

# FARBEUNDLACK.DE

The FARBEUNDLACK website is the premier online destination providing industry access to the largest portfolio of German-language information services, events, and networking opportunities. As the German-language editorial leader on coatings technology, this information hub delivers valuable solutions 24/7 while providing countless touchpoints between suppliers to the coatings industry and their potential clients.



www.farbeundlack.de

## Target Audience

Professionals in the of German-language coatings industry as well as allied industries such as printing inks, adhesives and sealants, and construction chemicals. Read in all operational areas, at all levels in laboratory, production, and management.

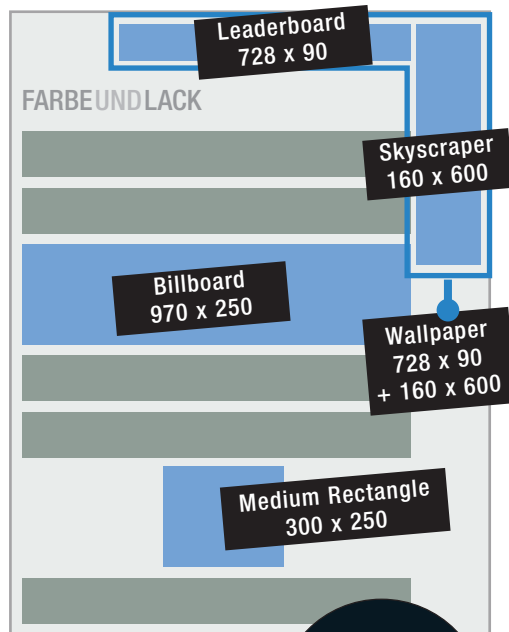
### Key metrics

2023	0 month
Visits .....	16,076
Page impressions....	24,727
Unique visitors .....	12,059



Visitors	%
Germany.....	63.9
Switzerland .....	5.8
Austria .....	3.7
Rest of world.....	26.6
Total .....	100.0

### Ad positions



**Data Delivery**  
GIF, JPEG, PNG,  
HTML5  
max. 100 KB

Run of site position for all banner ad bookings!

### Rates & Sizes

Banner	Size (px)		€/month
	Desktop	Mobile	
Leaderboard	728 x 90	300 x 250	2,240
Skyscraper	160 x 600	300 x 250	2,240
Billboard	970 x 250	300 x 250	3,170
Medium Rectangle	300 x 250	300 x 250	1,720
Wallpaper	728 x 90 + 160 x 600	300 x 250 + 300 x 250	3,700

### Discounts

Series discount	%
2 insertions	-3
3 insertions	-5
5 insertions	-10
8 insertions	-15

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.

## ADVERTISING CONTACTS

### Vincentz Network

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