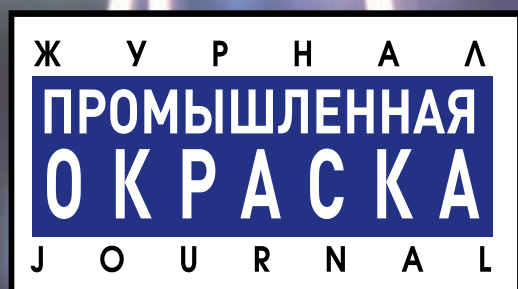


2012



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 Vincentz 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



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 2012

№	Topics	Deadline for materials/ Date of issue	Distribution
1	«Powder coatings, spraying and curing equipment»	January, 10/ February, 1	Conference «LakokraskaUA», February, Ukraine Exhibition «Interlakokraska- 2012», Moscow, 12 – 15 March, Conference «Effective coatings production: raw materials, technologies, management» 12 March 2012
2	«Coatings for buildings: decorative, anticorrosive, fireprotection»	February, 25/ March, 27	Conference «Protection from corrosion» 28 March, Moscow Exhibition «Paints and coatings»/Mosbuild 2012» Moscow, 2 – 5 April Exhibition «Protection form corrosion - 2012», Lenexpo, S-Petersburg, 15-18 May
3	«Coating for transport: materials, requirements, testing»	May, 5/ June, 1	
4	«Ecology in coating plants: paints with low VOC, equipment for utilization of waste, control over hazardous emissions»	July, 5/ August, 1	
5	«Surface treatment. Compositions, technologies, equipment»	August, 25/ September, 24	«International industrial exhibitions/Surface-2012», Moscow, 25 – 28 September «International Chemical Assembly-2012», Moscow, Expocentr, 23 – 26 October 9-Conference «Modern trends in manufacture of decorative coatings», 24 October
6	«Curing technologies: convectional, UV, IR. Drying booths. Polymerization ovens »	November, 5/ December, 1	

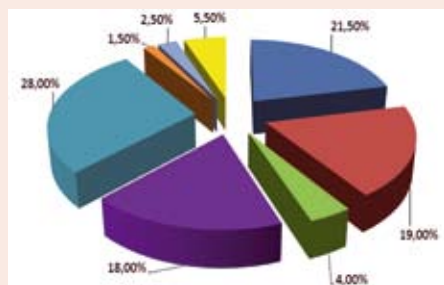
CONTACTS:

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

Readers distribution

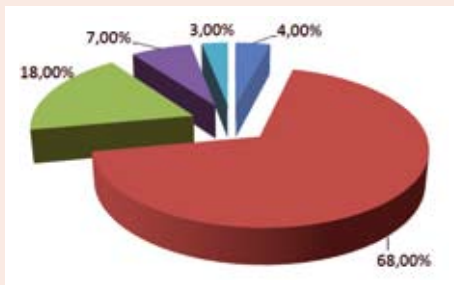
(based on the poll of 640 readers in 2009)

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 (in euro)

Inside the journal	4C (full-color)	B&W	3C (CMYK)	2C (CMYK)
Full page	840	610	780	700
½ page	420	310	390	350
1/3 page	300	240	280	260
¼ page	215	170	190	170

Covers	
Front	1200
Inside front	580
Inside back	870
Back	1050

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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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.

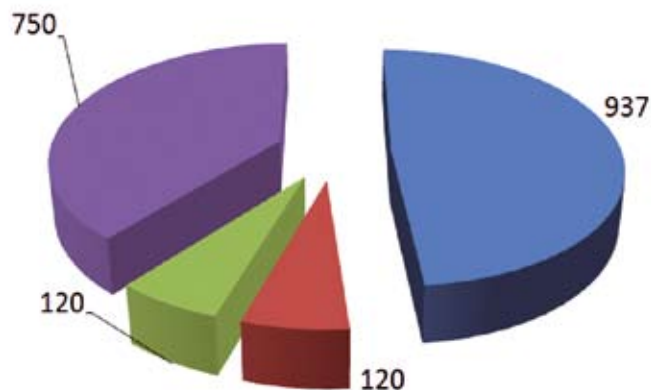
REPRINTS

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

GRACO, 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, Korrzaschita

Circulation distribution



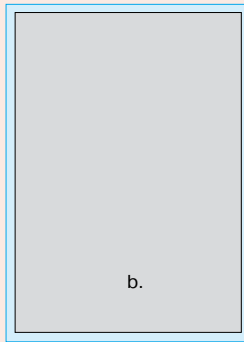
- Subscription
- Free distribution at shows
- Retail through publisher's office and reps
- Free mailing on the database of industrial enterprises

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

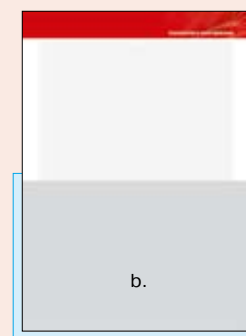
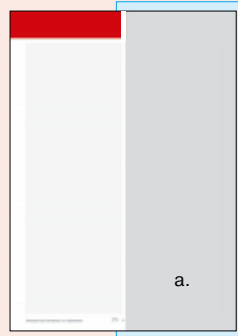
Technical requirements (both for magazines Russian Coatings Journal and Industrial Coating)

Full page



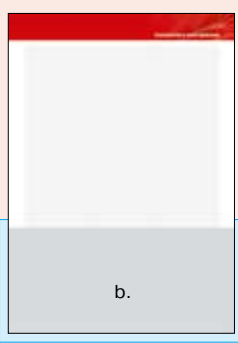
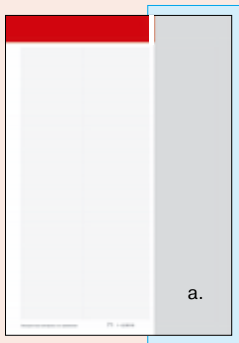
a. FRONT COVER
printing area
210×215 mm
(full size
220×225 mm)

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)

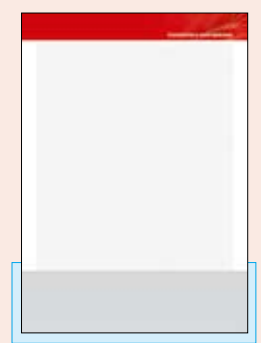
b. Horizontal,
printing area **210×99 mm**
(full size
220×109 mm)



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)

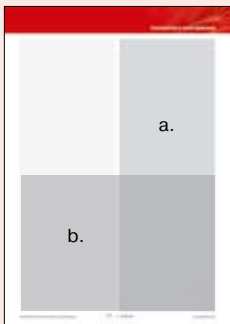


1/6 PAGE

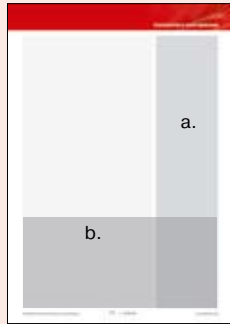
Printing area **210×57 mm**
(full size
220×67 mm)

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** .

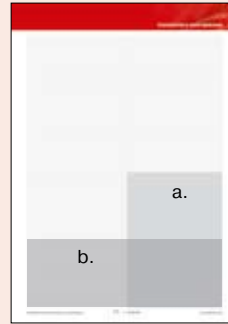
In text column



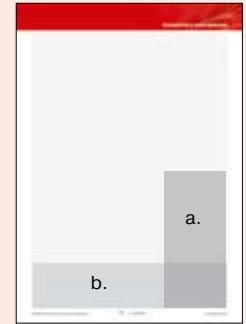
1/2 TEXT COLUMN
a. Vertical
88×252 mm
b. Horizontal
180×126 mm



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, 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.

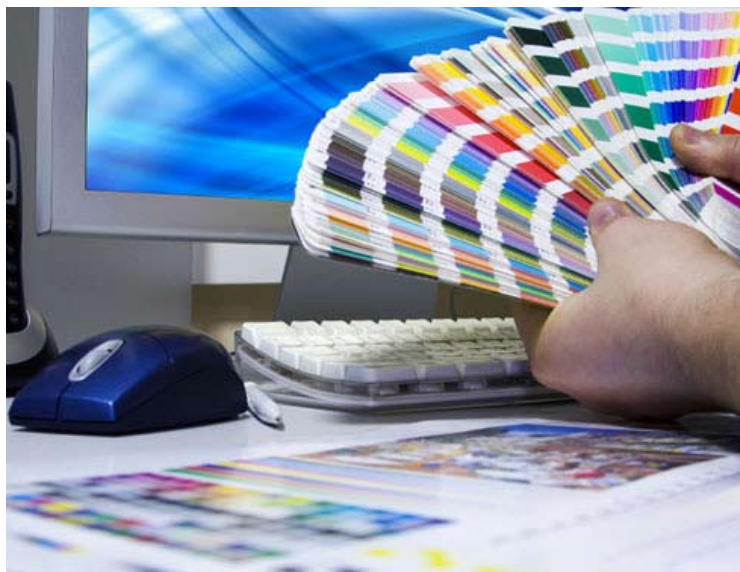
Open webinar

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

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 lakokraska@gmail.com for our portfolio.

Prices for designer services

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.

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