

**RUSSIAN COATINGS
JOURNAL**

**INDUSTRIAL COATINGS
JOURNAL**

BOOKS

EXHIBITIONS

CONFERENCES

MARKET RESEARCH



2011

(499) 272-45-70 ■ (985) 193-97-79 ■ journal@lakikraski.info ■ www.lakikraski.info

**ADVERTISEMENT
AND SERVICES**

Paint Media Publishing



Paint Media publishing house was established in 1999 and overtook the edition of the oldest branch magazine – Russian Coating Journal (previously known as “Paints and coatings and their application”). This magazine has been the best known reference source for the coatings industry for decades.

In 2003 we started publishing a separate edition on coatings application – Industrial Coatings magazine, books and held first conferences. Later the array of books widened and conferences became a tradition during coating shows.

Due to thoughtful approach and wide coverage of various aspects of coatings production and application, Paint Media soon became a coatings information leader.

Keeping provision of useful and up-to-date info as number one priority we acknowledge our partners need in promotion of their products. Paint Media can help in creation and placing of ads, leaflets, making educational and advertising videos, presentations at conferences.

That's why our motto is “All facets of your success”. Producers and distributors of raw materials, ready made coatings, equipment for production and application, spare parts, consumables, services providers turn to us to make their products and services known and enhance sales.

Our target is creating a coatings community among Russian-speaking specialists. Due to partnership with Vincentz Network (Farbe und Lack, ECJ) we can introduce foreign experience and technology in this community.

From the establishment we successfully work with leading companies in coating industry.

BASF, Bayer MS, Evonik, WACKER, Netzsch, CPS Color, THOR, DOW, Tikkurila, Steelpaint, Jotun, Wilhelm Niemann, Erbsloeh, Nordson, SiLi, Afaya, UTS, Eurohim-1, Polychem, Roshimprom, Algol, VAPA, Orghimprom, Holliday, Spectr, ELSISAN, SPECO, Europroject, Promkomlekt.

***Join the leaders community!
We are glad to work with you.***



VALERIA ANDRUTSKAYA
Head of sales dept.
Paint Media Publishing



Russian Coatings Journal

Issued since 1960

Topics: coatings production (raw materials, equipments, technologies, packaging, testing, physical chemistry)

Circulation: 3800 / 4000 copies

Issues: 12, monthly

Issue date 15th of each month

56 pages + covers

Editorial plan 2011

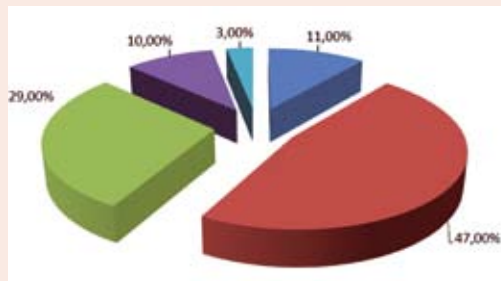
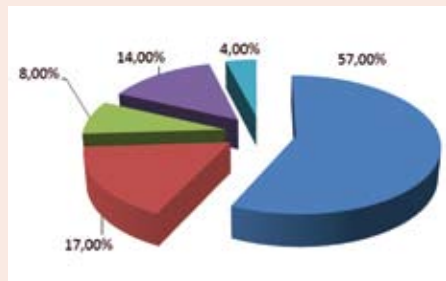
Issue	Topic	Release date	Shows, conferences
1-2	«Raw materials, equipment, "know-how" for coatings production. Devices and testing methods»	February, 15	Interlakokraska 2011, March, 1–4, Moscow Conference «Future today: New developments which are waited by the market» March, 1
3	«Eco-coatings. Renewable resources»	March, 15	European Coatings Show
4	«Waterborn coating materials»	April, 15	
5	«Anticorrosive coatings» The review of an exhibition «Interlakokraska 2011»	May, 15	«Corrosion Protection-2011», Lenexpo St.-Petersburg, May, 17–20
6	«Coatings for construction. New in tinting technologies» The review of an exhibition «Mosbuild 2011»	June, 15	
7	«Additives. Ajustment of coatings properties»	July, 15	
8	«Paints for highway striping. Requirements, raw materials, testing methods»	August, 15	
9	«Smart coatings» New types of raw materials with additional properties	September, 15	
10	«Pigments and extenders»	October, 15	«Khimia'2011», Moscow, Expocentre, October, 24–27 8-th Conference «Modern trends in manufacture of industrial coating materials»
11	«Manufacture of coating materials for nonmetallic surfaces» (plastic, wood, glass)»	November, 15	
12	«Manufacture and engineering» Effective technologies and the equipment for manufacture, packing and transportations of coatings. The review of an exhibition «Khimia'2011»	December, 15	

Readers distribution

(based on the poll of 843 readers in 2010)

By business

By position



- Coatings production
- Raw materials production
- Equipment production
- Trading
- Other

- Top-managers
- Technologists
- Medium-level managers (depts, divisions)
- Managers
- Other

Geography

(on basis of subscribers copies distribution)

Russia	78,9%
Ukraine	7,50%
Belorussia	6,40%
Latvia	1,00%
Estonia	1,50%
Kazakstan	3,00%
Uzbekistan	1,00%
Moldova	0,50%
Other	0,2%

Prices on graphic ads (in euro)

Full page	Inside the journal	4C (full-color)	B&W	3C (CMYK)	2C (CMYK)
	Full page		1200	650	960
½ page		640	340	520	570
1/3 page		475	240	468	420
¼ page		320	160	300	258

In text column	Inside the journal	4C (full-color)	B&W	3C (CMYK)	2C (CMYK)
	½ page		500	350	450
1/3 page		395	290	325	360
¼ page		250	175	200	225

Covers	
Front	1540
Inside front	1340
Inside back	1100
Back	1300

Discounts

(effective in case of signing an agreement on the given number of issues)

Full page ads	page to 1/6 page
3 insertions – 10 %	3 insertions – 5 %
6 insertions – 15%	6 insertions – 10%
9 insertions - 20%	9 insertions - 15%
12 insertions - 25%	12 insertions - 20%

Placing in particular position (on a particular page) +20% to the placement price

Corrections – see page 11 **Design**

Deadlines: not later than the 20th of the month prior to publication
For ads requirements see page 9.

Text announcements in Suppliers index section

1 line – 2,50 euro
1 line bold print – 4 euro
Logo – 8 euro

* 1 line is approx. 32 characters incl. spaces.

Deadlines: not later than the 20th of the month prior to publication.

For logo technical requirements see page 9

Advertorials



Advertorial is an article that mentions trademarks, underlines the superiority of products and services in question, contains contact information, description of company's business activity.

PRICES:

• 1 page full-color — 3500 euro

• 1 page b&w — 2000 euro

1 page is approx. 4 800 characters including spaces. Illustrations decrease the amount of characters by 300-400 characters each illustration.

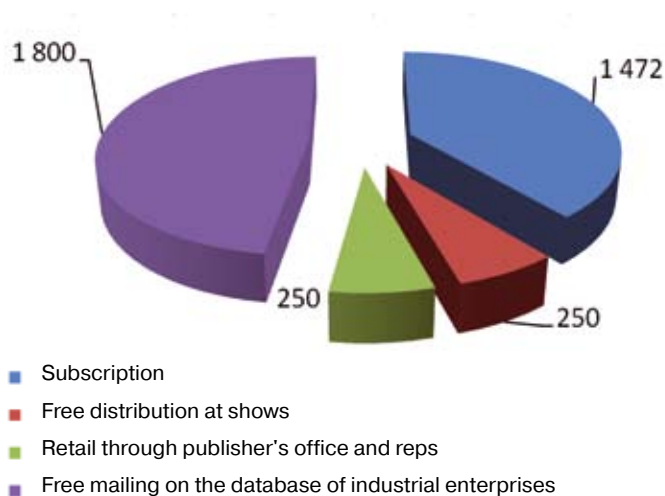
REPRINTS

Advertisers who order ads on covers can place an article on 2 pages for free. The article with the cover can be printed separately. The price depends on the number of copies, paper, format and others and is calculated individually.

Our advertisers

BASF, UTS, Eurohim-1, Afaya, Lanxess, KRATA, TECSA, CPS Color, Polychem, Radian, Netzsch, Dow Chemicals, Dispod, WACKER, Huber Packaging, Orghimprom, Algol, Erbsloeh, China Chemical, X-Rite, Irkom-Rosservis, Dow Corning, Hosokawa Alpine, Baltijskaya manufactura, Exel Industrial Russie, Baikalskie mineraly, VAPA, Huntsman, Air Products, Roshimprom, Bang&Bonsomer, Bochako, Spectr, Wilhelm Niemann, Larchfield, Hercules B/V/ (Aqualon Ashland), NordEx, Finndisp, IMCD, Domedco, GRACE, S.V.K., Rutil, Neochemical, Hegi, Evonik, MDM Chemical, Zovsak, Geokom, Lakma-Imex, Holliday.

Circulation distribution



Insertions prices

	Leaflet (less than 20 gr., euro per copy)	Brochure (less than 70 gr., euro per copy)	Brochure (up to 100 gr., euro per copy)
Less than 950 copies	0,2	0,8	1
950-1950 copies	0,15	0,6	0,8
1950 – 4000 copies	0,08	0,4	0,6

CONTACTS:

Valeria Andrutskaya, valeria@lakikraski.info
phone +7 (985) 193 97 79



Industrial Coatings Journal

Issued since 2003

Topics: coatings application (materials, equipment for surface preparation and application, technologies of coating application, testing, anti corrosion protection, wood protection)

Circulation: 1927/ 2000 copies

Issues: 6, bimonthly

Issue date 1st of each even month

48 pages + covers

Editorial plan 2011

Issue	Topic	Release date	Shows, conferences
1	«Painting methods. Ecology and cost-effective use of resources»	February, 1	Interlakokraska 2011, March, 1 – 4, Moscow
2	«Coatings for construction and architecture»	April, 1	«Paints and coatings»/Mosbuild 2011» April, 5-8, Moscow «Corrosion Protection - 2011», Lenexpo St.-Petersburg, May, 17 – 20
3	«Anticorrosive coatings»	June, 1	Exhibition of anticorrosive protection with on-line conference.
4	«Coatings with special characteristics»	August, 1	
5	«Surface treatment. Compositions, methods, equipment»	September, 27	«International industrial exhibitions», Moscow, September, 27 – 30 «Khimia'2011», Moscow, Expocentre, October, 24 – 27
6	«Painting of nonferrous metals»	December, 1	

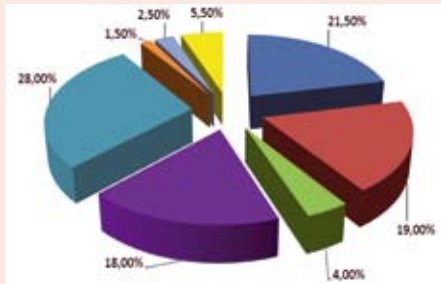
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Readers distribution

(based on the poll of 654 readers in 2010)

By industry



- Machinery
- Machine-tool construction
- Oil&gas
- Construction
- Equipment for application / surface preparation
- Defence industry
- Furniture production
- Others

By position



- Top-managers
- Technologists
- Medium-level managers (depts, divisions)
- Managers
- Other

Geography

(on basis of subscribers copies distribution)

Russia	87,60 %
Ukraine	5,50 %
Belarussia	4,50 %
Kazakstan	2,00 %
Other	0,4 %

Prices on graphic ads

Inside the journal	4C (full-color)	B&W	3C (CMYK)	2C (CMYK)
Full page	700	510	650	580
½ page	350	250	320	290
1/3 page	250	200	230	210
¼ page	180	140	160	150

Covers	
Front	1540
Inside front	1100
Inside back	1000
Back	1250

Discounts

(effective in case of signing an agreement on the given number of issues)

Full page ads	page to 1/6 page
3 insertions – 10 %	3 insertions – 5 %
6 insertions – 15 %	6 insertions – 10 %

Placing in particular position (on a particular page) +20% to the placement price.

Corrections – see page 11 **Design**
Deadlines: not later than the 5th of the month prior to publication.

For ads requirements see **page 9**

Text announcements in Classifieds section

1 line — 1,5 euro
1 line bold print — 2,7 euro
Logo — 5 euro

Deadlines: not later than the 5th of the month prior to publication

*For logo technical requirements see **page 9***

* 1 line is approx. 32 characters incl. spaces.

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phone +7 (985) 193 97 79

Advertorials



Advertorial is an article that mentions trademarks, underlines the superiority of products and services in question, contains contact information, description of company's business activity.

PRICES:

- 1 page full-color – 650 euro
- 1 page b&w 500 – euro

1 page is approx. 4 800 characters including spaces. Illustrations decrease the amount of characters by 300-400 characters each illustration.

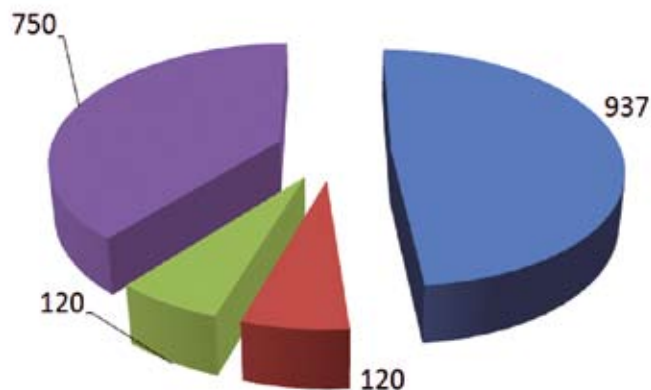
REPRINTS

Advertisers who order ads on covers can place an article on 2 pages for free. The article with the cover can be printed separately. The price depends on the number of copies, paper, format and others and is calculated individually.

Our advertisers

ELSISAN, SPECO, Tikkurila, WAGNER, Exel Industrial Russie, Auto-Em, VAPA, Brasco-Inter, ITA-group, Dec-Pro, Conferum, Inverkraska, Radar, Promkomplekt, Europroject, Elstar, UEMZ, Adrem, Uniblast, Iceventek, Roscvet, Konstanta, Eco-line, Nordson, Kraski Chemie, VMP, Korzaschita

Circulation distribution



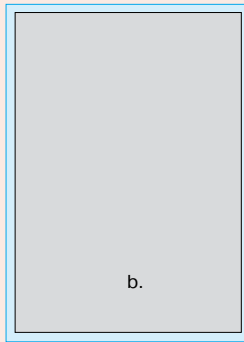
- Subscription
- Free distribution at shows
- Retail through publisher's office and reps
- Free mailing on the database of industrial enterprises

Insertion prices

	Leaflet (less than 20 gr., euro per copy)	Brochure (less than 70 gr., euro per copy)	Brochure (up to 100 gr., euro per copy)
Less than 950 copies	0,2	0,8	1
950-1950 copies	0,15	0,6	0,8
1950 – 4000 copies	0,08	0,4	0,6

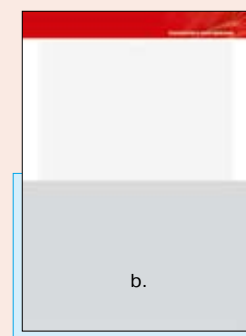
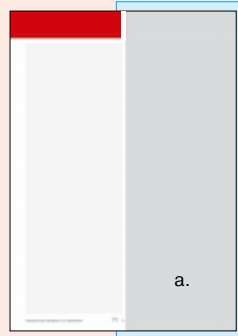
Technical requirements (both for magazines Russian Coatings Journal and Industrial Coating)

Full page



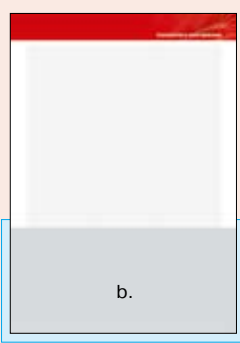
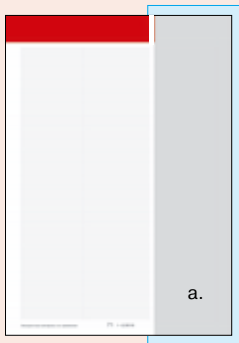
a. FRONT COVER
printing area
210×215 mm
(full size
220×225 mm)

b. 1/1 PAGE
and 2, 3, 4
cover
printing area
210×297 mm
(full size
220×307 mm)



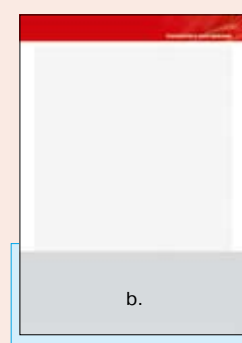
1/2 PAGE
a. Vertical,
printing area
103×297 mm
(full size
113×307 mm)

b. Horizontal,
printing area
210×140 mm
(full size
220×150 mm)



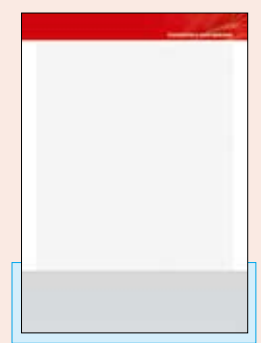
1/3 PAGE
a. Vertical,
printing area **72×297 mm**
(full size
82×307 mm)

b. Horizontal,
printing area **210×99 mm**
(full size
220×109 mm)



1/4 PAGE
a. Vertical,
printing area **103×140 mm**
(full size
113×150 mm)

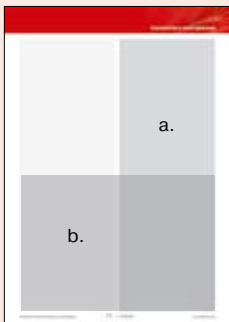
b. Horizontal,
printing area **210×78 mm**
(общий размер
220×88 mm)



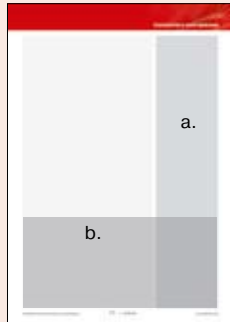
1/6 PAGE
Printing area **210×57 mm**
(full size
220×67 mm)

ATTENTION! The sizes of all graphic moduls to be situated on full page or it parts (on colored backgrounds, especially) must satisfy the **full size** . Full size includes **5 mm to cut on each side**, that is **text and important draws must be situated in printing area.** .

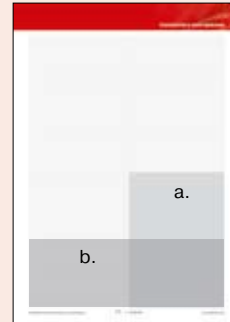
In text column



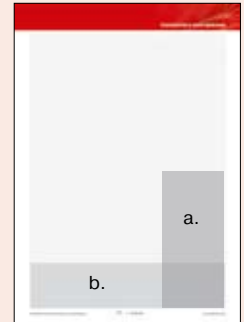
1/2 TEXT COLUMN
a. Vertical
88×252 mm
b. Horizontal
180×126 mm



1/3 TEXT COLUMN
a. Vertical
57×252 mm
b. Horizontal
180×84 mm



1/4 TEXT COLUMN
a. Vertical
88×126 mm
b. Horizontal
180×63 mm



1/6 TEXT COLUMN
a. Vertical
57×126 mm
b. Horizontal
180×42 mm

Technical requirements for grafic files

1. Color model **CMYK**.
2. Files formats: **.eps** (all fonts must be in curves!);
.tiff (resolution **300 dpi**, merged layers);
.pdf (print quality).
3. If the file was made in Corel Draw, it is need to export it to format **.eps** (all fonts must be in curves!).

These technical requirements are indispensable conditions for correct print result.

CONTACTS:

Valeria Andrutskaya, valeria@lakikraski.info
phone +7 (985) 193 97 79

Promotion at events

- **Ads on the CD with conference materials*** from 140 euro
- **Placing the hand-outs at registration desk**** from 160 euro
- **Insertion of hand-outs, CDs, flash discs in delegates folders** from 230 euro
- **Presentation at the conference** from 230 euro
- **Placing the banner in conference hall (not more than 2,5 m wide and 3 m high)** from 350 euro
- **Placing the mobile booth near the registration desk** from 700 euro
- **Sponsor packages** from 1000 euro

*Price depends on the size. The minimum is 100*100 pixs., the maximum 400* 600 pixs.

**Price depends on the scale of the event



Sponsor package example

BEFORE THE CONFERENCE	
Logo size 80*30 mm max. and the company's name in the Conference program published in Russian Coatings Journal with mentioning as the General Sponsor	Logo at Organizer's website www.lakikraski.info and at Show official business program webpage with mentioning as the General Sponsor with link to company's website
Logo in the Conference program mailing list (3 000 addresses) with mentioning as the General Sponsor	
DURING THE CONFERENCE	
Placing the company's banner in the Conference hall (max 6 sq.m)	Inclusion of individual question in participants survey
Insertion of company's hand-outs in the participants folders	Conference delegate pass (for 3 persons)
Logo / company profile on conference papers CD and on the CD's covers	Mentioning as the General Sponsor by Conference host
20-minutes presentation at the Conference	
AFTER THE CONFERENCE	
Publication of A4 ad in the article on the Conference in Russian Coatings Journal	Placing the logo with the link to the company's website in the Conference report at the Organizer's website
Results of the individual question the participants' survey	

Price: 3800 euro

Webinars and seminars on demand

Webinar is a new convenient mode for handling the seminar for small and medium audiences. You can choose a closed webinar for your clients and colleagues or open webinar for larger audience. With the latter you can commission Paint Media Publishing to invite more people to participate.

The webinar may last from 45 minutes to several hours.

Besides you may commission Paint Media to carry a field seminar-on-demand. Such seminars were held for Bang& Bonsomer and CPS Color clients in Kazakhstan and Ukraine.

Open webinar

Prior to webinar	Advertising for your webinar in Russian Coating Journal / (1/2 page 3 issues) Advertising by direct-mail Organization of participant registration and support
During the webinar	Technical monitoring of your webinar Digital recording of your webinar Online survey (optional)
After the webinar	Mailing letter of thanks to all webinar participants List of participants with communication data Results of online survey Down-loadable recording of the webinar from www.lakikraski.info
Webinar fee	3500 euro

Closed webinar

Prior to webinar	Advertising by direct-mail Organization of participant registration and support
During the webinar	Technical monitoring of your webinar Digital recording of your webinar Online survey (optional)
After the webinar	List of participants with communication data Results of online survey
Webinar fee	2500 euro

Designers services

If you need to create or correct an ad you can turn to our designers for this. This is quite convenient for you if you intend to place the ad in Paint Media editions. It's quicker than in third party designers agencies and you can be sure the ad will comply with tech requirements for our editions. The prices are market-average. So why spend more time and effort commissioning third parties if you can have design and placement in one place?

The good idea is a wholesome ads campaign including print ads in b2b mags, hand-outs and leaflets, booth decoration, banners - all made in one style. Paint Media can help you with that.

Please turn to Valeria Andrutskaya valeria@lakokraska.info for our portfolio.

Service	Price
Design of ¼ ad (3 variants)	25 euro
Design of 1/3ad (3 variants)	35 euro
Design of 1/2 ad (3 variants)	50 euro
Design of 1/1 ad (3 variants)	70 euro
Design of banner, poster A3	120 euro
Design of brochure, catalogue	20 euro/pase
Logo	from 150 euro
CD-cover	from 100 euro
Additional variant of ad (each size)	10 euro/variant
Correcton of ads	5 euro/detail
Designer ad copyright purchase	from 100 euro
Larger posters A2 and more (not including print)	from 290 euro

Please note, that the prices do not include print price.

Video

Videos can be used as educational mini-movies for presentations or as eye-catcher at shows. It's good tradition to film videos about company for its anniversary. Whatever is the purpose of the video about your products, services and your company we take the trouble of video-making off your shoulders.

For presentations we offer making a voiced movie of TV-quality. Minimum span 10 minutes. Price starts from 1000 dollars.



CONTACTS:

Valeria Andrutskaya, valeria@lakokraska.info
phone +7 (985) 193 97 79

CONTACTS AND DETAILS

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Valeria Andrutskaya

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