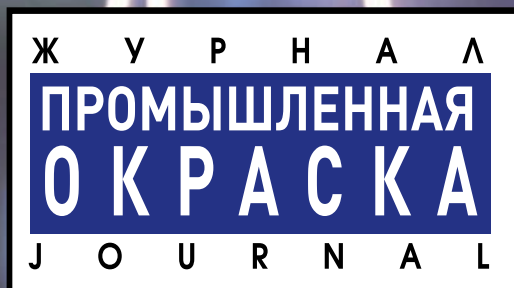


2012



ADVERTISEMENT AND SERVICES

+ 7 985 193 97 79 | +7 985 722 37 43 | +7 499 272 45 70
www.lakikraski.info

Paint Media Publishing



Member of *Vincenz Network*

Our uniqueness

Russian Coatings Journal is included in the worlds largest international reference database Scopus and Russian Index of scientific reference. That is why publication in RCJ offers publicity far beyond the circle of subscribers. This is the only Russian-language edition on coatings included in the above mentioned databases.

The largest scope. Since Soviet times RCJ has kept subscribers in 10 out of 15 former republics of USSR. Our journal in printed version is read in Russia, Ukraine, Belorussia, Latvia, Lithuania, Estonia, Uzbekistan, Kazakhstan, Moldova, Armenia, in electronic form also in Israel, USA, Germany, Switzerland, Belgium – everywhere, where specialists in coatings can read Russian.

We invest in wider scope and recognition of your company and products

- We do SEO of our web-site, people interested in equipment and raw materials easily find our web-site in the top 10 of search results;
- We constantly renew our database, search for new coatings enterprises;
- We not only participate in trade shows, we carry out free master-classes, demonstrate new technologies of coatings application, tinting, help select right paints. Thus we add to the content and prestige of the show and attract visitors to our booths;
- We use partner programs – we send partners books along with journals to our and their clients;
- We actively distribute journals on trade events- conferences, trade shows, seminars. In 2011 we actively participated in the conference Coatings UA (Dnepropetrovsk, Ukraine), trade show Interlakokraska and conference “Future today” (Moscow), European Coatings Show (Nuremberg), conference Anticorrosion protection (Moscow), trade show Mosbuild (Moscow), Interfarba (Kiev, Ukraine), St. Petersburg Chemistry Forum, conference Aluminium 21/Treatment and coating, Modern powder coatings(St. Petersburg), Fireprotection (Ekaterinburg), Coatings in Russia (Moscow), Coatings market (Alushta, Ukraine), trade shows Surface Russia and Chemistry (Moscow).

Thus, publishing ads in Russian Coatings Journal you inform the widest circle of specialists about your products and invest in your future customers.

Because we think about you!



VALERIYA 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 2012

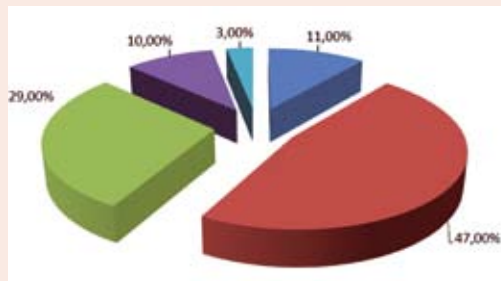
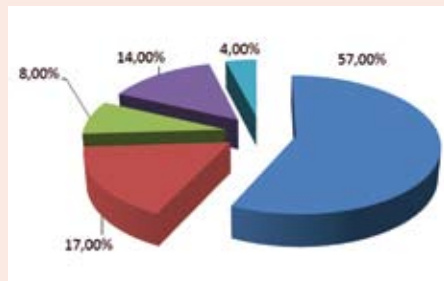
| Issue № | Topics | Deadline/Release date | Shows, conferences |
|---------|--|-----------------------|---|
| 1-2 | «Water and solvent based binders, resins, additives, pigments, fillers, production equipment and testing devices» | Jan 20/ Feb 15 | Conference «LakokraskaUA», February, Ukraine Exhibition «Interlakokraska- 2012», Moscow, 12 – 15 March, Conference «Effective coatings production: raw materials, technologies, management» 12 March 2012 r. |
| 3 | «Anticorrosive coatings: special pigments, resins, waterbased dispersions for ecologically friendly materials provided protection from corrosion» | Feb 20/ March 15 | Conference «Protection from corrosion» 28 March, Moscow Exhibition «Paints and coatings»/Mosbuild 2012» Moscow, 2 – 5 April |
| 4 | «Coatings for buildings: silicone and silicate binders, polyurethane and acrylic dispersions, additives, colour pigments» «Tinting: equipment, colour measuring, colour management» | March 20/Apr 15 | |
| 5 | «Epoxy coatings: resins, hardeners additives for liquid and powder coatings» Review of "Interlakokraska-2012" | Apr 20/ May 15 | Exhibition «Protection form corrosion - 2012», Lenexpo S-Petersburg, 15-18 May |
| 6 | «Fillers: properties, how to use in formulations, cost efficiency» Review of "Paints and Coatings -2012" | May 21/ June 15 | |
| 7 | «Fire protection materials: fire-retarding agents, modifying additives, polymer binders.. Requirements, testing methods» | June 20/ July 15 | |
| 8 | «Heat- resistant and heatproof coatings: organosilicon binders, pigments, additives» | July 20/ Aug 15 | |
| 9 | "High-solid coatings: polyether acrylic oligomers, cross linking agents, rheological additives, active diluents, formulations". | Aug 20/ Sept 15 | Conference «Paints and raw materials markets», Alushta, Ukraine |
| 10 | «Green chemistry»: raw materials from renewable resources, save energy technologies, coalescent, water dispersions water-reducible alkids, decrease VOC» | Sept 20/Oct 15 | «International Chemical Assembly-2012», Moscow, Expocentr, 23 – 26 October 9-Conference «Modern trends in manufacture of decorative coatings», 24 October |
| 11 | «Pigments: organic, inorganic, special. Production and application of colorants» | Oct 20/ Nov 15 | |
| 12 | «Additives: biocides, thickers, defoaming, dispersing and wetting agents, rheological additives. Recommendations how to use in formulations». Review of exhibition ICA – 2012» | Nov 20/ Dec 15 | |

Readers distribution

(based on the poll of 837 readers in 2009)

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)

| Inside the journal | 4C (full-color) | B&W | 3C (CMYK) | 2C (CMYK) |
|--------------------|-----------------|-----|-----------|-----------|
| Full page | 1200 | 650 | 960 | 700 |
| 1/2 page | 640 | 340 | 520 | 570 |
| 1/3 page | 475 | 240 | 468 | 420 |
| 1/4 page | 320 | 160 | 300 | 258 |

| Covers | Price |
|--------------|-------|
| Front | 2900 |
| Inside front | 2600 |
| Inside back | 1300 |
| Back | 1560 |

Discounts

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

| Full page ads | 1/2 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 — 850 euro

• 1 page b&w — 425 euro

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

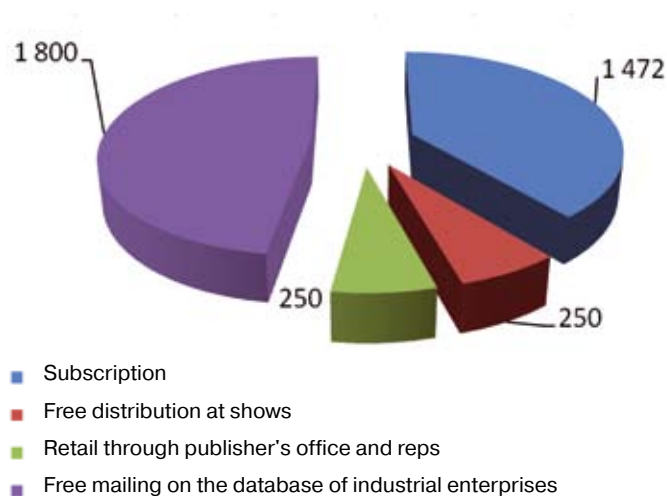
REPRINTS

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, Silicon Global Rus, ZTI, Netzsch, Dow, Dispod, WACKER, Huber Packaging, ■ Orghimprom, Algol, Erbsloeh, China Chemical, X-Rite, Irkom-Roservis, Dow Corning, Hosokawa Alpine, Baltijskaya manufactura, Exel Industrial Russie, Baikalskie mineraly, VAPA, Huntsman, Air Products, Roshimprom, Bang&Bonsomer, Bochako, Spectr, Wilhelm Niemann, Larchfield, Aqualon Ashland, NordEx, Finndisp, IMCD, Domedco, GRACE, S.V.K., Rutil, Neochemical, Hegi, Evonik, MDM Chemical, Zovsak, Geokom, Lakma-Imex, Holliday, Cognis, Bayer.

Circulation distribution



Insertions prices

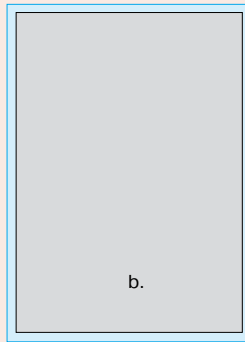
| | Leaflet (less than 20 gr., euro per copy) | Brochure (less than 70 gr., euro per copy) | Brochure (up to 100 gr., euro per copy) |
|----------------------|---|--|---|
| Less than 950 copies | 0,2 | 0,8 | 1 |
| 950-1950 copies | 0,15 | 0,6 | 0,8 |
| 1950 – 4000 copies | 0,08 | 0,4 | 0,6 |

CONTACTS:

Valeria Andrutskaya, lakokraska@gmail.com
phone +7 (499) 272 45 70, +7 (985) 193 97 79

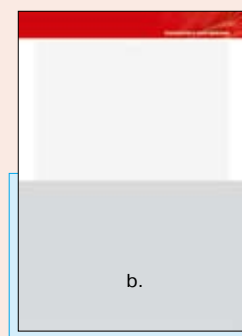
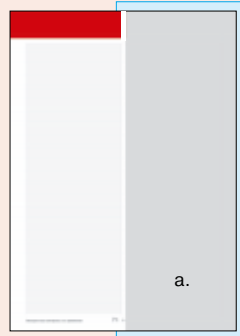
Technical requirements (both for magazines Russian Coatings Journal and Industrial Coating)

Full page



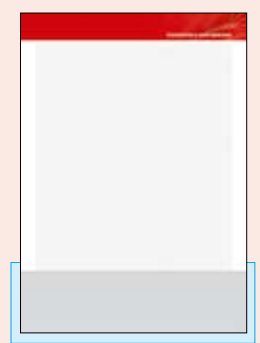
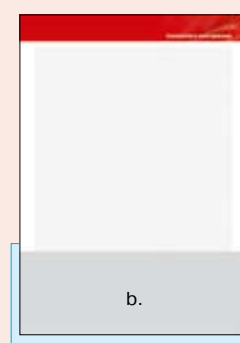
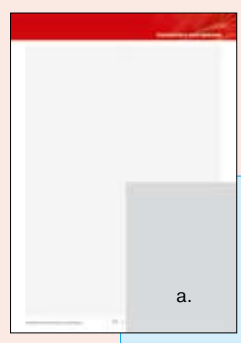
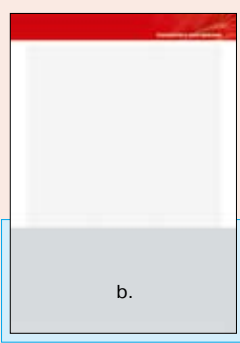
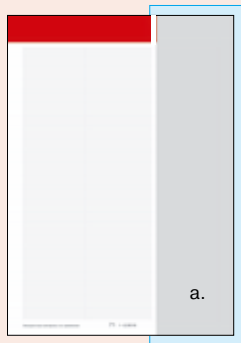
a. FRONT COVER
printing area
210×215 mm
(full size
220×225 mm)

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)

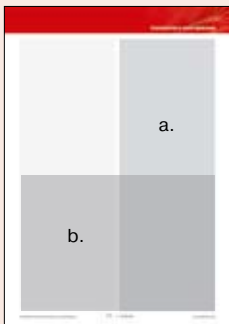
1/4 PAGE
a. Vertical,
printing area 103×140 mm
(full size
113×150 mm)

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

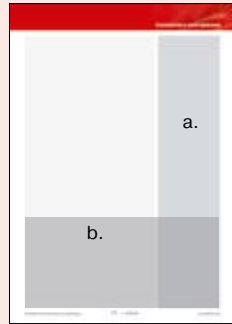
1/6 PAGE
Printing area 210×57 mm
(full size
220×67 mm)

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** .

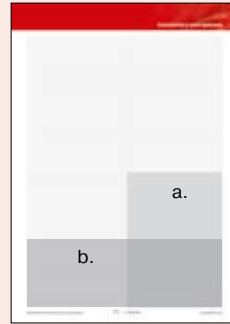
In text column



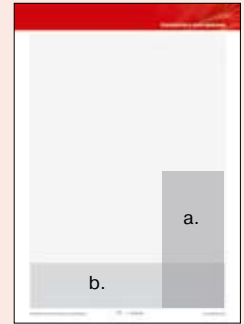
1/2 TEXT COLUMN
a. Vertical
88×252 mm
b. Horizontal
180×126 mm



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, lakokraska@gmail.com
phone +7 (499) 272 45 70, +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 |

CONTACTS AND DETAILS

Paint Media Publishing (Paint Media Ltd.)
www.lakikraski.info
Phone +7 (499) 272 45 70, +7 (985) 193 97 79

Director, editor-in-chief
Advertisement and clients services

Olga Andrutskaya
Valeria Andrutskaya

om@lakikraski.info
lakokraska@gmail.com

www.lakikraski.info