

coating International

Anlagen und Verfahren zur Beschichtung und Veredelung

Machinery and Processing for Coating and Converting

ANNIVERSARY
50
EDITION

Media-Daten | 2017 | Media Information

About us

Media Information 2017

1 Characteristic features **coating** is essential reading for the executives, buyers and decision makers of Europe's vibrant coating and converting industry. Established more than 40 years ago, **coating** publishes valuable information about coating and converting processes for a broad range of substrates like foils and films, paper, textiles, and nonwoven materials. Further topics include the production and chemistry of adhesives, printing inks or lacquers as well as new technologies such as nanotechnology.

coating covers the synergies between all branches involved in the field of coating and converting. Our editorial team visits the world's major coating, converting and print exhibitions to provide our readers with comprehensive information.

2 Publisher Michael Rek
michael.rek@coating.ch

3 Editors Ute Schreiber
Tel: +49 (0)8762 73 86 87
Email: ute.schreiber@coating.ch

Michael Rek
Phone: +41 (0)71 228 20 11
michael.rek@coating.ch

4.1 Advertising **German-speaking countries (D, A, CH)**
Claudia Heinz
Phone: +49 (0)6127 4671
Email: claudia.heinz@coating.ch

4.2 Advertising

Non-German-speaking countries

Ute Schreiber
Phone: +49 (0)8762 738687
Email: ute.schreiber@coating.ch

5 Publishing company

Rek & Thomas Medien AG
Kugelgasse 16, Postfach 444, CH-9004 St.Gallen
Phone: +41 (0)71 228 20 11 Fax: 228 20 14
Internet: www.coating.ch
Please find our Standard Terms and Conditions on our website.

6 Annual set **50th year**

7 Frequency 12 issues per year

8 Publication dates See editorial calendar

9 Subscription **12 issues per year** (incl. mailing expenses)
Switzerland (excl. 2,5 % VAT) CHF 192.-
Germany EUR 144.65
other countries EUR 164.65

Single issue
Switzerland (excl. 2,5 % VAT) CHF 20.-
other countries EUR 21.-

10 Circulation 4.500 copies

Media Information

Media Information 2017

- 1 Magazine-format** 210 x 297 mm (DIN A4)
- 2 Type area** 183 x 255 mm
2 columns (each 89 mm wide)
3 columns (each 58 mm wide)
- 3 Printing process** Sheet fed offset litho
Binding process Saddle-stitched
Printing documents Digitized for Apple Macintosh with print/proof on a data carrier. For further information see «Data-Information».
- 4 Publication dates** 12 issues per year
For deadlines see editorial calendar
- 5 Publisher** Rek & Thomas Medien AG
Kugelgasse 16, Postfach 444,
CH-9004 St.Gallen
Phone +41 (0)71 228 20 11
Fax +41 (0)71 228 20 14
E-Mail info@coating.ch
Internet www.coating.ch

- 6 Terms of Payment** Net within 30 days of the invoice date
VAT-No.: CHE-104.766.490
We do not grant a discount.

Bank account EURO
Bank: Hypo Vereinsbank Lindau
Account-no. 1345940
BC-No. 600 202 90
SWIFT HYVEDEMM473
IBAN DE92 6002 0290 0001 3459 40

CHF
Bank: UBS St. Gallen
Account-no. 254-620209.01J
BC-No. 254
SWIFT UBSWCHZH80A
IBAN CH90 0025 4254 6202 0901 J

Editorial Calendar 2017

Media Information 2017

Issue	Machinery – Technology – Processes	Adhesives – Lacquers – Printing Inks – Base Materials	Specials	Trade Shows – Events
1/2017 PD: Jan 30 ED: Jan 13 AB: Jan 20	<ul style="list-style-type: none"> ■ Pre-Treatment ■ Slitting, Winding ■ Coating Lines ■ Application Systems 	<ul style="list-style-type: none"> ■ Laminating Adhesives 	<ul style="list-style-type: none"> ■ ICE Europe Preview 	<ul style="list-style-type: none"> ■ Paperworld 28.-31.1., D-Frankfurt am Main ■ Swiss Plastic 24.-26.01., CH-Lucerne
2/2017 PD: Feb 27 ED: Feb 10 AB: Feb 17	<ul style="list-style-type: none"> ■ Laminating ■ Extrusion, Coextrusion ■ Rollers, Roll Handling ■ Measuring, Controlling, Regulating ■ Drying, Curing 	<ul style="list-style-type: none"> ■ Functional Materials ■ Printing Inks, Lacquers 	<ul style="list-style-type: none"> ■ LOPEC Preview ■ CCE International Preview ■ European Coatings Show Preview 	<ul style="list-style-type: none"> ■ nano tech 2017 15.-17.02., JP-Tokyo ■ in-adhesives 14.-15.2., D-Munich
3/2017 PD: Mar 27 ED: Mar 10 AB: Mar 17	<ul style="list-style-type: none"> ■ Slitting, Winding ■ Web Tension Control, Web Cleaning ■ Drives ■ Pilot Lines 	<ul style="list-style-type: none"> ■ Printing Inks, Adhesives 	<ul style="list-style-type: none"> ■ ICE USA Preview ■ Printed Electronics Europe Preview 	<ul style="list-style-type: none"> ■ ICE Europe/CCE International 21.-23.03., D-Munich ■ 26. IMPS, 22.-24.03., D-Munich ■ LOPEC, 28.-30.03., D-Munich
4/2017 PD: Apr 28 ED: Apr 10 AB: Apr 17	<ul style="list-style-type: none"> ■ Textile Coating ■ Printing, Coating, Laminating ■ Contract Coating 	<ul style="list-style-type: none"> ■ Technical Textiles ■ Nonwovens ■ Packaging Materials 	<ul style="list-style-type: none"> ■ interpack Preview ■ Techtexil Preview 	<ul style="list-style-type: none"> ■ European Coatings Show 04.-06.04., D-Nuremberg ■ Index17, 04.-07.04., CH-Geneva ■ ICE USA 25.-27.04., USA-Orlando, FL
5/2017 PD: May 22 ED: May 5 AB: May 15	<ul style="list-style-type: none"> ■ Metallizing ■ Dosing ■ Industry 4.0, Environmental Engineering 	<ul style="list-style-type: none"> ■ Composite Films 	<ul style="list-style-type: none"> ■ ICE Europe Review ■ Preliminary Report: TAPPI European PLACE Conference 	<ul style="list-style-type: none"> ■ interpack, 04.-10.05., D-Düsseldorf ■ Techtexil 09.-12.05., D-Frankfurt am Main ■ Texprocess 09.-12.05., D-Frankfurt am Main ■ Printed Electronics Europe 10.-11.05., D-Berlin ■ TAPPI European PLACE Conference, 22.-24.05., CH-Basel
6/2017 PD: Jun 26 ED: Jun 6 AB: Jun 15	<ul style="list-style-type: none"> ■ Paper Coating ■ Doctor Blades ■ Rollers / Roller Technology ■ Humidifying 	<ul style="list-style-type: none"> ■ Pigments ■ Paper 	<ul style="list-style-type: none"> ■ Preview Zellcheming 	<ul style="list-style-type: none"> ■ EuroNanoForum 21.-23.06., Malta-Valletta
7/2017 PD: Jul 21 ED: Jul 13 AB: Jun 30	<ul style="list-style-type: none"> ■ Coating Lines ■ Pre-treatment ■ Retrofitting ■ Web Tension Control, Web Cleaning 	<ul style="list-style-type: none"> ■ Radiation Cured Lacquers 		<ul style="list-style-type: none"> ■ Zellcheming, 04.-06.07., D-Frankfurt am Main
8/2017 PD: Aug 28 ED: Aug 11 AB: Aug 18	<ul style="list-style-type: none"> ■ Printing, Coating, Laminating ■ Slitting, Die Cutting, and Winding ■ Rollers, Roll Handling ■ Drying, Curing 	<ul style="list-style-type: none"> ■ Silicones ■ Printing Inks, Adhesives and Lacquers 	<ul style="list-style-type: none"> ■ Labelexpo Preview 	
9/2017 PD: Sept 25 ED: Sept 7 AB: Sept 18	<ul style="list-style-type: none"> ■ Surface Functionalisation ■ Automation ■ Measuring, Controlling, Regulating ■ 3D Printing 	<ul style="list-style-type: none"> ■ Functional Substrates and Coatings 		<ul style="list-style-type: none"> ■ PTS Streicherei Symposium 05.-06.09., D-Munich ■ Labelexpo Europe 25.-28.09., B-Brussels
10/2017 PD: Oct 20 ED: Oct 2 AB: Oct 12	<ul style="list-style-type: none"> ■ Barrier Coating ■ Application Systems ■ Waste Air and Waste Water ■ Web Cleaning, Web Control 	<ul style="list-style-type: none"> ■ Adhesives 		<ul style="list-style-type: none"> ■ Eurosurfas, 02.-06.10., E-Barcelona ■ Radtech Europe 2017 17.-19.10., CZ-Prague ■ MKVS, 23.-25.10., D-Munich
11/2017 PD: Nov 20 ED: Nov 2 AB: Nov 13	<ul style="list-style-type: none"> ■ Rollers ■ Coating Lines and Application Systems ■ Pre-treatment 	<ul style="list-style-type: none"> ■ Bioplastics 		<ul style="list-style-type: none"> ■ European Bioplastics 28.-29.11., D-Berlin ■ Printed Electronics USA 16-17.11., USA-Santa Clara, CA
12/2017 PD: Dec 13 ED: Nov 20 AB: Dec 4	<ul style="list-style-type: none"> ■ Extrusion Coating ■ Quality Assurance ■ Automation, Drive Technology 		<ul style="list-style-type: none"> ■ Looking back on 50 years of Coating International 	<ul style="list-style-type: none"> ■ Labelexpo Asia 05.-08.12., RC-Shanghai

*PD = Publication Date
 *ED = Editorial copy deadline
 *AB = Advertising booking deadline

Subject to alteration

Monthly headings:

People, Events, Media News, Special Topics, Product News, Industry News, Raw Materials, Formulations

7 Advertising rates (CHF/Euro* Nett) Swiss customers will be invoiced exclusively in SFr.

Size	W x H in mm	b/w	4 scale/cmyk	special colours
1/1	183 x 255	2.170.-/1.456.-	3.910.-/2.632.-	2.820.-/1.895.-
1/2 vert.	89 x 255	1.140.-/765.-	2.880.-/1.941.-	1.790.-/1.204.-
1/2 horiz.	183 x 127	1.140.-/765.-	2.880.-/1.941.-	1.790.-/1.204.-
1/3 vert.	58 x 255	900.-/604.-	2.640.-/1.780.-	1.550.-/1.043.-
1/3 horiz.	183 x 85	900.-/604.-	2.640.-/1.780.-	1.550.-/1.043.-
1/4 vert.	89 x 125	700.-/470.-	2.080.-/1.403.-	1.230.-/828.-
1/4 horiz.	183 x 64	700.-/470.-	2.080.-/1.403.-	1.230.-/828.-
1/8 horiz.	183 x 32	425.-/285.-		955.-/643.-
Juniorpage	120 x 94	1.976.-/1.335.-	3.716.-/2.511.-	2.626.-/1.774.-
Cover (C)	160 x 218		5.005.-/3.367.-	
2 nd C/3 rd C	210 x 297	2.440.-/1.638.-	4.180.-/2.814.-	3.090.-/2.077.-
4 th C	210 x 297	2.625.-/1.762.-	4.365.-/2.938.-	3.275.-/2.201.-
Double page spread	420 x 297	4.340.-/2.913.-	6.080.-/4.089.-	4.990.-/3.352.-

*Subject to adjustment due to significant alterations of exchange rate

8 Extra-charges For binding and placement regulations
CHF 700.- / Euro 473.-

Cover story Front page + cover story
CHF 6.390 / Euro 4.320
Further information on request.

9 Colour rates per standard scale colour
CHF 580.- / Euro 392.-
per special colour
CHF 650.- / Euro 439.-

For 1/4 page per scale colour
CHF 460.- / Euro 311.-

For 1/4 page per special colour
CHF 530.- / Euro 358.-

Colour rates cannot be discounted.

10 Web advertisement Banner advertisements (www.coating.ch)
Banner big (for example, see inside cover)
Euro 250 / CHF 370 contract period 6 months
Size (width x height) 406 x 100 pixels

Banner small (for example, see inside cover)
Euro 190 / CHF 280 quarterly booking
Size (width x height) 167 x 50 pixels

11 Classified advertisement Price per mm height / column (width 89 mm)
CHF 5.50 / Euro 3.72

12 Job advertisements Price per mm height / column (width 89 mm)
CHF 10.20 / Euro 6.90

12a Suppliers' list «Suppliers' list» is a clearly arranged guide that appears in every issue. This source of information is highly regarded among the readership and offers a longterm advertising impact at attractive rates.

Term Until cancelled, contract period 1 year

Minimum size Height 15 mm

Rate Per mm height CHF 2.63 / Euro 1.78
column width 55 mm

Discount We do not grant commission or discounts for the suppliers' index

Keywords Can be freely selected

Invoicing Quarterly



Example:
20 mm height
price per month:
CHF 52.60 /
Euro 35.60

12b Online Suppliers Guide www.coating.ch

New as of
March, 2017

13 Discounts for advertisements Frequency discount if placed within 12 months
3 Advertisements 5% 9 Advertisements 15%
6 Advertisements 10% 12 Advertisements 20%
Does not apply for the suppliers' index, bound or loose inserts.

14 Bound inserts Format 210 x 297 mm (width x height), 5 mm trim per edge must be added to above mentioned format
Complete print run only
2 sheets CHF 3005.- / Euro 2050.-

15 Loose inserts Max. format 207 x 295 mm (width x height)
Complete print run only.

1 sheet (2 pages) up to 25 g per 1.000 copies
CHF 330.- / Euro 220.-
Plus postage costs CHF 228 / EUR 152

2 sheets (4 pages) up to 25 g per 1.000 copies
CHF 390.- / Euro 260.-
Plus postage costs CHF 300 / EUR 222

to 14 + 15 The customer carries the expenses for the delivery, including customs clearance.

Delivery address for Loose and Bound Inserts on request

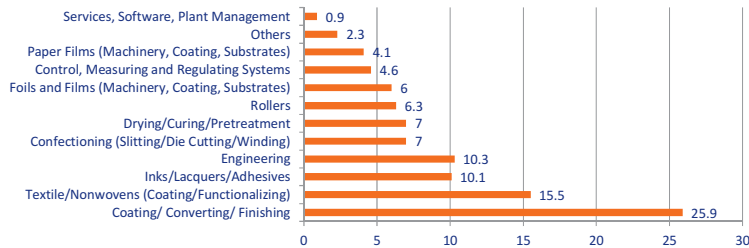
Please send 2 samples in advance:

Rek & Thomas Medien AG, Kugelgasse 16, Postfach 444,
CH-9004 St.Gallen, Phone +41 (0)71 228 20 11, Fax +41 (0)71 228 20 14

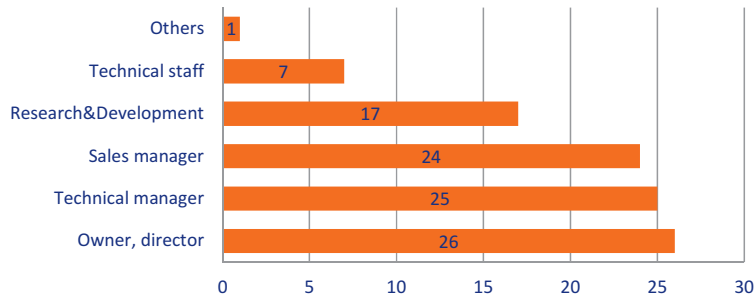
Analysis of recipients

Media Information 2017

Areas of Industry in %



Corporate Function of Recipients in %



Recipients by country

%	Economic Area
51 %	Germany
6 %	Switzerland / Austria
7 %	Belgium / Netherlands / Luxembourg
6 %	France / Italy / Iber. Peninsula
14 %	UK / North America
4 %	Scandinavia
7 %	Rest of Europe (in particular Czech Republic, Turkey)
4 %	Asia
1 %	Non-European Countries

Data Information

Media Information 2017

Digital documents

Our prepress department mainly uses Apple Macintosh computer platforms. The table below lists all the programs and data formats that we prefer to use:

Text	Text drafts in Microsoft Word for Macintosh saved as *.txt, *.rtf, *.doc
Spreadsheets	Microsoft Excel saved as *.xls
Pictures	Adobe Photoshop CMYK, Grayscale line art (Bitmap) output format with dimensions according to resolution of 300 dpi saved as *.jpg, *.tif, *.eps
Graphics	Adobe Illustrator saved as *.eps, *.ai
Finished pages (open data)	QuarkXPress, Adobe InDesign with pictures and fonts saved as *.qxd, *.indd
	Adobe Acrobat press-optimized, fonts embedded, Documents saved as *.pdf

Please consider that within the delivered pdf-data (only of the PDFX-3-standard) very few corrections can be made. Our data check only concerns:

- Format
- Trim (of 3mm)
- Colours (CMYK and grayscale)

We do not check provided advertisements for grammar and style. Advertisement motifs must be delivered as digitized printing data – with at least 300 dpi resolution.

Please consider that artwork cannot be processed, if delivered as word, excel or power-point files.

We only accept digitized data (on CD/DVD) for Macintosh with a print/proof or manuscript.

The publishing house does not assume any liability for deviations (i.e. missing text parts), if it does not receive a print/proof of the advertisements or manuscripts. To achieve the best result, the data should be supplied uncompressed i.e. as TIF or EPS files. In order to avoid complications with fonts, all the fonts used in the data set/files (for the printer and the screen) must be supplied or converted into paths.

E-Mail	herstellung@coating.ch
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ftp-Server	On demand
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Data storage media	CD, DVD
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Please always include a contact person as well as the phone number in case of queries.

Online Advertising

Media Information 2017

www.coating.ch is eye-catching and captures our readers' attention. You can profit from this by placing an advertisement on our website.

Online Advertising

Banner advertisement (www.coating.ch)
Banner big (contract period 6 months)
Euro 250 / CHF 370 quarterly booking
Size (width x height) 406 x 100 pixels

Banner small
Euro 190 / CHF 280 quarterly booking
Size (width x height) 167 x 50 pixels
Banner advertisements can be booked for a 3-month period.

Current prices valid until February 28, 2017.

Total data volume: max. 1 MB

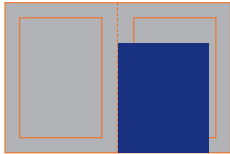
New design and advertising opportunities as of March, 2017

The screenshot displays the website layout for 'coating International'. At the top right, there is a large orange banner with the text 'EXAMPLE'. Below this, the main content area features a magazine cover for 'AUSGABE 10|2013'. To the left of the magazine is a sidebar with navigation links: CHARAKTERISTIK, AKTUELLE AUSGABE, NÄCHSTE AUSGABE, TERMINE, MEDIADATEN, and KONTAKT. To the right of the magazine cover, there are three more orange banners, each labeled 'EXAMPLE', and a section titled 'KREDIT & RATING PRAXIS'. At the bottom right, there is a 'VERLAG' section with contact information for RAK & Thomas Medien AG.

Anzeigenformate / Advertisement sizes

im Satzspiegel oder mit Beschnitt (Breite x Höhe in mm)

In type area or with trim (width x height in mm)



Panoramaseite

Endformat: 420 x 297 mm
Mit Beschnitt: 426 x 303 mm

Double page spread

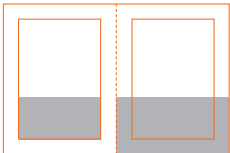
Size: 420 x 297 mm
With trim: 426 x 303 mm

Titelseite

Endformat: 160 x 218 mm
Mit Beschnitt: 160 x 221 mm

Cover page

Size: 160 x 218 mm
With trim: 160 x 221 mm



1/3 Seite quer (im Satzspiegel)

Endformat: 183 x 85 mm

1/3 Seite quer (mit Beschnitt)

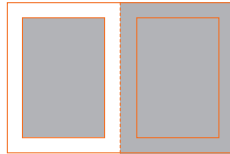
Endformat: 210 x 100 mm
Mit Beschnitt: 213 x 103 mm

1/3 Page horiz. (type area)

Size: 183 x 85 mm

1/3 Page horiz. (with trim)

Size: 210 x 100 mm
With trim: 213 x 103 mm



1/1 Seite (im Satzspiegel)

Endformat: 183 x 255 mm

1/1 Seite (mit Beschnitt)

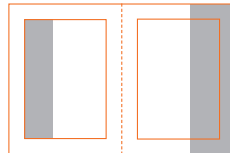
Endformat: 210 x 297 mm
Mit Beschnitt: 213 x 303 mm

1/1 Page (with trim)

Size: 210 x 297 mm
With trim: 213 x 303 mm

1/1 Page (type area)

Size: 183 x 255 mm



1/3 Seite hoch (im Satzspiegel)

Endformat: 58 x 255 mm

1/3 Seite hoch (mit Beschnitt)

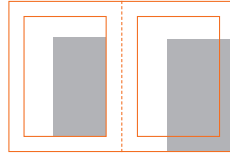
Endformat: 73 x 297 mm
Mit Beschnitt: 76 x 303 mm

1/3 Page vert. (type area)

Size: 58 x 255 mm

1/3 Page vert. (with trim)

Size: 73 x 297 mm
With trim: 76 x 303 mm



Juniorpage (im Satzspiegel)

Endformat: 120 x 194 mm

Juniorpage (mit Beschnitt)

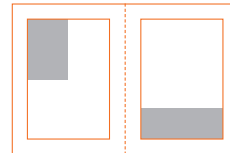
Endformat: 135 x 209 mm
Mit Beschnitt: 138 x 212 mm

Juniorpage (type area)

Size: 120 x 194 mm

Juniorpage (with trim)

Size: 135 x 209 mm
With trim: 138 x 212 mm



1/4 Seite hoch (im Satzspiegel)

Endformat: 89 x 125 mm

1/4 Seite hoch (mit Beschnitt)

Endformat: 183 x 64 mm

1/4 Seite quer (mit Beschnitt)

Endformat: 210 x 64 mm
Mit Beschnitt: 213 x 67 mm

1/4 Page vert. (type area)

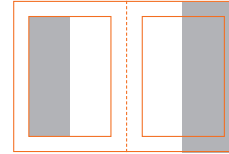
Size: 89 x 125 mm

1/4 Page horiz. (type area)

Size: 89 x 125 mm

1/4 Page horiz. (with trim)

Size: 210 x 64 mm
With trim: 213 x 67 mm



1/2 Seite hoch (im Satzspiegel)

Endformat: 89 x 255 mm

1/2 Seite hoch (mit Beschnitt)

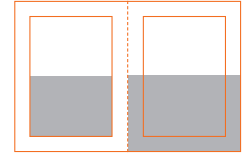
Endformat: 104 x 297 mm
Mit Beschnitt: 107 x 303 mm

1/2 Page vert. (type area)

Size: 89 x 255 mm

1/2 Page vert. (with trim)

Size: 104 x 297 mm
With trim: 107 x 303 mm



1/2 Seite quer (im Satzspiegel)

Endformat: 183 x 127 mm

1/2 Seite quer (mit Beschnitt)

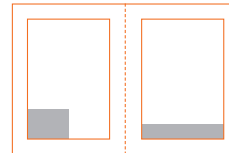
Endformat: 210 x 148 mm
Mit Beschnitt: 213 x 151 mm

1/2 Page horiz. (type area)

Size: 183 x 127 mm

1/2 Page horiz. (with trim)

Size: 210 x 148 mm
With trim: 213 x 151 mm



1/8 Seite hoch (im Satzspiegel)

Endformat: 89 x 64 mm

1/8 Seite quer (im Satzspiegel)

Endformat: 183 x 32 mm

1/8 Page vert. (type area)

Size: 89 x 64 mm

1/8 Page horiz. (type area)

Size: 183 x 32 mm

Format Beilage / Loose inserts

lose eingelegt
loose insert



Beilage
max. Größe: 207 x 297 mm

Insert
max. size: 207 x 297 mm

Online-Werbung / Online Advertising

New design and advertising opportunities
as of March, 2017

Formate Einhefter / Bound inserts

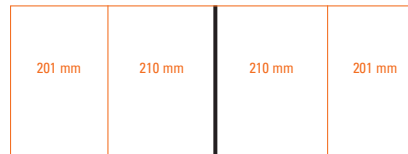
Anschnitt: 5mm auf alle Aussenkanten

Add 5mm bleed on all sides



2 Blätter
Endformat: 420 x 297 mm
Bund: 2 x 5 mm
Beschnitt: 5 mm

2 Pages
Size: 420 x 297 mm
Gutter: 2 x 5 mm
Trim: 5 mm



4 Blätter (Altarfalz)
Endformat: 822 x 297 mm
Bund: 2 x 5 mm
Beschnitt: 5 mm

4 Pages (double gate fold)
Size: 822 x 297 mm
Gutter: 2 x 5 mm
Trim: 5 mm

coating

International

Anlagen und Verfahren zur Beschichtung und Veredelung

Machinery and Processing for Coating and Converting

