

POLYMERS PAINT COLOUR JOURNAL

PPCJ

MEDIA INFORMATION 2012

global links for coatings professionals

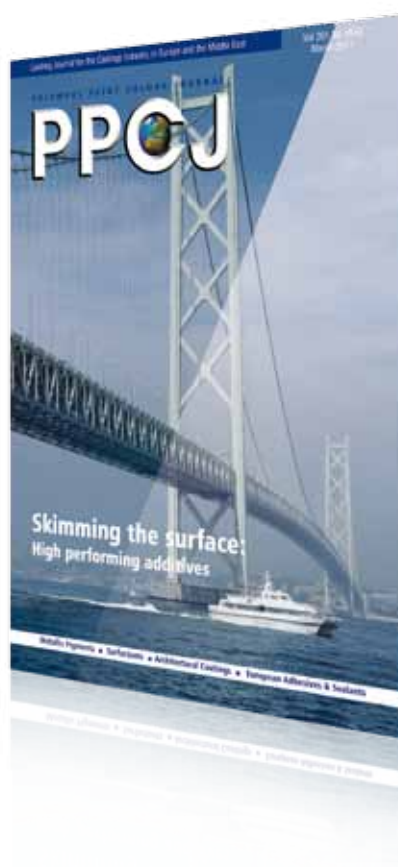
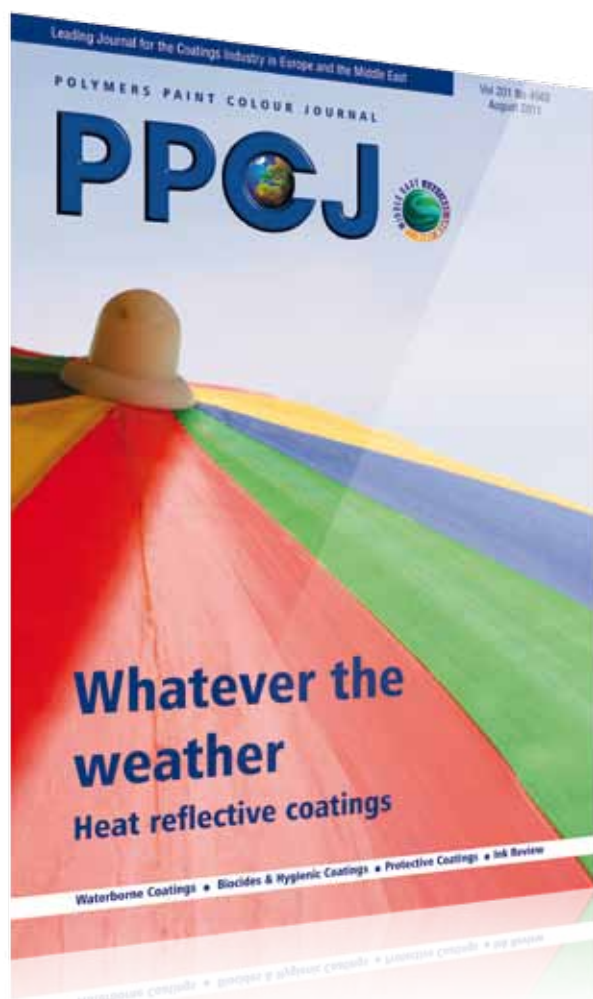


www.coatingsgroup.com

The number one Journal for the Coatings, Inks, Adhesives and Sealants industry throughout Europe, the Middle East and North Africa

Contents

The Journal	03
Related Publications	04
Exhibitions & Conferences	05
Readership & Circulation	06
Editorial Programme	07
Advertising Rates	08
Mechanical Data	09
Previous Advertisers	10
Contact Us	11



Longest serving journal

Polymers Paint Colour Journal, the internationally respected magazine, has been providing news, in-depth features and insight into the latest developments since 1879, making it the longest serving journal in the coatings industry.

PPCJ has a unique synergy with not only its own exhibitions but also with others around the globe, offering a distribution that is unrivalled, in the coatings industry.

PPCJ is the perfect way to reach a pass-on readership of over 42,000 key decision makers across Europe, the Middle East and North Africa.

As technology constantly changes, you can be assured that **PPCJ** is still at the cutting-edge, ensuring that those all important pieces of information are made available to your customers.

Each issue carries the latest on new regulations and legislation as they affect your industry and, importantly for today's market, alerts the industry to areas of growth and new territories for 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, developments and technical articles on all sectors within the coatings industry.

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 on sustainability, legislation and environmentally friendly coatings are scheduled for 2012 to assist your company to meet these regulations and requirements.

Following the relaunch of the **PPCJ** website, we will be bringing you more news, products and diary dates, and feature information to keep you up-to-date with what is going on in your industry.

We have experts in their respective fields writing regular columns in **PPCJ**: USA-based Cynthia Challener; Sid Harris, well-known for his vast knowledge in the powder coatings sector; and Dr Alexander Gurov, our Russian correspondent, providing you with the latest in the market, throughout Europe, USA, the Middle East and North Africa. In these areas **PPCJ** organises international shows and conferences to meet your needs to see first-hand innovations and developments.

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

Sue Tyler, Senior Editor, PPCJ

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Tel: +44 (0) 1737 855161

Why not subscribe today?

Don't miss out on the next big story in coatings. Take out an annual subscription to **PPCJ** and be certain of every issue containing the latest news and information plus all the special publications, including the Annual Directory of Suppliers and Distributors, free of charge.

To subscribe, please visit www.coatingsgroup.com/subscriptions or contact our subscriptions department on Tel: +44 (0) 1737 855 032

04 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.

Related Publications



Asia Pacific Coatings Journal (APCJ)

PPCJ's sister publication **APCJ** is published 6 times a year and is the leading coatings journal for South East Asia, the Pacific Rim and China. Like **PPCJ**, the journal provides the latest information on growth, investment and development but for the Asia Pacific region. It also highlights how changes in the USA and Europe impact on the local Asian market. By advertising in both publications, your products and services can obtain maximum coverage by reaching a global market.

Coatings Calendar 2013



Published in 2012, this calendar will circulate to readers of **PPCJ** and **APCJ** providing you with the chance to promote your products and services to thousands of existing and potential clients. Not only will it provide a year planner but also highlights the important coatings events taking place throughout 2013 to over 14,000 key decision makers in the coatings industry. This is an annual opportunity to ensure that your company is seen throughout the year.



Directory of suppliers and distributors, Middle East and North Africa

Published and updated annually, this important source of information is published in the June issue of **PPCJ**. Additional copies will be distributed at the North African Coatings Congress 2012 in Casablanca and Middle East Coatings Show 2013 in Cairo. If your target market is the buoyant Middle East, then this is the place to advertise. With a shelf life of over 12 months, you can be assured your existing and potential customers will be using this valuable reference guide.



TiO₂ Buyers' Guide

Published annually, the Titanium Dioxide (TiO₂) Buyers' Guide is updated and appears in the September issue of **PPCJ**. This review of the major companies involved in this sector will help you find the right product for your formulation. It is an invaluable source of information. Data contained within this guide include the main properties of each company's grade with recommended uses to help you evaluate your specific needs. This guide will be kept close at hand by potential customers, so to ensure your company is prominent throughout the year, advertising within this reference guide will be essential to aid your company's growth in the market.

Supplements



China Country Focus

The China Country Focus is a special publication for companies in Greater China to increase brand awareness at a global level. The supplement boasts a pass-on readership of 70,000 and is published every December in both **APCJ** and **PPCJ**. Extra copies of the China Country Focus will be distributed at: Middle East Coatings Show (Dubai); European Coatings Show (Nuremberg); Asia Pacific Coatings Show (Jakarta); Asia Coatings Congress (Vietnam); Latin American Coatings Show (Mexico City) and China Coat.

European Coatings Review (ECR)

Featuring the top 25 paint companies, this is Europe's most comprehensive directory for the coatings industry. Revised and updated each year in the July issue, all suppliers of raw materials and equipment must advertise in this essential guide to the market.

Going Green

Going Green (GG) is a specialist supplement dedicated entirely to raw material suppliers with an environmental offering. GG is a point of reference for manufacturers looking to improve their paint and coating formulations and opens with exclusive market reports from the industry's most influential Associations.

Exhibitions and Conferences

05

The official sponsor of the Middle East Coatings Show and North African Coatings Congress, **PPCJ** is the only publication guaranteed to reach every visitor and delegate to these leading international events in the European, Middle Eastern and North African markets. An advertisement in **PPCJ** is an easy and economical way to reach the thousands of visitors to these and other coatings events around the world.



Middle East Coatings Show 2012

Dubai International Convention & Exhibition Center, UAE

12 - 14 March 2012

The Middle East Coatings Show continues to be the largest dedicated coatings event in the Middle East and Gulf region for raw materials suppliers and equipment manufacturers for the coatings industry.

Show Daily

With MECS being such an important industry event, a 'Show Daily' will be available at the exhibition. To ensure maximum exposure during the event, we invite you to advertise in these special issues. They will be distributed each morning at the event.

What's included in the show daily?

- Current and topical news from the region
- Complete list of exhibitors and floor plan
- Conference and Business Presentation programmes
- What's new at the show
- Review of opening day (2nd day)
- Restaurant, bar and nightlife guide
- And plenty more...

For prices and more information, please contact Ranjeet Sandhu:

E: ranjeetsandhu@quartzltd.co.uk

T: +44 (0) 1737 855 105



Asia Pacific Coatings Show 2012

Balai Sidang Jakarta Convention Center, Indonesia

19 - 20 September 2012

The Asia Pacific Coatings Show is the international specialist exhibition and conference of raw materials and equipment for coatings manufacturers and regularly attracts over 4000 attendees.



Website: www.coatingsgroup.com

After the launch of our new websites, we are delighted to offer an excellent range of web banner opportunities. Banners can be placed on our main coatings group hub site, individual event sites or the PPCJ / APCJ websites. The Coatings Group website provides up-to-the-minute information on its publications and events attracting readers, advertisers, exhibitors and visitors. An advertisement on one of the many magazine or event pages can effectively promote your company brand to a wide industry audience. To book your banner or for more information, please contact Ranjeet Sandhu
E: ranjeetsandhu@quartzltd.co.uk, **T:** +44 (0) 1737 855 105



North African Coatings Congress 2012

Hyatt Regency Hotel, Casablanca, Morocco

17 - 18 October 2012

The North African Coatings Congress is a specialised and highly targeted exhibition, based around a conference, which provides a unique opportunity to meet and network with specially invited leading industry figures from the major North African manufacturing companies.

06 Circulation

The network that can change your business

PPCJ boasts a solid base and a circulation in excess of 8600. 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.



Circulation breakdown

Europe

Austria	68
Belgium	436
Bulgaria	8
Croatia	9
Cyprus	11
Czech Republic	77
Denmark	201
Eire	34
Finland	94
France	552
Germany	1378
Greece	79
Hungary	156
Iceland	9
Italy	501
Luxembourg	8
Malta	9
The Netherlands	484
Norway	107
Poland	445
Portugal	86
Romania	23
Russia	52
Slovakia	8
Slovenia	27
Spain	324
Sweden	208
Switzerland	165
Turkey	216
UK	712
Ukraine	8
Other	9

Middle East

Bahrain	46
Egypt	462
Iran	176
Jordan	55
Kuwait	29
Lebanon	47
Oman	13
Qatar	5
Saudi Arabia	210
Syria	44
UAE	594
Other	12

Africa

Algeria	18
Morocco	62
South Africa	45
Tunisia	13
Other	6

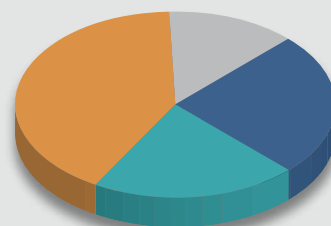
Worldwide circulation

Europe	6504
Middle East & Africa	1837
Rest of World	311

Total 8652

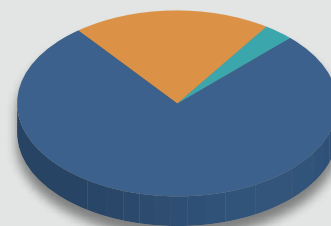
Readership by Job Title

Sales/Marketing	25%
Directors	21%
Chemists/ Technologists	41%
Other	13%



Readership by Manufacturing Sector

Paint & Varnish	77%
Printing Ink	20%
Powder Coating	3%



Month	Features	Bonus Distribution	Advertisement Copy Deadline	Publication Date	Special Supplements
January	<ul style="list-style-type: none"> ■ Waterborne Coatings ■ Biocides ■ Protective Coatings ■ MECS 2012 Catalogue 	Middle East Coatings Show 2012	Wednesday, December 28, 2011	Friday, January 20, 2012	
February	<ul style="list-style-type: none"> ■ Resins ■ Powder Coatings ■ Inks ■ ACS 2012 Preview ■ Interlakokraska 2012 Show Preview 	Interlakokraska 2012	Wednesday, January 25, 2012	Friday, February 17, 2012	
March	<ul style="list-style-type: none"> ■ Surfactants ■ Marine Coatings ■ Architectural Coatings ■ Additives ■ European Adhesives & Sealants 		Wednesday, February 22, 2012	Friday, March 16, 2012	
April	<ul style="list-style-type: none"> ■ UV/EB Curing ■ Wood Coatings ■ Special Effect Pigments ■ Smart Coatings ■ SurfexPlus Preview 	American Coatings Show 2012 (ACS)	Thursday, March 22, 2012	Monday, April 16, 2012	
May	<ul style="list-style-type: none"> ■ Waterborne Coatings ■ Automotive Coatings ■ Flame Retardants ■ Interlakokraska Review ■ MECS 2012 Review 	SurfexPlus 2012	Wednesday, April 25, 2012	Friday, May 18, 2012	
June	<ul style="list-style-type: none"> ■ Extenders & Fillers ■ Colour Technology ■ European Adhesives & Sealants ■ ACS 2012 Review 		Thursday, May 24, 2012	Monday, June 18, 2012	<ul style="list-style-type: none"> ■ Directory of suppliers and distributors Middle East and North Africa
July	<ul style="list-style-type: none"> ■ Pigments ■ Marine Coatings ■ Laboratory Equipment ■ Bead Mills 		Thursday, June 28, 2012	Friday, July 20, 2012	<ul style="list-style-type: none"> ■ European Coatings Review: Top 25 paint manufacturers in Europe
August	<ul style="list-style-type: none"> ■ Biocides & Hygienic Coatings ■ Turkcoat Preview ■ Inks ■ Turkey Country Focus ■ NACC 2012 Catalogue 	<ul style="list-style-type: none"> ■ North African Coatings Congress 2012 Catalogue ■ Eurocoat 2012 	Wednesday, July 25, 2012	Friday, August 17, 2012	
September	<ul style="list-style-type: none"> ■ Test & Weathering Equipment ■ Additives ■ European Adhesives & Sealants ■ Country Focus: Eastern Europe 	Chinacoat 2012	Thursday, August 23, 2012	Monday, September 17, 2012	<ul style="list-style-type: none"> ■ TiO₂ Buyers' Guide
October	<ul style="list-style-type: none"> ■ Metallic Pigments ■ Powder Coatings ■ Wood Coatings ■ Gloss & Colour Measurement ■ Composites 		Thursday, September 20, 2012	Monday, October 15, 2012	<ul style="list-style-type: none"> ■ Going Green
November	<ul style="list-style-type: none"> ■ UV/EB Curing ■ Mixing Technology ■ Aerospace Coatings ■ Resins ■ Automotive Coatings 		Thursday, October 25, 2012	Monday, November 19, 2012	
December	<ul style="list-style-type: none"> ■ Additives ■ Special Effect Pigments ■ Extenders & Fillers ■ European Adhesives & Sealants 		Wednesday, November 21, 2012	Friday, December 14, 2012	<ul style="list-style-type: none"> ■ China Country Focus ■ Yearplanner 2013

08 PPCJ Advertising Rates 2012

FULL PAGE 4 COLOUR		HALF PAGE 4 COLOUR		QUARTER PAGE 4 COLOUR		DOUBLE PAGE SPREAD	
X1	£4816	X1	£2708	X1	£1597	X1	£9002
X4	£4546	X4	£2541	X4	£1503	X4	£7769
X8	£4401	X8	£2478	X8	£1483	X8	£7505
X12	£4153	X12	£2340	X12	£1423	X12	£7325
FULL PAGE 2 COLOUR		HALF PAGE 2 COLOUR		QUARTER PAGE 2 COLOUR		PREMIUM POSITION (add)	
X1	£3454	X1	£1997	X1	£1147	Inside Front Cover	£640
X4	£3171	X4	£1830	X4	£1054	Outside Back Cover	£715
X8	£3039	X8	£1765	X8	£1010		
X12	£2681	X12	£1629	X12	£962		
FULL PAGE MONO		HALF PAGE MONO		QUARTER PAGE MONO		CLASSIFIED ADVERTISING	
X1	£2770	X1	£1536	X1	£926	£29 per column centimetre	
X4	£2499	X4	£1369	X4	£834	per issue (minimum 12 issues)	
X8	£2358	X8	£1306	X8	£813	For display size advertisements	
X12	£2106	X12	£1242	X12	£742	in the classified section, please ask for a quotation.	

Payment can also be made in US Dollars or Euros at current exchange rates

Bound in supplied inserts

Single page (2 sides) **£2,793**

Double page (4 sides) **£3,059**

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.

Loose supplied inserts

Single page (2 sides) **£2,473**

Double page (4 sides) **£2,664**

Online advertising

After the launch of our new websites, we are delighted to offer an excellent range of web banner opportunities. Banners can be placed on our main coatings group hub site, individual event sites or the [PPCJ / APCJ](#) websites.

ADVERTISEMENT DIMENSIONS

Banner advertisement: **468 x 60 Pixels** | Mini banners: **160 x 100 Pixels**

PRICES

	Main banner	Mini banner
1 year	£5,000	£2,500
6 months	£2,800	£1,500
3 months	£1,500	£750
1 month	£600	£300

TO BOOK YOUR BANNER OR FOR MORE INFORMATION, PLEASE CONTACT

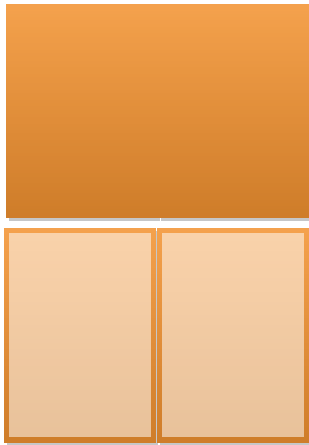
Ranjeet Sandhu

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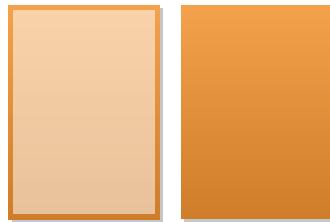
Email Broadcasts

We can also send out email broadcasts on your behalf to our databank, selected by region, type of business, job title. Please contact us for a quote based on your particular requirements.



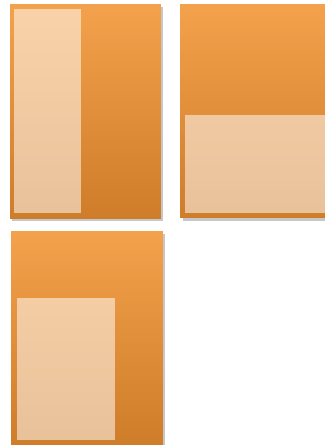
Double page spread

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
Island:
185mm deep x 128mm wide



Quarter page

Upright:
128mm deep x 87mm wide
Across:
61mm deep x 185mm wide

Note: Island advertisements placed on editorial pages will incur additional costs. Please contact your sales/production contact for more details.

Acceptable formats

Adobe Photoshop Press Optimised pdf files are preferred.

Software

(Please check with your Quartz contact for the version in use)

- QuarkXPress or Adobe Illustrator.

All images to be high resolution. Any fonts required can only be supplied to us if your license includes a Remote User clause. Otherwise our nearest match will be used.

Disks

- CD (indicate if PC or Mac formatted).

FTP

- Quartz has an FTP server. Please ask your sales/production contact for FTP login details.

Technical guidelines

Other sizes may be available on request. Advertising rates refer to black plus one other process colour. Special colours (ie Pantone colours) are available on request.

All prices are based on the publisher being supplied with advertisements in one of the preferred formats. Any other materials may be subject to further charges.

Cancellation: 8 weeks prior to publication date.

For information about other formats and for all other enquiries, please contact:

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10 Previous Advertisers

Aldoro
 AkzoNobel
 Arkema
 Altana
 American Chemet Export
 Angus
 Atlas Test Equipment
 BASF
 Bayer
 Bernd Schwegmann
 Brookfield Viscometers
 Bühler
 Burgess Pigments
 BYK-Chemie
 BYK-Gardner
 Celanese
 China Jiangxi Tikon Titanium
 Clariant
 Comec
 Cytec
 Cray Valley
 Cristal
 Datapaq
 Dow Chemical
 Dow Corning
 Dromont
 DSM
 DuPont de Nemours International
 DuPont Zonyl Fluorosurfactants
 Elementis
 Eckart GmbH
 Elcometer
 Evonik Industries AG
 Fenchem
 Fast & Fluid Management
 Gemini
 Glassven
 Grace Davison GmbH
 Heubach
 Hoffmann Mineral
 Hosokawa
 IMCD
 Imerys Minerals

Ineos Silicas
 Incorez
 Jeco Pigments
 Keim-Additec
 Lanxess
 Lubrizol Coatings
 Merck
 Michelman
 Micro Powders
 Munzing
 Necarbo
 Netzsch Feinmahltechnik GmbH
 Niemann
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 Omya
 Patcham
 Perstorp
 Q-Lab
 Rockwood Specialties
 Rockwood Pigments
 Russell Finex
 Schlenk
 Schülke
 SEPR
 Shamrock Technologies
 Shepherd Color
 Sigmund Lindner
 Silberline
 Sun Chemical
 Tosoh
 Troy
 Thor
 Unimin
 VMA-Getzmann
 Wacker-Chemie
 Weserland
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 Worlee Chemie
 X-Rite
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Corporate Profile

A global marketing provider

The Coatings Group, owned by Quartz Business Media 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, North Africa, Asia, Latin America, Europe and Korea.

**Visit our website for more details:
www.coatingsgroup.com**



Quartz Business Media Ltd

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