

# 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/dossiers](http://www.farbeundlack.de/dossiers)

## Dossier

Best of FARBEUNDLACK for your exclusive company presentation! The FARBEUNDLACK // DOSSIER is a unique opportunity to present your company associated with highly-focused top quality content: compiled on demand in one digital issue, a dossier covers all top technical papers that have been published on a specific topic in FARBEUNDLACK in the recent past. Choose between three different types of dossiers and benefit from our extensive marketing campaign to our large audience of coatings experts.

### Possible topics

**Key topics:**

- Architectural coatings
- Automotive coatings
- Functional coatings
- Protective coatings
- Water-borne coatings
- Wood coatings
- Additives
- Pigments
- Polyurethanes
- ...

**Subtopics:**

- Rheology additives
- Wetting agents
- Dispersants
- Additives for water-borne coatings
- Wood coatings for furniture
- UV-cured wood coatings
- Hydrophobic coatings
- ...

Pick your topic and we compile and distribute the digital dossier to our expert audience incl. the following information:



Type	Content		Campaign details					Rate	
	Topic	Volume	Runtime	Print ads	Newsletter ads	Direct mailing	Landing page	incl. leads	excl. leads
BIG	key topic	9–12 editorial articles	6 months	3 x 1/2 page	2 x banner ad 2 x text ad	1 x w/ company logo		10,550	9,560
MEDIUM	subtopic	5–6 editorial articles	3 months	2 x 1/2 page	1 x banner ad 1 x text ad	1 x w/ company logo		8,460	7,690
SMALL	subtopic	3 editorial articles	3 months	1 x 1/2 page	1 x text ad	1 x w/ company logo		7,470	6,700

All rates subject to VAT where applicable.

### ADVERTISING CONTACTS

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