

»» DIGITAL CHINESE EDITION



Widely distributed to all members of the China National Coatings Industry Association (CNCIA)

European Coatings Journal and CNCIA have successfully combined their strengths to pave the way for Western suppliers to the rapidly growing Chinese coatings industry. **About 760 coatings companies throughout China** now benefit from ECJ's unique compilation of coatings expertise and get prepared to enter the next level of high-technology coatings formulation. Various channels of distribution secure a vast distribution of each issue: CNCIA's websites, e-blasts, WeChat push messages as well as print copies at all of CNCIA's conferences.

**Join the race and stay ahead of your competitors:
Contact us today to secure you space in the next edition of ECJ China!**

EDITORIAL PROGRAMME 2020

ISSUE	FOCUS TOPICS
January	Architectural Coatings
February	Polyurethane Coatings
March	Pigments & Fillers Production Technology
April	Protective Coatings
May	Radiation Curing
June	Additives
July / August	Bio-based Coatings
September	Wood Coatings
October	Water-borne Coatings Testing & Measuring
November	Functional Coatings
December	Powder Coatings

Subject to change without notice.

Closing date for advertisements and digital data:
approx. 5th of month of publication
(in September for September)

DISPLAY ADVERTISEMENTS

FULL-COLOUR RATES (CMYK)

Size (A4)	€ per ad
1/1 page/ROP	2,200.00
1/2 page/ROP	1,650.00
Inside front/inside back cover (only 1/1 page)	2,650.00
Guaranteed position	+10%

*Minimum ad size: 1/2 page.
Special positions cannot be cancelled.
ROP = Run of page.
All rates subject to VAT where applicable.*

DISCOUNTS

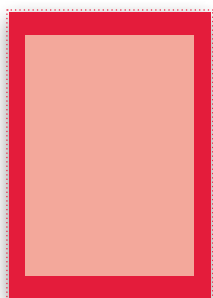
No. of ads	%	Discounts only apply to advertisements within 12 months starting with the publication of the first ad.
2 x	-5	
3 x	-10	
6 x	-15	
9 x	-18	
11 x	-20	





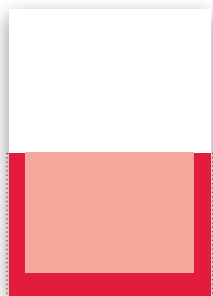
MECHANICAL REQUIREMENTS

SIZES (A4)



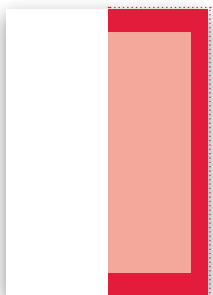
1/1 page

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

GUIDELINES DIGITAL FILES

Data transmission: Please send your digital data for the advertisement via E-mail (max. 10 MB) or on a CD-ROM directly to Vincentz Network. Please note that all other material such as lithos will be accepted against additional charges only. Individual amendments in layouts will 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_EC_China_Oct19'

File formats:

Closed files:

- PDF, all fonts embedded

Images:

- TIF, JPEG or EPS
- colour mode: CMYK
- scan pictures at 300 dpi or higher for sufficient print quality
- scan line figures at 1,200 dpi

Vector images:

- vector images should be exported as EPS, all elements should be embedded, all fonts should be converted into paths

Fonts:

All fonts should be supplied while adhering to current license agreements.

Colours:

Colour advertisements should only include the process colours Cyan, Magenta, Yellow and Black.

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