bleed: 69 mm wide x 297 mm high Type area: 59 mm wide x 256 mm high</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/3 page horizontal</td>
<td>Bleed: 210 mm wide x 80 mm high Type area: 187 mm wide x 60 mm high</td>
</tr>
<tr>
<td>or</td>
<td>Bleed: 53 mm wide x 145 mm high Type area: 43 mm wide x 124 mm high</td>
</tr>
</tbody>
</table>

Bleed:
Oversize per bleed edge: 3 mm. Critical matter must be kept at least 5 mm from all trim edges.

Closing date for display ads and digital data: approx. 11st of month preceding publication (later dates on request).
Bound-In Inserts · Loose Inserts · Advertising Specials

Bound-In Inserts

Delivery size:
218 mm wide x 305 mm high, several pages: folded accordingly

Trim size:
3 mm at bottom and outside, 5 mm at gutter and at top

Paper and binding:
Max. 170 g/m², perfect binding

Please note:
Bound-in inserts which have a gatefold outside must be 5 mm shorter, i.e. their width should only be 210 mm including 5 mm in gutter. The front cover of the bound-in insert must be clearly indicated. Please supply additional 3% for potential loss during production.

Tip-on-cards may not exceed a size of 25 cm² (max. length of edge: 6 cm).

<table>
<thead>
<tr>
<th>Pages</th>
<th>Sheet Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>297 mm x 210 mm</td>
<td>€ 5,590.00</td>
</tr>
<tr>
<td>6</td>
<td>205 mm x 195 mm</td>
<td>€ 8,390.00</td>
</tr>
<tr>
<td>8</td>
<td>205 mm x 195 mm</td>
<td>€ 9,790.00</td>
</tr>
</tbody>
</table>

Loose Inserts

Delivery size:
Max. 200 mm wide x 277 mm high, larger sizes will be folded or trimmed against additional charges. Please supply additional 3% for potential loss during production.

Please note:
For all loose inserts exceeding 25 g in weight and 2 mm in thickness higher rates are applicable. Split advertising is not available. Loose inserts will be mentioned free of charge.

<table>
<thead>
<tr>
<th>Pages</th>
<th>Sheet Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>297 mm x 210 mm</td>
<td>€ 6,990.00</td>
</tr>
<tr>
<td>4</td>
<td>205 mm x 195 mm</td>
<td>€ 6,990.00</td>
</tr>
</tbody>
</table>

Advertising Specials

Title gate
1/2 page, double-sided print
€ 7,830.00

Belly band
470 mm wide x 80 mm high
€ 1,900.00 per 1,000 copies (rate excl. production)

Tip-on-card
€ 225.00 per 1,000 copies + min. 1/2 carrier page (rate excl. production)

Delivery address for inserts:
Gutenberg Beuys Feindruckerei GmbH, Hans-Böckler-Str. 52, 30851 Langenhagen, Germany

Delivery note: For „FARBEUNDLACK, issue no. …“

Closing date:
approx. 11th of month preceding publication (later dates on request)

All rates subject to VAT where applicable.
Suppliers Index

Line Entry

<table>
<thead>
<tr>
<th>Line (b/w) in</th>
<th>Characters</th>
<th>€ per line</th>
</tr>
</thead>
<tbody>
<tr>
<td>bold print</td>
<td>max. 28</td>
<td>15.40</td>
</tr>
<tr>
<td>CAPITALS</td>
<td>max. 28</td>
<td>15.40</td>
</tr>
<tr>
<td>normal print</td>
<td>max. 35</td>
<td>7.70</td>
</tr>
</tbody>
</table>

Rate per line, product heading and issue.

Box Advertisement

<table>
<thead>
<tr>
<th>Box ad in</th>
<th>€ per mm height</th>
</tr>
</thead>
<tbody>
<tr>
<td>b/w</td>
<td>3.85</td>
</tr>
<tr>
<td>b/w with white background</td>
<td>5.80</td>
</tr>
<tr>
<td>colour (CMYK)</td>
<td>7.70</td>
</tr>
</tbody>
</table>

Rate per mm height, product heading and issue. Standard width 40 mm.

Closing date for ads in the Suppliers Index and digital data: approx. 11th of month preceding publication (later dates on request).

Annual orders (min. 11 issues) only. The annual invoice will be issued at the beginning of the insertion period (starting with the publication of the first ad). We only provide one voucher copy as proof of publication at the beginning of the insertion period. Entries in the Suppliers Index are not subject to discounts.

All rates subject to VAT where applicable.
Classified Advertisements

Job Offers Print

1/1 page
187 mm wide x 256 mm high
b/w: € 5,840.00
2c: € 6,340.00
3c: € 6,840.00
4c: € 7,340.00

1/2 page vertical/horizontal
91 mm wide x 187 mm wide x
256 mm high / 124 mm high
b/w: € 3,510.00
2c: € 3,760.00
3c: € 4,010.00
4c: € 4,260.00

1/3 page horizontal
187 mm wide x 80 mm high
b/w: € 2,340.00
2c: € 2,510.00
3c: € 2,680.00
4c: € 2,860.00

1/4 page vertical
91 mm wide x 124 mm high
b/w: € 1,760.00
2c: € 1,890.00
3c: € 2,010.00
4c: € 2,140.00

Rates for coloured advertisements refer to CMYK colours, special colour rates on request. All sizes indicated are type area sizes. Job offers are not subject to discounts.

All rates subject to VAT where applicable.

Opportunities Representations Miscellaneous

Stellengesuche

Box no. service: € 30.00

Job Offers Online

Job Offer

incl. PDF Upload
• incl. company logo and PDF upload of your layouted job offer (PDF)
• total runtime of 4 weeks
€ 1,390.00

Combination Package Print & Online

Your job offer on all channels?
Benefit from a higher market reach by publishing your job offer simultaneously in FARBEUNDLACK and online on FARBEUNDLACK // JOBS – at an attractive combination rate!

<table>
<thead>
<tr>
<th>Size (A4)</th>
<th>1/1 Page/€</th>
<th>1/2 Page/€</th>
<th>1/3 Page/€</th>
<th>1/4 Page/€</th>
</tr>
</thead>
<tbody>
<tr>
<td>wide x high (mm)</td>
<td>187 x 256</td>
<td>91 x 256 or 187 x 124</td>
<td>187 x 80</td>
<td>91 x 124</td>
</tr>
<tr>
<td>b/w 1c</td>
<td>5,940.00</td>
<td>3,710.00</td>
<td>2,640.00</td>
<td>2,160.00</td>
</tr>
<tr>
<td>CMYK 2c</td>
<td>6,440.00</td>
<td>3,960.00</td>
<td>2,810.00</td>
<td>2,290.00</td>
</tr>
<tr>
<td>3c</td>
<td>6,940.00</td>
<td>4,210.00</td>
<td>2,980.00</td>
<td>2,410.00</td>
</tr>
<tr>
<td>4c</td>
<td>7,440.00</td>
<td>4,660.00</td>
<td>3,160.00</td>
<td>2,540.00</td>
</tr>
</tbody>
</table>

Closing date for classified ads and digital data: approx. 16th of month preceding publication (later dates on request)
Special Publications

**FARBE UNDLACK**

**Einkaufsführer 2022/23 ( Buyers’ Guide)**

The German industry classic enables decision makers in laboratories, purchasing and management to find the right supplier quickly thanks to its clear structure. Detailed company profiles and an overview of the most important professional organisations, institutes and universities round off the profile of this standard reference work for the coatings industry in the German-speaking area.

As a supplier to the coatings industry, you can present your full product portfolio in the product listings and reach out to coatings experts in Germany, Austria and Switzerland searching for alternative raw materials, new laboratory or production technology.

**FARBE UNDLACK // BIBLIOTHEK** *(Library)*

The German-language book series **FARBE UNDLACK // BIBLIOTHEK** regularly presents new publications on the formulation of coatings, printing inks, adhesives, sealants or construction chemicals. Sometimes for experts, sometimes for newcomers, on special applications or raw material specialties – always in accord with the current requirements for modern formulation technology.

With an average print run of min. 500 copies, the **FARBE UNDLACK // BIBLIOTHEK** also represents attractive advertising media offering a unique marketing channel to reach out to highly defined target groups.

**FARBE UNDLACK // JAHRESPLANER 2021** *(Annual Planner)*

Stay in touch with your customers 365 days a year!

The **FARBE UNDLACK** wall calendar guarantees your daily advertising presence in your customers’ focus. Listing all important coatings events, this convenient wall calendar guides through the year also leaving enough space for personal dates or notes.

Present your company with your display advertisement on the wall calendar – and stay in your customers’ direct view throughout the upcoming year! All readers of **FARBE UNDLACK** will receive their personal wall calendar with their November issue.

New German-language technical books planned for 2020:

- Angewandte Siliciumchemie (Applied Silicon Chemistry)
- Lackformulierung kompakt erklärt (Understanding Coatings Formulation)
- Dispergieren von Pigmenten und Füllstoffen (Dispersing Pigments and Fillers)
- Kurzzeitbewitterung (Accelerated Testing)
Guidelines Digital Files

Data transmission: Please send your digital data for the advertisement via E-mail (max. 10 MB) directly to Vincentz Network. Individual amendments in layouts will be charged separately.

Please send complete data collected in one folder, the name of which indicates the company or client, publication and publication date (max. 25 characters; special symbols such as > / < ? should not be used).
Example for file name: ‘Advertiser_FL_Oct20’

File formats:
- Closed files: PDF X4, all fonts embedded
- Images: TIF, JPEG or EPS
  - colour mode: CMYK, ISOcoated_v2_300_eci
  - scan pictures at 300 dpi or higher for sufficient print quality
  - scan line figures at 1,200 dpi
- Vector images: vector images should be exported as EPS. All elements should be embedded, all fonts should be converted into paths

Fonts: All fonts should be supplied while adhering to current license agreements.

Colours:
- colour advertisements should only include the process colours Cyan, Magenta, Yellow and Black
- advertisements with special colour(s) should only include the solid tint(s) ordered
- for each separate page of the advertisement, a coloured proof is required or a b/w print quoting the colours used (EuroScale, HKS, Pantone)
- if a proof is missing, the standard colour density will be used

Guarantee: Unless a coloured proof is provided, the publisher cannot accept any liability for deviations in copy, images, font and colour.

Contact: Kristijan Lugaric
Head of Advertising Administration
T +49 511 9910-345
F +49 511 9910-259
kristijan.lugaric@vincentz.net
Banner Advertising

Why advertise online on farbeundlack.de?

- **High-class and high-technical advertising environment** with exclusive industry news. Broad market reach and high response rate thanks to approx. **44,000 visits** and **68,000 page views** per month (average January – October 2019) as well as the weekly E-mail newsletter to approx. **29,000 subscribers**.

- **Effective multi-channel marketing** through simultaneous presentation of your advertising message in print and online. Your advertising impact doubles and also reaches out to the online-exclusive users.

- **Transparent metrics** allow you to measure and evaluate the success of your advertising campaign in process – and to optimise artwork, copy or position during the campaign duration.

- **Direct response** via your URL to your website. The user can contact you directly without changing media. Moreover, online users search for information of their own accord. They are always looking for new ideas and techniques: ideal conditions for launching your product and service message.

- **Cost effective for advertising budgets**, from placement to ad creation: online advertising is a cost effective way to begin a marketing campaign.

---

**Discounts**

<table>
<thead>
<tr>
<th>Series discount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 insertions (months)</td>
<td>-3</td>
</tr>
<tr>
<td>6 insertions (months)</td>
<td>-5</td>
</tr>
<tr>
<td>9 insertions (months)</td>
<td>-8</td>
</tr>
<tr>
<td>12 insertions (months)</td>
<td>-10</td>
</tr>
</tbody>
</table>

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.

---

**Size**

<table>
<thead>
<tr>
<th>Size</th>
<th>Width x height in pixels</th>
<th>€/month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superbanner</td>
<td>728 x 90</td>
<td>2,380.00</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600</td>
<td>3,060.00</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>top: 728 x 90 and right: 120 x 600</td>
<td>3,740.00</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>300 x 600</td>
<td>4,420.00</td>
</tr>
<tr>
<td>Billboard</td>
<td>800 x 250</td>
<td>5,100.00</td>
</tr>
</tbody>
</table>

**Please note that some web browsers (e.g. Google Chrome, Safari) no longer support banner in FLASH format.**

**GIF, JPG, PNG, HTML5 or FLASH format, max. 100 KB to kristijan.lugaric@vincentz.net**

All banner positions are exclusive, the banner ads will be displayed on all content pages of the website!
Newsletter Advertising

Twice a week, the FARBEUNDLACK // NEWSLETTER presents the latest trends and info from the German paints and coatings industry as well as from the international coatings markets.

Number of subscribers (status November 2019): approx. 28,000 subscribers
Opening rate: 25%
Target group: equivalent to the readership of FARBEUNDLACK
Frequency of publication: twice a week, Tuesday and Thursday
Closing date: up to 5 working days prior to placement

Banner ad
- top position (below the first article)
- incl. link to company homepage
- size: 650 x 167 pixels, not animated
- data delivery: GIF, JPEG, max. 100 KB
€ 1,490.00 per week (two issues)

Text ad (top position)
- position below the second article
- with picture/logo (190 x max. 190 pixels wide)
- incl. link to company homepage
- headline: max. 50 characters incl. spaces
- text: max. 400 characters incl. spaces
- data delivery: GIF, JPEG, max. 100 KB
€ 1,690.00 per week (two issues)

Text ad (mid position)
- position below the forth article
- with picture/logo (190 x max. 190 pixels wide)
- incl. link to company homepage
- headline: max. 50 characters incl. spaces
- text: max. 400 characters incl. spaces
- data delivery: GIF, JPEG, max. 100 KB
€ 1,590.00 per week (two issues)

Discounts only apply to newsletter advertisements within 12 months starting with the publication of the first newsletter ad.
Cancellation period for online advertising orders: 8 weeks before ordered run time.
All rates subject to VAT where applicable.
Whitepapers

Whitepapers are documents that present specialist information while avoiding any kind of marketing phrases: case studies, analyses or market research results. On 2 to max. 15 pages, the author provides an overview on the pros and cons, cost and possible savings of the presented solution. Apart from the volume of information, the main difference between conventional advertising and whitepapers is the utility value: users look for hands-on solutions to specific problems – and whitepapers should live up to that expectation.

Present your company as a solution-provider on www.farbeundlack.de. Your whitepaper will be embedded in the editorial content and lead potential customers directly to your product and service portfolio. Moreover, every whitepaper download creates an automatic e-mail supplying you with each user's contact data without delay – the ideal starting point for your sales force to build new and qualified business contacts!
Dossiers

Best of FARBE UND LACK for your exclusive company presentation!

FARBE UND LACK // DOSSIER is an exclusive opportunity to present your company associated with highly-focused top quality content on specific topics of coatings technology. Compiled on demand in one digital issue, a dossier covers all top technical papers that have been published on a specific topic in FARBE UND LACK over the past years.

The following topics can be focus of such a digital dossier (please check with us for availability):
- Pigments
- Polyurethanes
- Protective coatings
- Wood coatings
- Additives
- Waterborne coatings
- Architectural coatings
- Automotive coatings
- ...

As an exclusive dossier sponsor, you can pick “your” topic and we will compile and broadly distribute the digital dossier to our audience including the following information:

- your company logo on the dossier cover
- your full page company portrait 1RHP
- your full page display ad ROP
- 3x half-page display ads in FARBE UND LACK (within 6 months)
- 3x banner ads on www.farbeundlack.de (within 3 months)
- 2x banner ads in the FARBE UND LACK // NEWSLETTER (within 2 months)
- 2x text ads in the FARBE UND LACK // NEWSLETTER (within 2 months)
- your company logo in 1x promotional e-blast (upon publication)
- your company logo on the dossier’s landing page (permanent)

Moreover, your exclusive sponsorship will be acknowledged in all marketing communication promoting the free download of “your” Dossier:

Check out the latest FARBE UND LACK // DOSSIER at: www.farbeundlack.de/dossier

Custom-tailored for you!

FARBE UND LACK // DOSSIER sponsorships are exclusive, each digital dossier compiled, published and distributed on demand. Secure “your” dossier topic today and benefit from this unique opportunity to make the “best of” FARBE UND LACK // DOSSIER the highly-relevant backdrop for your exclusive company presentation!

Rate per exclusive dossier sponsorship:
€ 9,590.00

All rates subject to VAT where applicable.
Event Sponsorships

Vincentz Network organizes numerous prestigious conferences and seminars on topics of major scientific interest to the international coatings industry.

Sponsoring a Vincentz Network event offers you an excellent opportunity to present your company to attendees and speakers as a competent and competitive supplier.

Depending on the size and type of the event, the sponsorship opportunities differ. Here are some examples:

- company/product brochure inserted in the conference documents
- distribution of your promotional item/give-away to the conference/seminar attendees
- sponsored lanyards for the name badges, sponsored USB sticks with the conference proceedings (presentations, etc.)
- sponsored notepads, ballpoint pens, portfolios, bags, etc.
- sponsored coffee breaks, evening or cocktail receptions, etc.
- ...

Please do not hesitate to contact us with your own sponsorship ideas!

A list with our current events is available at: www.farbeundlack.de/veranstaltungen
Webinars

Use the unique possibilities of the Internet to present your expertise to the industry. Without major effort or specialist technical facilities, you can, for example, provide training for your staff or customers within the framework of a webinar, or gain new customers all over the world! Participants and speakers communicate in real-time and without incurring travel expenses or leaving their desks!

Vincentz Network supplies the technical know-how, the facilities for running your webinar and markets your presentation professionally in the industry.

### Included Services

<table>
<thead>
<tr>
<th>Prior to the webinar</th>
<th>During the webinar</th>
<th>After the webinar</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising for your webinar in the FARBE UNDLACK media and by E-direct-mailing</td>
<td>Technical monitoring of your webinar</td>
<td>Mailing your letter of thanks (E-mail) to all webinar participants</td>
<td>€ 6,000.00</td>
</tr>
<tr>
<td>Organisation of participant registration and support</td>
<td>Running your online survey of webinar participants</td>
<td>List of webinar participants incl. E-mail addresses</td>
<td></td>
</tr>
<tr>
<td>Advice on content and technical aspects to ensure the success of your webinar</td>
<td>Digital recording of your webinar</td>
<td>Results of online survey of the webinar participants</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Downloadable recording of the webinar on <a href="http://www.farbeundlack.de">www.farbeundlack.de</a> (availability: 1 month)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optional, if login required: list of all users who have downloaded the webinar recording together with all communications data</td>
<td></td>
</tr>
</tbody>
</table>

All rates subject to VAT where applicable. 
Webinars are not subject to agency commission.
Reprints/PDF

Has a technical article, reflecting important information on developments in your company, been published in FARBEUNDLACK? Or perhaps you have reported on current developments or innovative products from your company? Information which you would also like to pass on directly to your customers?

Use your technical article from FARBEUNDLACK for your PR: either as a reprint for you to distribute or as a high-resolution PDF with full reproduction rights. We would be pleased to make the necessary arrangements!

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>High-resolution PDF</td>
<td>€ 1,290.00</td>
</tr>
<tr>
<td>Reprints (incl. low-resolution PDF)</td>
<td>on request</td>
</tr>
</tbody>
</table>

All rates subject to VAT where applicable. Reprints/PDF are not subject to agency commission.
Customer magazines

Why your own customer magazine?

At a time of exchangeable products, growing competition and customers becoming more critical, it is increasingly important to provide your customers with orientation and security and to differentiate yourself from the competition.

To communicate with your customers by means of purposeful journalism has a far more positive effect on customer retention than traditional advertising.

Using professionally designed information, your company will be recognized by your products – in your entire way of thinking and acting, your attitude, your spirit. Ordinary advertising itself cannot convey such complex content.

A customer magazine as a marketing instrument is the highlight of your public relations!

Make or buy?

A modern customer magazine has to be just as good as your products and services. It has to be designed authentically for your relevant target group, published regularly with journalistic reporting, while having an entertaining and professional layout – including all factors for success that apply to popular and trade magazines all the same.

Real professionalism is reflected by the fact that attention is paid to structure, content and appearance equally at a corresponding level. Therefore, such an important and individual medium conveying your company’s image to the public should be committed in competent hands:

Since 1997, Vincentz Network has already been arranging successful customer media providing full service: conception, editorial work, production, development and maintenance of contact lists, and dispatch.

What kind of content does quality for your own customer magazine?

Present your customers:
- Your business card: introduce your company
- News about your company
- Product innovations
- Background information and application advice on your products
- Portraits/field reports/interviews of your customers
- News of the industry
- Interviews with experts about topics of the industry
- Portraits of staff members
- Reports about your trade show participations
- Dates of events and trainings
- Dialogue tools, e.g. reader surveys, raffles

We offer you:

- individual creative editorial and graphic concepts for your target groups at home and abroad
- journalistic competence
- relevant knowledge of the national and international coatings industry as publisher of FARBEUNDLACK and EC Journal
- independent research and editorial planning
- our own photo and text archives
- development and maintenance of your contact lists
- cost-effective, mail-optimised (press distribution), personalised dispatch
- additional coverage as a cost-effective insert of our trade journals or through direct dispatch to our readers

What is the cost of your own customer magazine?

Your customer magazine should be as unique and outstanding as your company is. A tailor-made publication adapted to your completely individual communication needs is not available „off the rack“.

We would be glad to submit you an offer on the basis of some key data (required number of issues and pages, number of addressees, type of publication required: magazine, magalogue, newspaper or newsletter).
Customer Events

As event specialists, Vincentz Network can organise your individual customer event. Our capabilities range from simply organising your conference for a defined circle of customers, through arranging its content and chairing by the editors of FARBEUNDLACK to designing, promoting and running a public congress under your banner. We provide you with competent, professional support for your marketing highlight for maintaining and generating customer contact!

Are you planning your own customer event in the near future? Please contact us to provide your tailor-made solution!
Contacts

Vincentz Network

ADVERTISING
Anette Pennartz
Director Sales
T +49 511 9910-240
anette.pennartz@vincentz.net

Patricia Lüpertz
Key Account Manager
T +49 511 9910-249
patricia.luepertz@vincentz.net

FULFILLMENT
Kristijan Lugaric
Head of Advertising Administration
T +49 511 9910-345
F +49 511 9910-259
kristijan.lugaric@vincentz.net

EDITORIAL TEAM
Dr. Sonja Schulte
Editor-in-Chief
T +49 511 9910-216
sonja.schulte@vincentz.net

Vanessa Bauersachs
Editor
T +49 511 9910-217
vanessa.bauersachs@vincentz.net

Damir Gagro
Editor
T +49 511 9910-209
damir.gagro@vincentz.net

Jan Gesthuizen
Editor
T +49 511 9910-219
jan.gesthuizen@vincentz.net

Silke Karl
Editor
T +49 511 9910-218
silke.karl@vincentz.net

Nina Musche
Editor
T +49 511 9910-214
nina.musche@vincentz.net

Kirsten Wrede
Editor
T +49 511 9910-212
kirsten.wrede@vincentz.net

Kerstin Houba
Editorial Assistant
T +49 511 9910-225
F +49 511 9910-299
kerstin.houba@vincentz.net

International Sales Representatives

BELGIUM · THE NETHERLANDS · LUXEMBURG
Jacqueline Poppe
Beech Business Promotion
Postbus 92
7470 AB Goor
The Netherlands
T +31 547 271071
F +31 547 200217
jacqueline@beechbp.nl

FRANCE
Melanie Villard
DEF & Communication
48, boulevard Jean-Jaurès
92110 Clichy
France
T +33 1 47307180
F +33 1 47300189
mvillard@defcommunication.com

SWITZERLAND
Irene Stutzmann
Jordi Publirex
Wyedenhof 3
3422 Kirchberg
Switzerland
T +41 32 6663095
F +41 32 6663099
is@jordipublirex.ch

Terms of Payment

Due dates for payment
30 days net

VAT no.: DE 115 699 823

Bank
Deutsche Bank Hannover
IBAN DE89 2507 0070 0072 3361 01
SWIFT-BIC Code DEUTDE2HXXX

Terms and conditions
See our T&C at:
www.farbeundlack.de/Media/Files/Verkauf/General-Terms-of-Business