MEDIA INFORMATION | RATE CARD NR. 46 | VALID FROM 1 OCTOBER 2026

EUROPEAN COATINGS journal



The EC Journal is the editorial leader for expert information for the global coatings industry. The publication's highly-developed reader acceptance and exquisite reputation provide an outstanding environment for your advertising. Each issue focuses on a selection of editorial topics, offering you as a supplier of raw materials, equipment, machinery or services the opportunity to promote your products effectively to the relevant target group.

www.european-coatings.com

TARGET AUDIENCE

Professionals in the global coatings industry as well as related industries such as printing inks, adhesives and sealants, and construction chemicals. Read by decision-makers and leading opinions in laboratory, production, and management. Official partner of CEPE – the European coatings association who has chosen the EC Journal as the exclusive forum for their member organizations.

GEOGRAPHICAL DISTRIBUTION

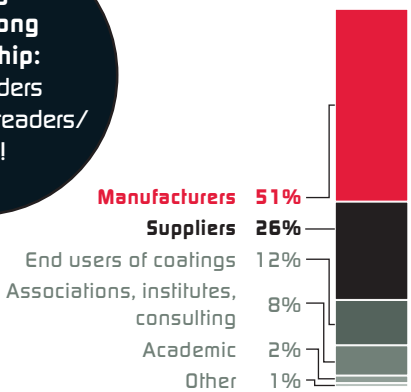
Average pass-along readership: +1.6 readers → ~9,100 readers/issue!

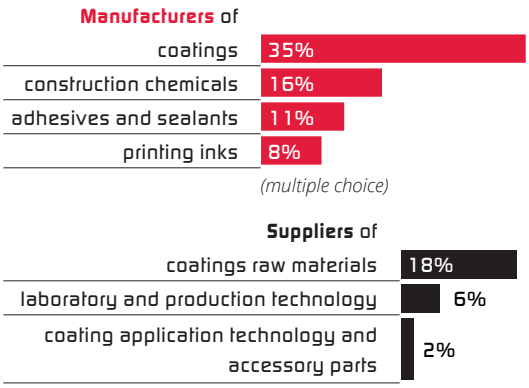


as of August 2026

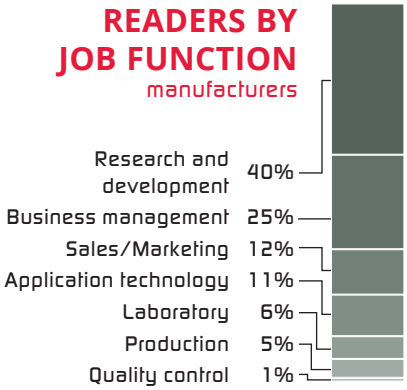
Europe	93%
Africa/Middle East	5%
Asia Pacific	1%
Latin/North America	1%
Total copies	3,500

READERS BY INDUSTRY

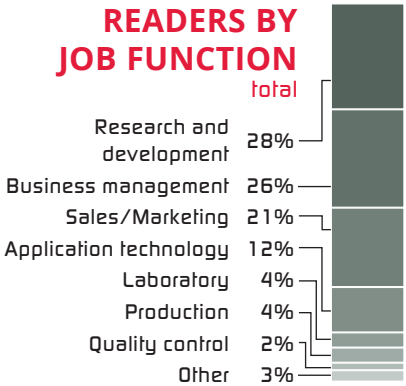




READERS BY JOB FUNCTION manufacturers



READERS BY JOB FUNCTION total



ADVERTISING CONTACTS

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VINCENTZ

EUROPEAN
COATINGS journal



2027
EDITORIAL PROGRAMME

Issue	Topic
January/February	Digitalisation
March	**SPECIAL SHOW ISSUE:** **EC SHOW & CONFERENCE 2027** **BONUS DISTRIBUTION: +3,000 copies** distributed on the showfloor
April	Next-Gen Additives + Construction Chemicals
May	Regulation-Driven Formulation
June	Sustainable Coatings + Production Technology
July/August	Radiation Curing
September	Powder Coatings + Adhesives & Sealants
October	Wood Coatings
November	Water-Borne High-Performance Coatings
December	Functional Coatings

Date of publication:
15th of the month

Ad closing date:
16th of the month

Digital data due:
20th of the month

WOULD YOU LIKE TO ADVERTISE IN THE EC JOURNAL?

SALES Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

WOULD YOU LIKE TO PUBLISH A TECHNICAL ARTICLE IN THE EC JOURNAL OR DO YOU HAVE NEWS ON COMPANIES OR PEOPLE WITHIN THE INDUSTRY?

EDITORIAL OFFICE Kerstin Houba · T +49 511 9910-225 · kerstin.houba@vincentz.net

EUROPEAN COATINGS journal

DISPLAY ADVERTISEMENTS

FULL-COLOUR RATES (CMYK)

Size (A4)	€ per ad
1/1 page	7,270
Island page	5,700
1/2 page	4,460
1/3 page	2,970
1/4 page	2,250

Minimum ad size: 1/4 page

SPECIAL COLOUR SURCHARGES (HKS, PANTONE)

Size (A4)	€ per special colour
1/1 page	800
1/2 page / Island page	400

Minimum special colour surcharge: 1/2 page rate

SPECIAL POSITIONS

Position	€ per ad
2nd/back cover (only 1/1 page)	8,730
Guaranteed position	+ 15 %

Special positions cannot be cancelled.

Please note:
EC SHOW & CONFERENCE 2027 special show issue (March 2027)
display ads and inserts
+10% on total rate
(applies to less than 3 ads within insertion year of 12 months)

DISCOUNTS

Series discount	%
3 insertions	-3
5 insertions	-5
8 insertions	-8
10 insertions	-10

Discounts only apply to advertisements within 12 months starting with the publication of the first ad.

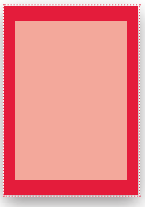
Package discounts for a significantly higher number of insertions (>50,000 €/ insertion year): on request.

Quantity discount	%
1.5 pages	-5
3 pages	-10
5 pages	-15
8 pages	-18
10 pages	-20

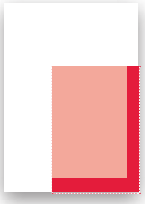
Quantity discount = sum of all pages within one insertion year, e.g. 3 x 1/2 page = 1.5 pages = 5% discount

All rates subject to VAT where applicable.

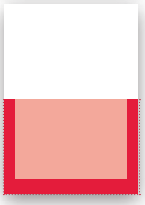
SIZES (A4)



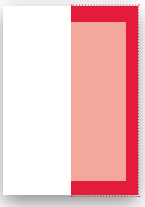
1/1 page
Bleed:
210 mm wide x 297 mm high
Type area:
187 mm wide x 256 mm high



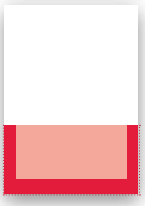
Island page
Bleed:
136 mm wide x 205 mm high
Type area:
123 mm wide x 188 mm high



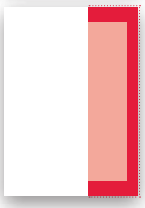
1/2 page horizontal
Bleed:
210 mm wide x 145 mm high
Type area:
187 mm wide x 124 mm high



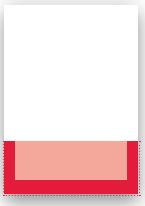
1/2 page vertical
Bleed:
101 mm wide x 297 mm high
Type area:
91 mm wide x 256 mm high



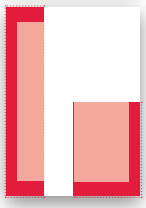
1/3 page horizontal
Bleed:
210 mm wide x 93 mm high
Type area:
187 mm wide x 80 mm high



1/3 page vertical
Bleed:
69 mm wide x 297 mm high
Type area:
59 mm wide x 256 mm high



1/4 page horizontal
Bleed:
210 mm wide x 69 mm high
Type area:
187 mm wide x 60 mm high



1/4 page vertical
Bleed:
53 mm wide x 297 mm high
Type area:
43 mm wide x 256 mm high

or
Bleed:
101 mm wide x 145 mm high
Type area:
91 mm wide x 124 mm high

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

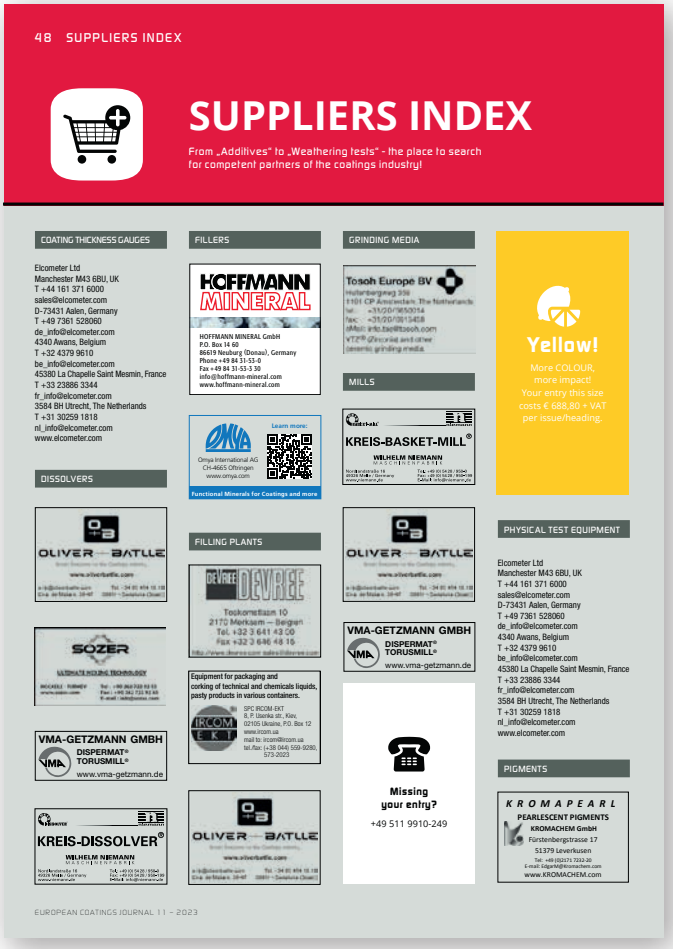
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Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

SPECIFICATIONS FOR DIGITAL DATA → see page 6
EDITORIAL PROGRAMME AND ADVERTISING DEADLINES → see page 2

EUROPEAN COATINGS journal

SUPPLIERS INDEX



LINE ENTRY

Line (b/w) in	Characters	€ per line
bold print	max. 28	22.00
CAPITALS	max. 28	22.00
Normal print	max. 35	11.00

Rate per line, product heading and issue.

BOX ADVERTISEMENT

Box ad in	€ per mm height
b/w	5.50
b/w with white background	8.25
colour (CMYK)	11.00

Rate per mm height, product heading and issue.
Standard width 42 mm.

Vetch Pro GmbH
D-57234 Wilnsdorf
info@vetch-pro.com
www.vetch-pro.com

Example line entry:
1 line bold print,
3 lines normal print,
run time: 12 months/10 issues
under 1 product heading
€ 550

Example box advertisement b/w:
30 mm high,
run time: 12 months/10 issues
under 1 product heading
€ 1,650

Example box advertisement b/w with white background:
12 mm high,
run time: 12 months/10 issues
under 1 product heading
€ 990

Example colour box advertisement:
40 mm high,
run time: 12 months/10 issues
under 1 product heading
€ 4,400

Annual orders (min. 12 months/10 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.

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EUROPEAN COATINGS journal

LOOSE INSERTS · ADVERTISING SPECIALS · BOUND-IN INSERTS

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.

Up to 25 g/2 mm
per 1,000 copies
€ 1,040

ADVERTISING SPECIALS



Title gate
1/2 page,
double-sided print
€ 9,780



Belly band
470 mm wide x
80 mm high
per 1,000 copies
(rate excl. production)
€ 1,560



Title corner ad
100 mm wide x
100 mm high
(triangular)
€ 5,580



Title gatefold
2/1 pages
€ 12,570

Please note:
EC SHOW & CONFERENCE 2027 special show issue
(March 2027)
display ads and inserts
+10% on total rate
(applies to less than 3 ads within insertion year of 12 months)

BOUND-IN INSERTS

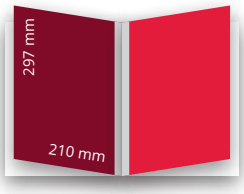
Delivery size:
218 mm wide x 305 mm high,
several pages: folded accordingly

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

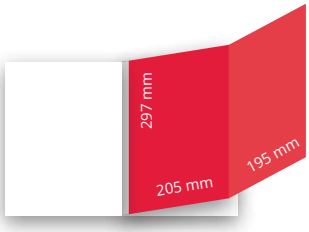
Paper and binding:
Max. 170 g/m², perfect binding



2 pages = 1 sheet
€ 7,270



4 pages = 2 sheets
€ 9,090



4 pages = 2 sheets
(gatefold at the side)
€ 9,090

Please note:
Bound-in inserts which have a gatefold outside must be 5 mm shorter, i.e. their width should only be 205 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).

Rates for bound-in inserts >4 pages: on request.
All rates subject to VAT where applicable.

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Delivery address for inserts: Gutenberg Beuys Feindruckerei GmbH, Hans-Böckler-Str. 52, 30851 Langenhagen, Germany
Delivery note: For 'EC Journal, issue no. ...'

EUROPEAN COATINGS journal

SPECIFICATIONS FOR DIGITAL DATA

Data transmission: Please send your digital data for the advertisement via E-mail (max. 10 MB) directly to Vincentz Network:

Sales Fulfillment
dispo@vincentz.net

We accept non-digital artwork/hardcopy material only upon surcharge. Individual amendments requested by the client will also 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: 'ECJ 'Advertiser_ECJ_Oct_27')

File format: Please send your digital data in the following format: PDF/X4.

Make sure to choose the correct colour mode: ISOcoated_v2_300.

You may download the correct colour mode at: www.eci.org/en/downloads

Guarantee: As a standard procedure, Vincentz Network checks all incoming digital data in accordance with current printing requirements and standards. However, unless a coloured proof is provided by the client, Vincentz Network cannot accept any liability for deviations in copy, images, font and colour. In case we notice such a mistake, we will inform the client immediately and, if possible, offer to correct the digital data according to the client's requirements.



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