FARBEUNDLACK



FARBEUNDLACK is the leading trade journal and provider of technical-scientific information for the 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.farbeundlack.de

Target Audience

The German-language coatings industry as well as related industries such as printing inks, adhesives and sealants, and construction chemicals. Read in all operational areas by decision-makers and leading opinions at all levels in laboratory, production, and management. Official organ of the leading industry associations in Germany and Switzerland.

Geographical distribution

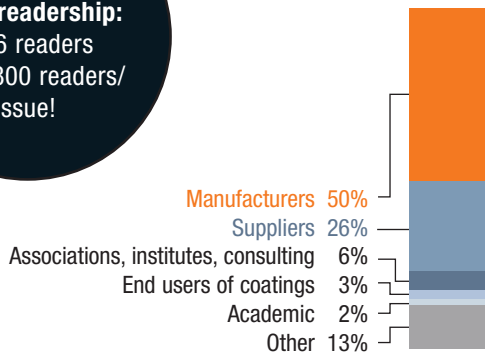


Copies (as of August 2026)

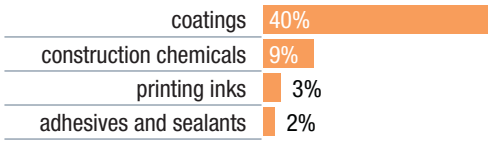
Germany	1,209
Austria	50
Switzerland	124
Rest	74
Total	1,457

Average pass-along readership: +1.6 readers → ~3,800 readers/ issue!

Readers by industry

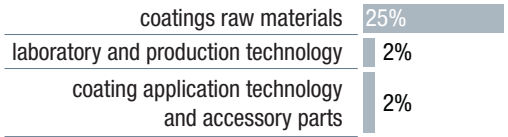


Manufacturers of



(multiple choice)

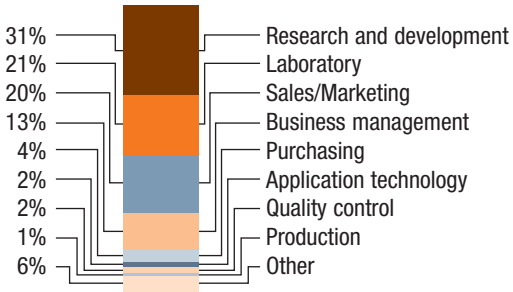
Suppliers of



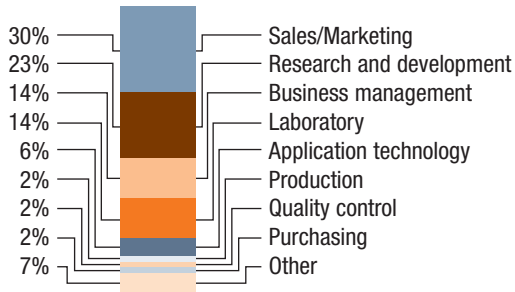
(multiple choice)

Readers by job function

Manufacturers



Total



ADVERTISING CONTACTS

Vincentz Network
Patricia Lüpertz · T +49 511 9910-249 · patricia.luepertz@vincentz.net
Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

International Sales Representatives

BeNeLux Jacqueline Poppe · Beech BP · T +31 547 271071 · jacqueline@beechbp.nl

France/Italy/Spain/Switzerland Melanie Villard · MKV Conseil · T +33 9 75792743 · melanievillard@outlook.com

UK/North America Dave Weidner · Blue World Partners · T +1 253 677 4242 · info@blueworldpartners.com

VINCENTZ



2027 Editorial Programme

Issue	Topic
January/February	Water-Borne Coatings
March	Radiation Curing
April	**SPECIAL SHOW ISSUE:** EC SHOW & CONFERENCE 2027
May	Digitalisation
June	Next-Gen Additives + Construction Chemicals
July/August	Regulation-Driven Formulation
September	Functional Coatings + Adhesives & Sealants
October	Sustainable Coatings + Testing and Measuring Equipment
November	Powder Coatings + Production Technology
December	Wood Coatings

BONUS DISTRIBUTION: +2.000 copies
distributed on the showfloor.

Date of publication:
1st of the month

Ad closing date:
8th of the month

Digital data due:
14th of the month

Would you like to advertise in FARBEUNDLACK?

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

Would you like to publish a technical article in FARBEUNDLACK
or do you have news on companies or people within the industry?

EDITORIAL OFFICE Nicole Liedke · T +49 511 9910-215 · nicole.liedke@vincentz.net

Display Advertisements

Full-colour rates (CMYK)

Size (A4)	€ per ad
1/1 page	6,920
Island page	5,430
1/2 page	4,230
1/3 page	2,830
1/4 page	2,130

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

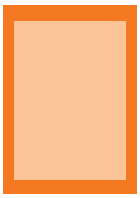
Special positions

Position	€ per ad
Inside/back cover (only 1/1 page)	8,300
Guaranteed position	+15%

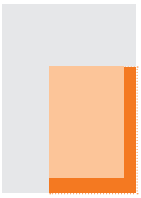
Special positions cannot be cancelled.

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

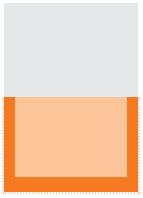
SIZES (A4)



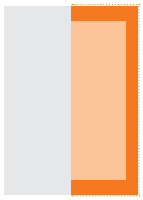
1/1 page
Bleed:
210 mm wide x 297 mm high
Type area:
187 mm wide x 256 mm high



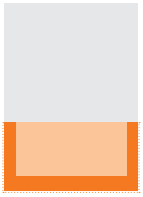
Island page
Bleed:
136 mm wide x 205 mm high
Type area:
123 mm wide x 188 mm high



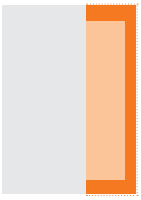
1/2 page horizontal
Bleed:
210 mm wide x 145 mm high
Type area:
187 mm wide x 124 mm high



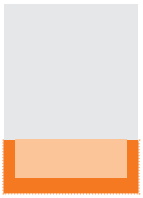
1/2 page vertical
Bleed:
101 mm wide x 297 mm high
Type area:
91 mm wide x 256 mm high



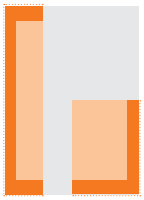
1/3 page horizontal
Bleed:
210 mm wide x 93 mm high
Type area:
187 mm wide x 80 mm high



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.

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.

All rates subject to VAT where applicable.

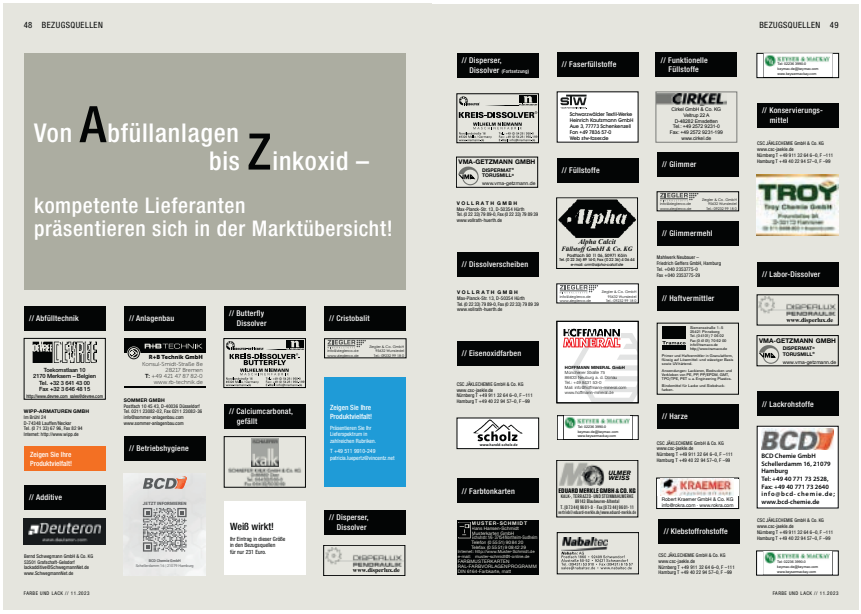
Quantity discount	%
1.5 pages	-5
3 pages	-10
5 pages	-15
8 pages	-18
10 pages	-20

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

Would you like to advertise in FARBEUNDLACK?
Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

Specifications for digital data → see page 7
Editorial programme and advertising deadlines → see page 2

Suppliers Index



Line Entry

Line (b/w) in	Characters	€ per line
bold print	max. 28	21.20
CAPITALS	max. 28	21.20
normal print	max. 35	10.60

Rate per line, product heading and issue.

Box Advertisement

Box ad in	€ per mm height
b/w	5.30
b/w with white background	7.95
colour (CMYK)	10.60

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

Sommer GmbH & Co. KG
Postfach 10 45 43, D-40036 Düsseldorf
Tel. 0211 23082-02, Fax 0211 23082-36
info@sommer-anlagenbau.com
www.sommer-anlagenbau.com

Example line entry:
1 line bold print
+ 4 lines normal print,
run time: 12 months/10 issues
under 1 product heading
€ 636.00

SCHAEFER kalk
SCHAEFER KALK GmbH & Co. KG
D-65582 Diez
Tel. 06432/503-0
Fax 06432/503269
www.schaeferkalk.de

Example box advertisement b/w:
30 mm high,
run time: 12 months/10 issues
under 1 product heading
€ 1,590.00

scholz
www.harold-scholz.de

Example box advertisement b/w with white background:
15 mm high,
run time: 12 months/10 issues
under 1 product heading
€ 1,192.50

BCD
BCD Chemie GmbH
Schellerdamm 16, 21079 Hamburg
Tel: +49 40 771 73 2528,
Fax: +49 40 771 73 2640
info@bcd-chemie.de;
www.bcd-chemie.de

Example colour box advertisement:
40 mm high,
run time: 12 months/10 issues
under 1 product heading
€ 4,240.00

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

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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.



Up to 25 g/2 mm
per 1,000 copies
€ 2,470

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.

Advertising Specials



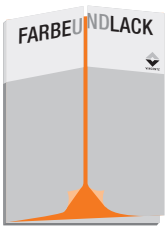
Titelgate
1/2 page,
double-sided print
€ 9,290



Belly band
470 mm wide x
80 mm high
per 1,000 copies
(rate excl. production)
€ 3,710



Title corner ad
100 mm wide x
100 mm high
(triangular)
€ 5,300



Title gatefold
2/1 pages
€ 11,950

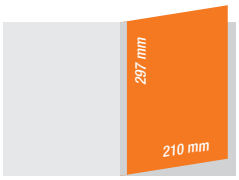
Please note:
EC SHOW & CONFERENCE 2027
special show issue (April 2027)
display ads and inserts
+ 10 % on total rate
(applies to less than 3 ads
within insertion year of 12 months)

Bound-In Inserts

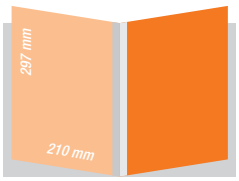
Delivery size:
218 mm wide x 305 mm high,
several pages: folded accordingly

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

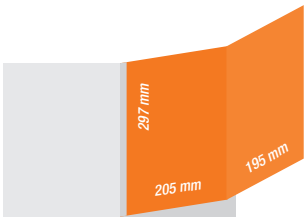
Paper and binding:
Max. 170 g/m², perfect binding



2 pages = 1 sheet
€ 6,920



4 pages = 2 sheets
€ 8,650



4 pages = 2 sheets (gatefold at the side)
€ 8,650

Rates for bound-in inserts >4 pages: on request.

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).

All rates subject to VAT where applicable.

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

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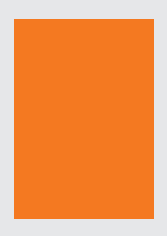
Delivery address for inserts:

Gutenberg Beuys Feindruckerei GmbH
Hans-Böckler-Str. 52 · 30851 Langenhagen · Germany
Delivery note: For 'FARBE UND LACK, issue no. …'

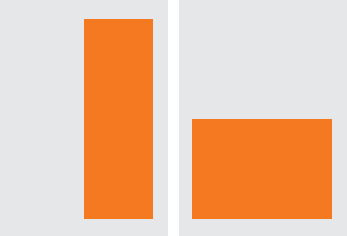
Job Offers

Print & Online

Benefit from a higher market reach by publishing your job offer simultaneously in **FARBEUNDLACK** and online on www.farbeundlack.de/jobs.



1/1 page A4
187 mm wide x
256 mm high
b/w: € 6,680
2c: € 7,180
3c: € 7,680
4c: € 8,180



1/2 page A4 vertical /horizontal
91 mm wide x
256 mm high
b/w: € 4,010
2c: € 4,260
3c: € 4,510
4c: € 4,760

/

187 mm wide x
124 mm high



1/3 page A4 horizontal
187 mm wide x
80 mm high
b/w: € 2,670
2c: € 2,840
3c: € 3,010
4c: € 3,180



1/4 page A4 vertical
91 mm wide x
124 mm high
b/w: € 2,000
2c: € 2,125
3c: € 2,250
4c: € 2,375

Rates without layout services. 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.

Box no. service: € 40

Job Wanted



Size A
91 mm x 50 mm
€ 340

Size B
91 mm x 40 mm
€ 300

Size C
91 mm x 30 mm
€ 260

b/w rates incl. box no. service, typesetting and VAT

Online Only

Publication of your job offer at www.farbeundlack.de/jobs (4 weeks run time).

€ 1,690



www.farbeundlack.de

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

Specifications for digital data → see page 7
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Delivery address for inserts:

Gutenberg Beuys Feindruckerei GmbH
Hans-Böckler-Str. 52 · 30851 Langenhagen · Germany
Delivery note: For 'FARBE UND LACK, issue no. …'

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.

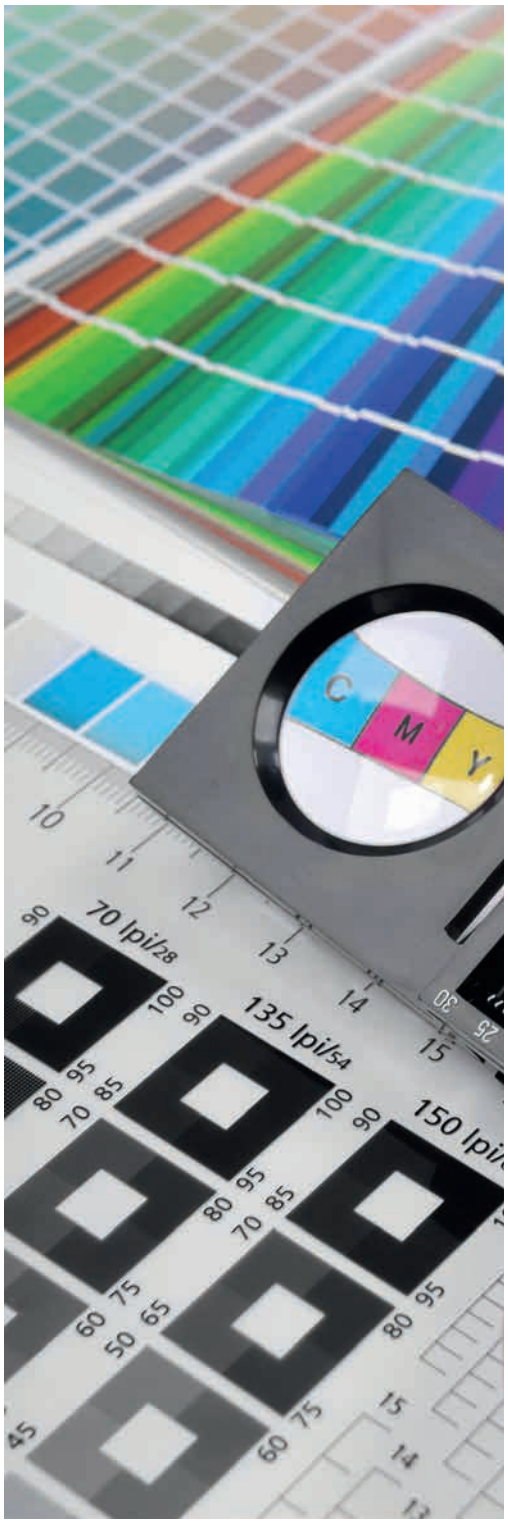
Please send complete data collected in one folder, the name of which indicates the company or client, publication and publication date (max. 25 characters; special symbols such as - > / < ? should not be used. Example for file name: 'Advertiser_FL_Oct_27').

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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Editorial Programme and advertising deadlines → see page 2