

coating

International

Anlagen und Verfahren zur Beschichtung und Veredelung

Machinery and Processing for Coating and Converting

Media-Daten | 2009 | Media-Information

About us

Media-Daten 2009

1 Characteristic features **coating** is essential reading for the executives, buyers and specifiers 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 or nonwoven materials. Further topics are the production and chemistry of adhesives, printing inks or lacquers as well as new technologies such as the nanotechnology.

coating uses for its coverage 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 a balance of information.

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5 Publishing company

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E-Mail info@coating.ch
Internet www.coating.ch

6 Annual set 42nd year

7 Frequency 12 issues per year

8 Publication dates see editorial calendar

9 Subscription 12 issues per year (incl. mailing expenses)
Switzerland (excl. 2,4 % MwSt.) CHF 192,-
other countries CHF 217,-

Single issue
Switzerland (excl. 2,4 % MwSt.) CHF 18,-
other countries CHF 21,-

10 Circulation 4.500 copies

Media-Information

Media-Information 2009

1 Magazine-format 210 x 297 mm (DIN A4)

2 Type area 183 x 255 mm
2 columns (width 89 mm)
3 columns (width 58 mm)

3 Printing process Sheet fed offset litho
Binding process Saddle stitched
Printing documents Digitalized for Apple Macintosh with print/proof on a data carrier or sent via ISDN. For further information see «Data-Information».
All advertisements that have to be transferred from film to pdf will incur a charge.

4 Publication dates Frequency 12 issues per year
Deadlines see editorial calendar

5 Publisher Rek & Thomas Medien AG
Bankgasse 8
CH-9001 St.Gallen
Phone +41 (0)71 228 20 11
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6 Terms of Payment net within 30 days of the invoice date
VAT identification number: 590 814

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

Issue	Machinery – Technology – Processes	Adhesives – Lacquers – Printing Inks – Base Materials	Specials	Trade Shows – Events
1/2009 PD: 30.01 ED: 12. January AB: 19. January	<ul style="list-style-type: none"> ■ Printing / finishing ■ Slitting / die cutting ■ Web cleaning 	<ul style="list-style-type: none"> ■ Printing inks and varnishes ■ Pigments 	<ul style="list-style-type: none"> ■ Nanotechnology 	
2/2009 PD: 20.02 ED: 30. January AB: 6. February	<ul style="list-style-type: none"> ■ Laminating and coating ■ Application systems ■ Rollers 	<ul style="list-style-type: none"> ■ Laminating adhesives 		<ul style="list-style-type: none"> ■ Nanotech, 18.-20.2, Tokyo
3/2009 PD: 20.03 ED: 27. February AB: 6. March	<ul style="list-style-type: none"> ■ Coating lines ■ Winding technology ■ Slitting /rewinding ■ Control systems ■ Drying /Radiation curing 	<ul style="list-style-type: none"> ■ Viscosity control ■ Additives 	<ul style="list-style-type: none"> ■ Away from VOC's: Solvent as scapegoat? 	<ul style="list-style-type: none"> ■ Converflex Europe, 24.-28.3., Milan ■ European Coatings Show, 31.3.-2.4., Nuremberg ■ Sino-Corrugated Expo, 7-10.4., Shanghai ■ Hannover Messe, 20.-24.4., Hannover
4/2009 PD: 23.04 ED: 27. March AB: 7. April	<ul style="list-style-type: none"> ■ Pre-treatment ■ Inspection systems/ Control systems ■ Control systems for adhesives 	<ul style="list-style-type: none"> ■ Polyolefines ■ Hotmelt adhesives 	<ul style="list-style-type: none"> ■ Nanotechnology 	<ul style="list-style-type: none"> ■ Surfacts, 5./6.5., Karlsruhe ■ Control, 5.-8.5. Stuttgart ■ Swissbonding, 11.-13.5., Rapperswil (Switzerland) ■ Achema, 11.-15.5., Frankfurt
5/2009 PD: 22.05 ED: 27. April AB: 8. May	<ul style="list-style-type: none"> ■ Textile coating ■ Drives/Control ■ Contract coating ■ Hotmelt technology 	<ul style="list-style-type: none"> ■ Technical textiles ■ Adhesives for textiles 	<p style="text-align: center;"><i>Textextil: Main issue</i></p>	<ul style="list-style-type: none"> ■ TAPPI European PLACE Conference, 18.-20.5., Budapest ■ CMM International, 2.-4.6., Rosemont IL, USA ■ Finat Congress, 10.-13.6., Antalya (Turkey) ■ Techtextil, 16.-18.6., Frankfurt
6/2009 PD: 19.06 ED: 27. May AB: 8. June	<ul style="list-style-type: none"> ■ Paper Coating ■ Doctor blade ■ Siliconizing 	<ul style="list-style-type: none"> ■ Silicones ■ PaperAdditives 	<ul style="list-style-type: none"> ■ Nanotechnology in the paper industry 	<ul style="list-style-type: none"> ■ Zellcheming Expo, 23.-25.6. Wiesbaden
7/2009 PD: 21.07 ED: 26. June AB: 8. July	<ul style="list-style-type: none"> ■ Laboratory and pilot lines- ■ Thermal drying ■ Exhaust air cleaning 	<ul style="list-style-type: none"> ■ Film laminates 		
8/2009 PD: 21.08 ED: 27. July AB: 7. August	<ul style="list-style-type: none"> ■ Metallising, sputtering ■ Functional layers 	<ul style="list-style-type: none"> ■ Tie resins and primers ■ Pressure sensitive adhesives 		
9/2009 PD: 19.09 ED: 27. August AB: 7. September	<ul style="list-style-type: none"> ■ Pre-treatment ■ Radiation curing ■ Printing and finishing 	<ul style="list-style-type: none"> ■ Energy curable printing inks, print varnishes and adhesives 	<ul style="list-style-type: none"> ■ Nanotechnology in the plastics industry 	<ul style="list-style-type: none"> ■ Proflex, 15./16.9., Stuttgart ■ 5. Thüringer Grenz- und Oberflächentage, 15.-17.9., Friedrichroda ■ Bondexpo, 21.-24.9., Stuttgart ■ Labelexpo Europe, 23.-26.9., Brussels ■ Eurocoat, 29.9.-1.10., Barcelona
10/2009 PD: 16.10 ED: 28. September AB: 5. October	<ul style="list-style-type: none"> ■ Measuring/controlling/ testing ■ Textile coating ■ Web tension control 	<ul style="list-style-type: none"> ■ Adhesives – raw materials and formulas 	<p style="text-align: center;"><i>ICE Preview</i></p>	<ul style="list-style-type: none"> ■ MiNat, 6.-8.10., Stuttgart ■ Materialica, 13.-15.10., Munich ■ RadTech Europe, 13-15.10., Nice ■ Fakuma, 13.-17.10. Friedrichshafen (D) ■ Münchener Klebstoff- und Veredelungssymposium, 19.-21.10., Munich
11/2009 PD: 18.11 ED: 27. October AB: 6. November	<ul style="list-style-type: none"> ■ Extrusion and extrusion coating ■ Coating lines and application systems ■ Slitting and winding 	<ul style="list-style-type: none"> ■ Solvent free inks, print varnishes and adhesives 	<p style="text-align: center;"><i>ICE Main Issue</i></p>	<ul style="list-style-type: none"> ■ ICE, 24.-26. November, Munich
12/2009 PD: 18.12 ED: 27. November AB: 4. December	<ul style="list-style-type: none"> ■ Rollers ■ Layer thickness measuring (online, offline) ■ Barrier coatings 	<ul style="list-style-type: none"> ■ Polymers and monomers ■ Renewable resources 	<ul style="list-style-type: none"> ■ Nanotechnology 	

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

Monthly headings:

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

Subject to alteration

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7 Advertising rates (CHF/Euro*)

Size	W x H in mm	b/w	scale 4	special
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 128	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,-
Coverpage (Cp)	160 x 218		5.005,-/3.367,-	
2 nd Cp/3 rd Cp	210 x 297	2.440,-/1.638,-	4.180,-/2.814,-	3.090,-/2.077,-
4 th Cp	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 change in case of strong course deviations

- 8 Extra-charges** for binding and placement regulation
CHF 700,- / Euro 473,-
- Cover story** Front page + cover story
CHF 6.390 / Euro 4.320
Further information on request.
- 9 Colour rates** per standart scale colour
CHF 580,- / Euro 392,-
per special colour
CHF 650,- / Euro 439,-
For 1/4 page per scale colour
CHF 460,- / Euro 311,-
Für 1/4 page per special colour
CHF 530,- / Euro 358,-
Colour rates cannot be discounted.
- 10 Web advertisement** Banner advertisements(www.coating.ch)
Standard Banner
Euro 475 / CHF 703
Size (width x hight)
Flash Banner animated
Euro 575 /CHF 850
Size (width x hight)
Other Banner
Euro 150 / CHF 222
- 11 Classified advertisement** Price mm height / column (width 89 mm)
CHF 5,50 / Euro 3,72
- 12 Job advertisements** Price mm height / column (width 89 mm)
CHF 10,20 / Euro 6,90
Chiffre charge On request
- 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 recalled, 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 discount for the suppliers' index
Keywords free
Invoicing quarterly
- 12b Online Suppliers Guide** Basic entry (company contact details, logo, hyperlink to your homepage, three categories)
Contract period one year, until recalled
Size (width x height)
Euro 210 / CHF 310
- 12c** If you book 3 categories in the suppliers guide in the magazine and online, then your placement in the online-version is free of charge for the duration of the same contract period.
- 13 Discounts for advertisements** Frequency discount if placed within
12 month
3 Advertisements 5% 9 Advertisements 15%
6 Advertisements 10% 12 Advertisements 20%
Does not apply for the suppliers' index.
- 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
1 sheet per 1.000 copies
CHF 474,- / Euro 318,-
2 sheets per 1.000 copies
CHF 625,- / Euro 422,-
Every further page per 1.000 copies
CHF 78,- / Euro 53,-
The customer carries the expenses for the delivery.
- 15 Loose inserts** Max. format 207 x 295 mm (width x height)
1 sheet (2 pages) up to 25 g per 1.000 copies
CHF 298,-/Euro 201,-
2 sheets (4 pages) up to 25 g per 1.000 copies
CHF 368,-/Euro 248,-
3 sheets 26 g up to 50 g price upon request
(Plus postage per 1.000 copies
CHF 183,- / Euro 124,-)
The customer carries the expenses for the delivery.
- to 14 + 15** **The customer carries the expenses for the delivery.**
Bound inserts and loose inserts must be sent to: on request
Up to 10 days before publication date.

MQG Ihr Spezialist für Folien
Firma Muster QG
Beispielweg 33
D-82183 Musterlingen

Example:

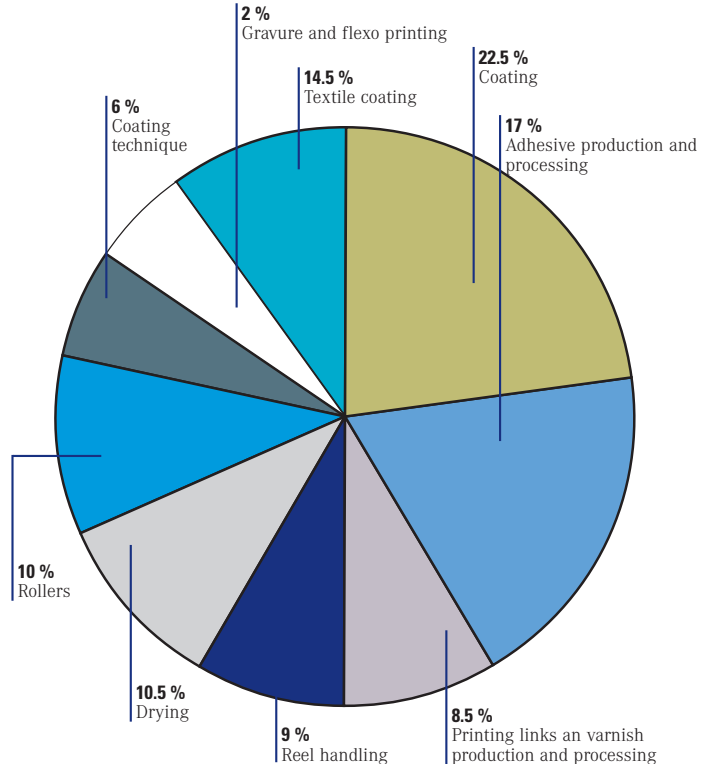
20 mm height
price per month:
CHF 52,60 /
Euro 35,60

Please send 2 samples in advance in the case of points 14 and 15:
Rek & Thomas Medien AG, Bankgasse 8, CH-9001 St.Gallen,
Phone +41 (0)71 228 20 11, Fax +41 (0)71 228 20 14

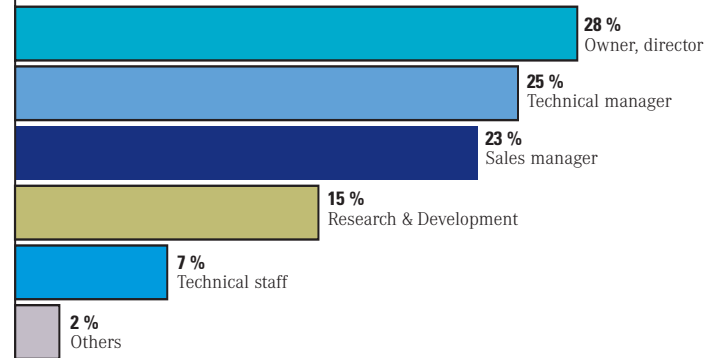
Analysis of recipients

Media-Information 2009

Areas of industry



Corporate function of recipients



Recipients differentiated by countries

%	Economic Area
60%	Germany
10%	Switzerland / Austria
7%	Benelux
6%	France / Italy / Iber. Peninsula
8%	U.K. / North America
3%	Scandinavia
6%	Rest of Europe (in particular Czech Republic, Turkey)
0.5%	Non European Countries

Online Advertising

Media-Information 2009

www.coating.ch grabs the readers attention and is the perfect opportunity for your company to profit from the readers attention by placing an eye-catcher on our website. The banner advertisement can be booked for a 3-month period.

Online Advertising

Banner advertisement (*www.coating.ch*)

Banner big

Euro 250 / CHF 370 quarterly booking

Size (width x height) 406 x 100 pixel

Banner small

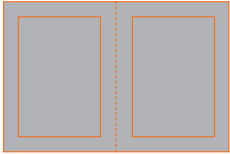
Euro 190 / CHF 280 quarterly booking

Size (width x height) 167 x 50 pixel

The screenshot shows the homepage of the coating International website. At the top right, there are navigation links for 'Home | E-Mail | Suchen' and a language selector 'de en'. The main header features the 'coating International' logo on the left and a large orange banner with the word 'MUSTER' in white. Below the header, the page is divided into several sections. On the left is a vertical navigation menu with categories: CHARAKTERISTIK, AKTUELLE AUSGABE, NÄCHSTE AUSGABE, TERMINE, MEDIADATEN, and KONTAKT. The central content area is titled 'AUSGABE 10|2008' and lists several articles: 'BESCHICHTUNGSANLAGEN' (with sub-points about process- and capacity optimization), 'KLEBSTOFFE - LÄCKE - DRUCKFARBEN' (with sub-points about aqueous polyurethane pressure-sensitive adhesives and wacker silicones), 'NEUE VDI RICHTLINIE' (with sub-points about manufacturing execution systems and VDI-Richtlinie 5600), and 'ABLUFTREINIGUNG' (with a sub-point about thermal cleaning). A 'Weitere Informationen' link is provided below. On the right side of the central area, there is a 3D rendering of the 'MUSTER' magazine cover. To the right of the magazine is a vertical stack of magazine covers: 'MUSTER', 'Pharma INTERNATIONAL', 'Der Verpackungsdruck', 'sensor report', 'ritterdruck', and 'Rek & Thomas medien eg'. At the bottom right, the publisher's contact information is listed: 'VERLAG Rek & Thomas Medien AG, Benkgasse 9, 9001 St.Gallen, Telefon +41 (0)71 228 20 11, Telefax +41 (0)71 228 20 14, E-Mail'.

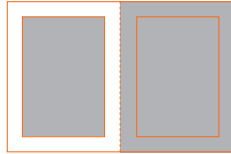
Anzeigenformate / Advertisement sizes

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

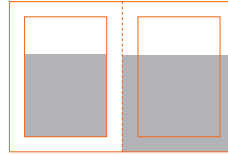


1/1 Seite (im Satzspiegel)
Endformat: 183 x 255 mm

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

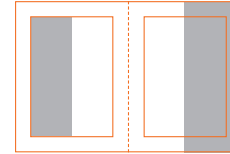


2/3 Seite hoch (im Satzspiegel)
Endformat: 183 x 170 mm

2/3 Seite hoch (mit Beschnitt)
Endformat: 210 x 188 mm
Mit Beschnitt: 213 x 191 mm

2/3 Page vert. (type area)
Size: 183 x 170 mm

2/3 Seite vert. (with trim)
Size: 210 x 188 mm
With trim: 213 x 191 mm

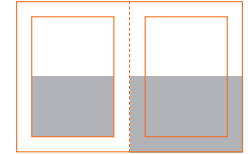


1/2 Seite hoch (im Satzspiegel)
Endformat: 89 x 255 mm

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

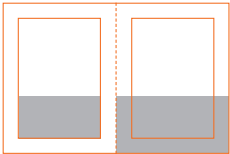


1/2 Seite quer (im Satzspiegel)
Endformat: 183 x 127 mm

1/2 Seite quer (mit Beschnitt)
Endformat: 210 x 145 mm
Mit Beschnitt: 213 x 148 mm

1/2 Page horiz. (type area)
Size: 183 x 127 mm

1/2 Page horiz. (with trim)
Size: 210 x 145 mm
With trim: 213 x 148 mm

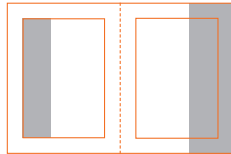


1/3 Seite quer (im Satzspiegel)
Endformat: 183 x 85 mm

1/3 Seite quer (mit Beschnitt)
Endformat: 210 x 99 mm
Mit Beschnitt: 213 x 102 mm

1/3 Page horiz. (type area)
Size: 183 x 85 mm

1/3 Page horiz. (with trim)
Size: 210 x 99 mm
With trim: 213 x 102 mm

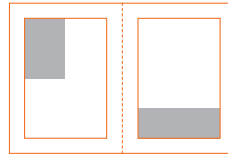


1/3 Seite hoch (im Satzspiegel)
Endformat: 58 x 255 mm

1/3 Seite hoch (mit Beschnitt)
Endformat: 72 x 297 mm
Mit Beschnitt: 75 x 303 mm

1/3 Page vert. (type area)
Size: 58 x 255 mm

1/3 Page vert. (with trim)
Size: 72 x 297 mm
With trim: 75 x 303 mm

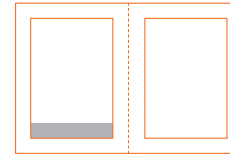


1/4 Seite hoch (im Satzspiegel)
Endformat: 89 x 128 mm

1/4 Seite hoch (mit Beschnitt)
Endformat: 183 x 64 mm

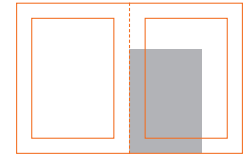
1/4 Page vert. (type area)
Size: 89 x 128 mm

1/4 Page horiz. (type area)
Size: 183 x 64 mm



1/8 Seite (im Satzspiegel)
Endformat: 183 x 32 mm

1/8 Page (type area)
Size: 183 x 32 mm



Titelseite (mit Beschnitt)
Endformat: 160 x 218 mm
Mit Beschnitt: 160 x 221 mm

Coverpage (with trim)
Size: 160 x 218 mm
With trim: 160 x 221 mm

Formate Einhefter / Formate bound inserts

Kopf- und Fussbeschnitt 5 mm, seitlicher Beschnitt 5 mm
head bleed and bottom trim 5 mm, edge bleed 5 mm



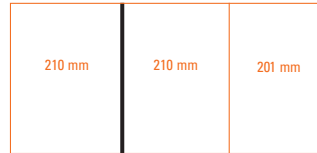
1 Blatt
Endformat: 210 x 297 mm
Bund: 5 mm
Beschnitt: 5 mm

1 Page
Size: 210 x 297 mm
Gutter: 5 mm
Trim: 5 mm



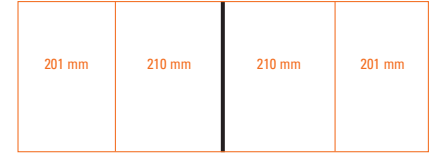
2 Blatt
Endformat: 420 x 297 mm
Bund: 2 x 5 mm
Beschnitt: 5 mm

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



3 Blatt (rechts ausklappbar)
Endformat: 621 x 297 mm
Bund: 2 x 5 mm
Beschnitt: 5 mm

3 Pages (folding out sideways)
Size: 621 x 297 mm
Gutter: 2 x 5 mm
Trim: 5 mm



4 Blatt (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

Format Beilage / Loose inserts

lose eingelegt
loose insert



Beilage
max. Größe: 207 x 297 mm

Insert
max. Size: 207 x 297 mm

Data-Information

Media-Information 2009

Digital documents

Our pre-press department mainly uses Apple Macintosh computer platforms. The sheet 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 resp. line (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 embetted saved as *.pdf

Prior to the production of a pdf-file, please consider, with the Acrobat Distiller the function «Press Quality» or «PDF/X3» must be activated.

Please only send digital printing materials according to the above specifications. Word, Excel or PowerPoint files **cannot be processed!**

All advertisements that have to be transferred from film to pdf will incur a charge.

The data should be supplied uncompressed, i.e. as TIFF or EPS files, so that pictures and logos are reproduced as effectively when output. To avoid complications with fonts, all the fonts used in the data set – for the printer and the screen – must be supplied or converted into paths.

If no proof prints and/or manuscripts are available, the publishing company does not accept any liability for deviations in the reproduction of the colours and text (completeness, page makeup etc.) of advertisements.

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

Please always include a contact person as well as the phone-number in case of queries.