



POLYMERS PAINT COLOUR JOURNAL

MEDIA INFORMATION 2019

**THE KEY
INGREDIENT
FOR YOUR
BUSINESS
TO GROW**

YOUR OPTIONS
OPPORTUNITIES FOR YOU
THE NETWORK THAT CAN CHANGE YOUR BUSINESS

MESSAGE FROM THE EDITOR

Polymers Paint Colour Journal (PPCJ) has been providing its readers with up-to-date information for more than 130 years, including international news, technical articles on research and development within the coatings industry and special supplements, such as Going Green.

PPCJ is always pleased to receive contributions on the latest advances in coatings, inks, adhesives, new products, people and company news. Technical articles, as well as submissions on supply, distribution and marketing issues are welcome. As environmental issues are uppermost in all our minds, *PPCJ* is committed to providing information that will keep you at the forefront of the market. Features and reports on sustainability, legislation and environmentally friendly coatings are scheduled for 2019 to assist your company in meeting these regulations and requirements.

We have experts in their respective fields, writing regular columns in *PPCJ*: USA-based Cynthia Challenger; Terry Knowles, who provides important market information and compiles the annual Mergers & Acquisitions feature and the EMEA Coatings Review Top 25; and Kevin Biller, AKA Joe Powder who answers readers' questions on the powder coatings process. All provide you with the latest in the market, throughout Europe, USA, the Middle East and Africa. The Coatings Group organises international shows and conferences to meet your need to learn, first-hand, about innovations and developments, and *PPCJ* publishes editorial, as well as the catalogues and conference programmes, to provide you with where and when these important events will be held in 2019. We also include information from the British Coatings Federation, which provides invaluable information on legislation and developments that will affect our industry.

Please let me know if there are specific topics you wish to see covered within *PPCJ*.



Christine Malthouse
Editor, PPCJ
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PPCJ

A RANGE OF MEDIA OPPORTUNITIES

Whether you want to promote your products on paper, face-to-face or on-line, **PPCJ** can provide exposure across all these media around the world. In addition to **PPCJ** being a market-leading publication, the Coatings Group portfolio offers a range of media opportunities to satisfy your needs.

MONTH	FEATURES	BONUS DISTRIBUTION	COUNTRY FOCUS	SPECIAL SUPPLEMENT	ADVERTISING COPY DEADLINE	PUBLICATION DATE
February	<ul style="list-style-type: none"> • Biocides • Mergers & Acquisitions • Protective Coatings • Resins 	• Middle East Coatings Show 2019	Middle East	• <i>Middle East Coatings Show Catalogue 2019</i>	2 January	25 January
March	<ul style="list-style-type: none"> • Additives • Architectural Coatings • Marine Coatings • Waterborne Coatings • Adhesives & Sealants • European Coatings Show Preview • Middle East Coatings Show Review 	• European Coatings Show	Germany		13 February	March 8
April	<ul style="list-style-type: none"> • Radiation Curing • Smart Coatings • Pigments • Wood Coatings 	• Asia Coatings Congress	Kenya	• <i>China Export Focus</i>	20 March	12 April
May	<ul style="list-style-type: none"> • Automotive Coatings • Flame Retardants • Inks • Laboratory Equipment • Powder Coatings • European Coatings Show Review 	• East African Coatings Congress	Egypt	• <i>East African Coatings Congress Catalogue 2019</i>	24 April	17 May
June	<ul style="list-style-type: none"> • Colour Technology • Extenders & Fillers • Protective Coatings • Adhesives & Sealants 	• FEICA 2019	UK	• <i>Directory of Suppliers and Distributors to the Middle East and Africa</i>	22 May	14 June
August	<ul style="list-style-type: none"> • Logistics & Transportation • Biocides • Pigments • Tinting Technology • East African Coatings Congress Review 	<ul style="list-style-type: none"> • Egyptian Coatings Show 2019 • Asia Pacific Coatings Show 2019 	USA	<ul style="list-style-type: none"> • <i>European Coatings Review TOP 25 Paint Manufacturers in Europe</i> • <i>Egyptian Coatings Show Catalogue 2019</i> 	31 July	23 August
September	<ul style="list-style-type: none"> • Additives • Smart Coatings • Test & Weathering Equipment • Waterborne • Adhesives & Sealants 	<ul style="list-style-type: none"> • ChinaCoat • ABRAFATI 	Italy	• <i>Tio₂ Buyers' Guide</i>	21 August	13 September
October	<ul style="list-style-type: none"> • Gloss & Colour Measurement • Powder Coatings • Resins • Wood Coatings 		Russia	• <i>Going Green</i>	18 September	11 October
November	<ul style="list-style-type: none"> • Aerospace Coatings • Automotive Coatings • Coil coatings • Mixing Technology • Radiation Technology 	• Pakistan Coatings Show	Central Europe	• <i>Egyptian Coatings Show Review</i>	23 October	15 November
December	<ul style="list-style-type: none"> • Additives • Decorative Coatings • Extenders & Fillers • Pigments • Adhesives & Sealants 	• Interlakokraska	EU Country		27 November	20 December

PPCJ A RANGE OF MEDIA OPPORTUNITIES

www.polymerspaintyournal.com

CIRCULATION

THE NETWORK THAT CAN CHANGE YOUR BUSINESS

PPCJ boasts a solid base and a circulation in excess of 16,000.

More than 25% of the *PPCJ / APCJ* circulation has been reading the magazine for more than five years and more than 10% of readers for in excess of 10 years.*

With five additional people, on average, sharing each

copy, the journal nets a total pass on readership each month exceeding 40,000, 80% of whom have purchasing influence.

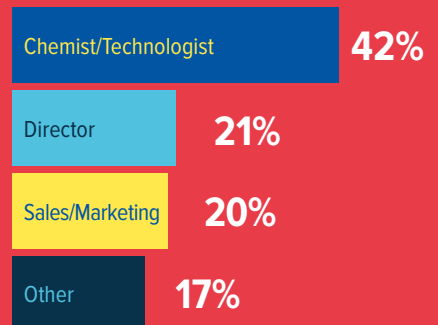
Your customer's interest is essential for your continual growth and development in a highly competitive and demanding market.

*(Reader Survey)

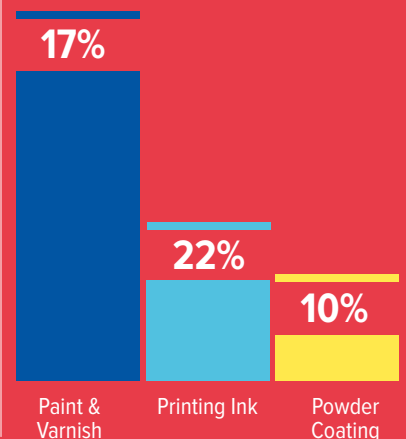
CIRCULATION BREAKDOWN

Algeria	35	Netherlands	933
Austria	136	Norway	209
Bahrain	75	Oman	25
Belgium	865	Pakistan	139
Bulgaria	13	Poland	723
Croatia	25	Portugal	178
Cyprus	20	Qatar	15
Czech Republic	142	Romania	56
Denmark	391	Russia	100
Egypt	920	Saudi Arabia	415
Finland	178	Slovakia	14
France	1085	Slovenia	47
Germany	2674	South Africa	155
Greece	161	Spain	632
Hungary	309	Sweden	399
Iceland	15	Switzerland	327
India	226	Syria	54
Iran	360	Tunisia	22
Ireland	57	Turkey	410
Italy	998	Ukraine	24
Jordan	105	United Arab Emirates	1167
Kuwait	53	United Kingdom	1146
Lebanon	89	United States of America	94
Luxembourg	34	Other	50
Malta	16	Total	16,439
Morocco	123		

CIRCULATION BY JOB TITLE



CIRCULATION BY MANUFACTURING SECTOR



ADDITIONAL OPPORTUNITIES



MIDDLE EAST COATINGS SHOW 2019

26 – 28 February
DWTC, Dubai
UAE



EAST AFRICAN COATINGS CONGRESS 2019

11 – 12 June
Safari Park Hotel
Nairobi, Kenya



EGYPTIAN COATINGS SHOW 2019

23 - 24 September 2019
Egypt International Exhibition Center
New Cairo, Egypt

RELATED PUBLICATIONS AND SUPPLEMENTS



Directory of Suppliers and Distributors, Middle East and Africa

This important source of information is updated annually.

Published: June 2019



TiO₂ Buyers' Guide

Published annually, the Titanium Dioxide (TiO₂) Buyers' Guide is updated and appears in *PPCJ*.

Published: September 2019



Asia Pacific Coatings Journal (APCJ)

PPCJ's sister publication, *APCJ*, is published six times a year and is the leading coatings journal for South East Asia, the Pacific Region and China.

Published 6 times a year

SUPPLEMENTS



CHINA EXPORT FOCUS

The China Export Focus is a special publication for companies in China to increase brand awareness at a global level. The supplement boasts a pass-on readership of 70,000 and is published in both *PPCJ* and *APCJ*.

Published: April 2019



GOING GREEN

Going Green (GG) is a specialist supplement dedicated entirely to raw material suppliers with an environmental offering.

Published: October 2019

PPCJ ADVERTISING RATES 2019

DISPLAY ADVERTISING

FULL PAGE – FULL COLOUR	
x 1	£5,585
x 3	£5,305
x 6	£5,026

PREMIUM POSITIONS	
Inside front cover	Insertion rate + 10%
Inside back cover	Insertion rate + 10%
Outside back cover	Insertion rate + 15%

RECRUITMENT SECTION ADVERTISING	
Includes job posting on the website for 3 months	£2,991

HALF PAGE – FULL COLOUR	
x 1	£3,212
x 3	£3,050
x 6	£2,890

PREMIUM POSITIONS	
Island Ad	Insertion rate + 20%

RECRUITMENT SECTION ADVERTISING	
Includes job posting on the website for 3 months	£1,720

QUARTER PAGE – FULL COLOUR	
x 1	£1,884
x 3	£7,954
x 6	£7,539

RECRUITMENT SECTION ADVERTISING	
Includes job posting on the website for 3 months	£1,009

DOUBLE PAGE SPREAD	
x 1	£8,377
x 3	£7,954
x 6	£7,539

BOUND IN SUPPLIED INSERTS	
Single page (2 sides)	£3,049
Double page (4 sides)	£3,342

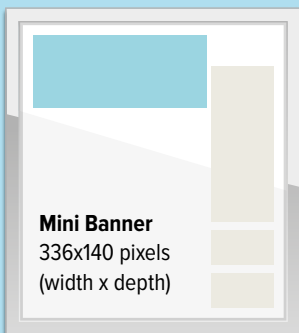
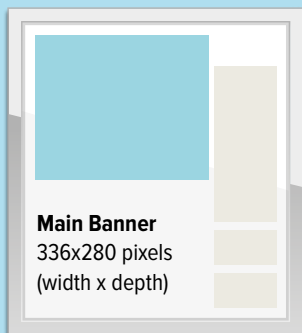
LOOSE SUPPLIED INSERTS	
Single page (2 sides)	£2,627
Double page (4 sides)	£2,917

CLASSIFIED ADVERTISING	
6cm (w) x 5cm (h)	£141 per issue – minimum 6 issues

Prices are based on example standard A4 and 180 gsm paper – for other sizes and weights please ask for a quotation – single page inserts must have a guard edge – please contact production for details **Tel +44 (0)1737 855044**

ONLINE ADVERTISING

WEBSITE BANNERS		
PERIOD	MAIN BANNER	MINI BANNER
1 Month	£630	£315
3 Months	£1,575	£787
6 Months	£2,941	£1,575
1 Year	£5,253	£2,626



Banners can be placed on our main Coatings Group hub site, individual event sites or the PPCJ / APCJ websites.

E-NEWSLETTER BANNERS		
PERIOD	MAIN BANNER	MINI BANNER
3 Months (Minimum)	£1,575 Per Month	£787 Per Month

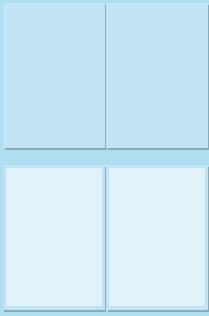


Main Banner
720x90 pixels (width x depth)

Mini Banner
160x195 pixels (width x depth)

Banners can be placed on our regular PPCJ / APCJ newsletters, which are sent to our digital database of more than 50,000 contacts.

MECHANICAL DATA



DOUBLE PAGE SPREAD

Type area:
410mm deep x 287mm wide

Bleed size:
426mm deep x 303mm wide

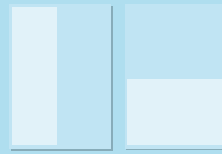


FULL PAGE

Type area:
265mm deep x 185mm wide

Trimmed size:
297mm deep x 210mm wide

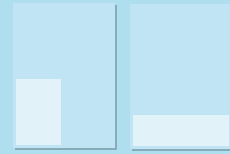
Bleed size:
303mm deep x 216mm wide



HALF PAGE

Upright:
265mm deep x 87mm wide

Across:
128mm deep x 185mm wide



QUARTER PAGE

Upright:
128mm deep x 87mm wide

Across:
61mm deep x 185mm wide

TECHNICAL GUIDELINES

All pdf files to be supplied PDF/X-1A compliant. CMYK, images to be 300 dpi.

FOR INFORMATION ABOUT OTHER FORMATS AND FOR ALL OTHER ENQUIRIES, PLEASE CONTACT:

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AMETEK Brookfield

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Atlas Material Testing

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BYK-Gardner

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Evonik Industries AG

Fast & Fluid Management

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Netzsch Feinmahltechnik GmbH

Niemann

Oliver & Batlle

Omnova

Patcham

Shepherd Color

Tosoh

Troy

Tinting Systems Company

VMA-Getzmann

Wacker-Chemie

Wilder Pump

Zehntner

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CORPORATE

PROFILE

A GLOBAL MARKETING PROVIDER

The Coatings Group, owned by dmg events Ltd, organises a number of successful coatings events around the world and apart from publishing Polymers Paint Colour Journal (PPCJ) also publishes Asia Pacific Coatings Journal (APCJ). Many of the visitors to the events are regular readers of the magazines, which is why they provide an integrated platform for promoting your products in the Middle East, Africa, Asia and Europe.

VISIT OUR WEBSITE FOR MORE DETAILS:

www.coatingsgroup.com



The Coatings
Group

dmg events