

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

Reprint or Conference Recording as a marketing tool

Have you published a technical article in FARBEUNDLACK about innovations from your company? Or did you give an expert talk at one of the renowned FARBEUNDLACK conferences? Information you would like to share directly with your customers? Then make use of a customized reprint or recording for your public relations work and distribute it in your own marketing channels. Alternatively, we can take care of the additional distribution for you, generating a comprehensive lead report and valuable touchpoints for your sales team.

The Classic:

Your technical article as a PDF / your conference talk as a recording – ready-to-use for your corporate communications

Included services

Reprint:

- high-resolution PDF of your technical article in the FARBEUNDLACK layout
- individually adapted cover page tailored to your technical article

Recording:

- FARBEUNDLACK branded recording of your conference talk

Permission for unlimited reproduction and/or distribution

Rate: € 1,590

The Lead Magnet:

Your technical article as a PDF / your conference talk as a recording – an attractive incentive in a broad-reach lead generation campaign

Included services

- all services included under 'The Classic'
 - presentation of your technical article/your conference recording on www.farbeundlack.de requiring user registration
 - 2 teaser text ads in the FARBEUNDLACK // NEWSLETTER (published twice weekly = a total of 4 insertions!) with a link to your content item
- Requirements for the text ads: headline: max. 34 characters incl. spaces
text: max. 400 characters incl. spaces; picture/logo: 600 x 240 px, GIF or JPG file, max. 100 KB*

- after campaign completion: lead report (CSV or XLS), including contact details of all users who accessed your content item

All collected data complies with GDPR and may be passed on to third parties for use.

Rate: € 4,990



All rates subject to VAT where applicable.

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