

APCJ

ASIA PACIFIC COATINGS JOURNAL

MEDIA INFORMATION 2019

MECHANICAL DATA

OPPORTUNITIES FOR YOU

THE NETWORK THAT CAN CHANGE YOUR BUSINESS

THE KEY

INGREDIENT

FOR YOUR

BUSINESS

TO GROW

www.asiapacificcoatingsjournal.com

MESSAGE FROM THE EDITOR

Asia Pacific Coatings Journal (APCJ) continues to be the only dedicated coatings journal, both in print and online, covering the Asia Pacific region, equipped with a strong panel of experts responding to the trends, challenges and needs of the industry.

Where the market goes, we follow and for 2019 we will continue to keep a close eye on the ASEAN, Indian and Chinese markets, offering readers updates from our contributors – as well as reports from other major and emerging markets. *APCJ* also provides an exclusive platform for environmental developments, particularly in our Going Green supplement later in the year, which is dedicated entirely to companies with an environmental offering.

The Coatings Group organises international shows and conferences to meet your need to learn, first-hand, about innovations and developments, and *APCJ* publishes editorial, as well as the catalogues and conference programmes, to provide you with where and when these important events will be held in 2019.

Whether you want to keep abreast of legislative issues, see what innovations are on offer or boost your environmental standing, make sure you stay tuned both in print and online. The APAC paints and coatings market continues to see strong growth through 2019 and holds future promise for the coming years.



Christine Malthouse
Editor, APCJ
christinemalthouse@dmgevents.com

APCJ

A RANGE OF MEDIA OPPORTUNITIES

In addition to a market-leading publication, the Coatings Group portfolio offers a range of media opportunities to satisfy your needs. Whether you want to promote your products on paper, face-to-face or on-line, *APCJ* can provide exposure across all these media around the world.

MONTH	FEATURES	BONUS DISTRIBUTION	COUNTRY FOCUS	SPECIAL SUPPLEMENT	ADVERTISING COPY DEADLINE	PUBLICATION DATE
February	<ul style="list-style-type: none">• Additives• Architectural & Decorative• Smart Coatings• Waterborne coatings	<ul style="list-style-type: none">• Middle East Coatings Show 2019• European Coatings Show	Thailand		30 January	22 February
April	<ul style="list-style-type: none">• Logistics & Transportation• Marine Coatings• Powder Coatings	<ul style="list-style-type: none">• Asia Coatings Congress 2019• East African Coatings Congress 2019	Korea	<ul style="list-style-type: none">• <i>Asia Coatings Congress Catalogue 2019</i>• <i>China Export Focus</i>	27 March	19 April
June	<ul style="list-style-type: none">• Biocides• Resins• UV/EB Curing• ACC Review		India	<ul style="list-style-type: none">• <i>Top 25 Paint Manufacturers in Asia Pacific 2019</i>	29 May	21 June
August	<ul style="list-style-type: none">• Automotive Coatings• Protective Coatings• Wood Coatings	<ul style="list-style-type: none">• Asia Pacific Coating Show 2019• Egyptian Coatings Show 2019• ChinaCoat 2019	Australia/NZ	<ul style="list-style-type: none">• <i>Asia Pacific Coatings Show Catalogue 2019</i>	24 July	16 August
October	<ul style="list-style-type: none">• Adhesives• Laboratory & Test Equipment• Pigments & Dispersions• Asia Pacific Coatings Show Review		China	<ul style="list-style-type: none">• <i>Going Green Special Supplement</i>	25 September	18 October
December	<ul style="list-style-type: none">• Extenders & Fillers• High Performance• Tinting & Mixing	<ul style="list-style-type: none">• Interlakokraska	Japan	<ul style="list-style-type: none">• <i>Directory Of Suppliers & Distributors To South East Asia</i>	20 November	13 December

THE NETWORK THAT CAN CHANGE YOUR BUSINESS

CIRCULATION DECISION MAKERS WITH PURCHASING POWER

As the only dedicated coatings journal distributed throughout South East Asia, the Pacific Rim, China and Australasia, APCJ ensures that your message reaches Coatings manufacturers throughout the region.

APCJ has a circulation in excess of 10,000. Buyers, technologists, formulators and senior management use APCJ as a reliable, regular reference source for keeping up-to-date with the latest news, innovations

and developments. As an average of five additional people demand a share of each copy, the journal exceeds a total pass on readership of more than 24,000 each issue.

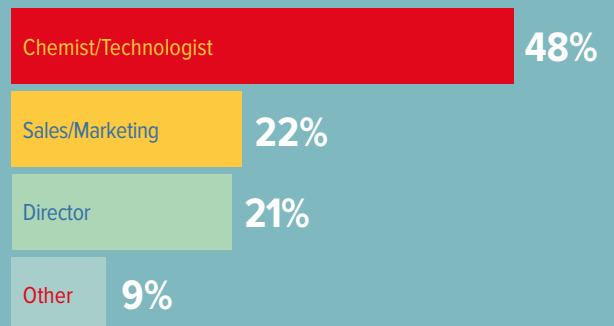
More than 25% of the APCJ / PPCJ circulation has been reading the magazine for more than five years and in excess of 10% of readers for some 10 years.*

*(Reader Survey)

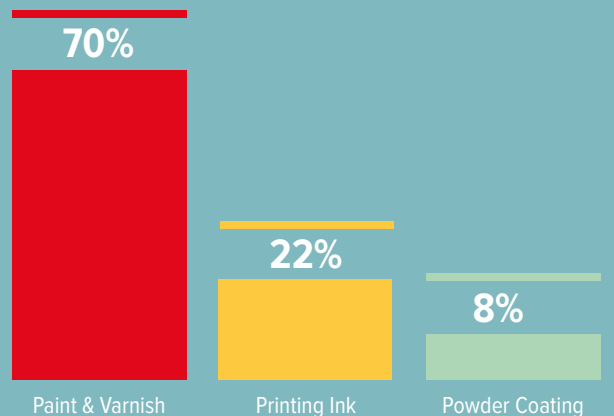
CIRCULATION BREAKDOWN

Australia	319
China	1078
Hong Kong	339
India	1100
Indonesia	1315
Japan	743
Malaysia	893
Myanmar	18
Pakistan	265
Phillipines	392
Singapore	660
South Korea	555
Taiwan	618
Thailand	1248
Vietnam	614
TOTAL	10,157

CIRCULATION BY JOB TITLE



CIRCULATION BY MANUFACTURING SECTOR



ADDITIONAL OPPORTUNITIES

The official sponsor of the Asia Pacific Coatings Show and Asia Coatings Congress, *APCJ* is the only publication guaranteed to reach every visitor and delegate to these leading international events in the Asia Pacific market. An advertisement in *APCJ* is an easy and economical way to reach the thousands of visitors to these and other coatings events around the world.



MIDDLE EAST COATINGS SHOW 2019

26 – 28 February
DWTC, Dubai
UAE



MIDDLE EAST SPECIALITY CHEMICALS SHOW 2019

26 – 28 February
DWTC, Dubai
UAE



ASIA COATINGS CONGRESS 2019

14 – 15 May
InterContinental Hotel
Ho Chi Minh City,
Vietnam



ASIA PACIFIC COATINGS SHOW 2019

4 – 6 September
BITEC, Bangkok,
Thailand

RELATED PUBLICATIONS



Annual Directory of Suppliers & Distributors to South East Asia

The Directory is published annually within *APCJ* and identifies suppliers of raw materials and equipment.

Published: December 2019



Polymers Paint Colour Journal

PPCJ, *APCJ*'s sister publication has been running for more than 132 years and is the leading coatings magazine for Europe, Africa and the Middle East.

Published: Ten times a year

SUPPLEMENTS



CHINA EXPORT FOCUS

The China Export Focus is a special publication for companies in China to increase brand awareness at a global level. The supplement boasts a pass-on readership of 70,000 and is published in both *APCJ* and *PPCJ*.

Published: April 2019



TOP 25 PAINT MANUFACTURERS IN ASIA PACIFIC

The Top 25 is a detailed listing of the leading companies in the Asia Pacific paint and coatings market, including key figures and up-to-date contact details.

Published: June 2019



GOING GREEN

Going Green (GG) is a specialist supplement dedicated entirely to raw material suppliers with an environmental offering.

Published: October 2019

APCJ ADVERTISING RATES 2019

DISPLAY ADVERTISING

FULL PAGE – FULL COLOUR

x 1	£5,585
x 3	£5,305
x 6	£5,026

PREMIUM POSITIONS

Inside front cover	Insertion rate + 10%
Inside back cover	Insertion rate + 10%
Outside back cover	Insertion rate + 15%

RECRUITMENT SECTION ADVERTISING

Includes job posting on the website for 3 months	£2,991
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HALF PAGE – FULL COLOUR

x 1	£3,212
x 3	£3,050
x 6	£2,890

PREMIUM POSITIONS

Island Ad	Insertion rate + 20%
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RECRUITMENT SECTION ADVERTISING

Includes job posting on the website for 3 months	£1,720
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QUARTER PAGE – FULL COLOUR

x 1	£1,884
x 3	£7,954
x 6	£7,539

RECRUITMENT SECTION ADVERTISING

Includes job posting on the website for 3 months	£1,009
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DOUBLE PAGE SPREAD

x 1	£8,377
x 3	£7,954
x 6	£7,539

BOUND IN SUPPLIED INSERTS

Single page (2 sides)	£3,049
Double page (4 sides)	£3,342

LOOSE SUPPLIED INSERTS

Single page (2 sides)	£2,627
Double page (4 sides)	£2,917

CLASSIFIED ADVERTISING

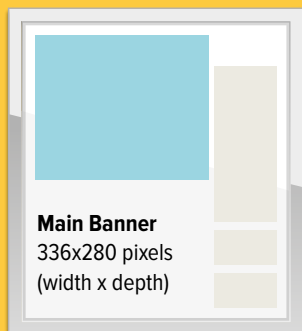
6cm (w) x 5cm (h) **£141 per issue – minimum 6 issues**

Prices are based on example standard A4 and 180 gsm paper – for other sizes and weights please ask for a quotation – single page inserts must have a guard edge – please contact production for details **Tel +44 (0)1737 855044**

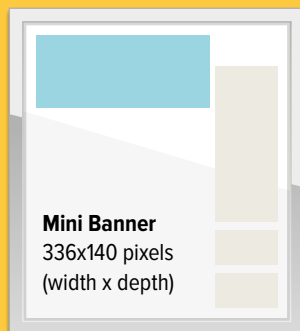
ONLINE ADVERTISING

WEBSITE BANNERS

PERIOD	MAIN BANNER	MINI BANNER
1 Month	£630	£315
3 Months	£1,575	£787
6 Months	£2,941	£1,575
1 Year	£5,253	£2,626



Main Banner
336x280 pixels
(width x depth)



Mini Banner
336x140 pixels
(width x depth)

Banners can be placed on our main Coatings Group hub site, individual event sites or the **PPCJ / APCJ** websites.

E-NEWSLETTER BANNERS

PERIOD	MAIN BANNER	MINI BANNER
3 Months (Minimum)	£1,575 Per Month	£787 Per Month

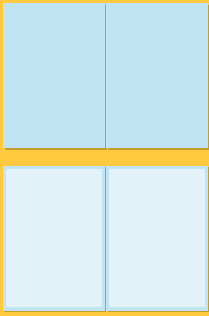


Main Banner
720x90 pixels (width x depth)

Mini Banner
160x195 pixels (width x depth)

Banners can be placed on our regular **PPCJ / APCJ** newsletters, which are sent to our digital database of over 50,000 contacts.

MECHANICAL DATA



DOUBLE PAGE SPREAD

Type area:
410mm deep x 287mm wide

Bleed size:
426mm deep x 303mm wide

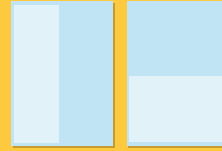


FULL PAGE

Type area:
265mm deep x 185mm wide

Trimmed size:
297mm deep x 210mm wide

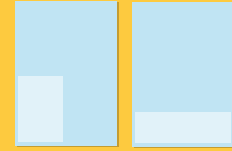
Bleed size:
303mm deep x 216mm wide



HALF PAGE

Upright:
265mm deep x 87mm wide

Across:
128mm deep x 185mm wide



QUARTER PAGE

Upright:
128mm deep x 87mm wide

Across:
61mm deep x 185mm wide

TECHNICAL GUIDELINES

All pdf files to be supplied PDF/X-1A compliant. CMYK, images to be 300 dpi.

FOR INFORMATION ABOUT OTHER FORMATS AND FOR ALL OTHER ENQUIRIES,
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CORPORATE

PROFILE

A GLOBAL MARKETING PROVIDER

The Coatings Group, owned by dmgevents Ltd, organises a number of successful coatings events around the world and apart from publishing Asia Pacific Coatings Journal (APCJ) also publishes Polymers Paint Colour Journal (PPCJ). Many of the visitors to the events are regular readers of the magazines, which is why they provide an integrated platform for promoting your products in the Middle East, Africa, Asia and Europe

VISIT OUR WEBSITE FOR MORE DETAILS:
www.coatingsgroup.com



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