

# APCJ

ASIA PACIFIC COATINGS JOURNAL

MEDIA INFORMATION 2019

**THE KEY**

**INGREDIENT**

**FOR YOUR**

**BUSINESS**

**TO GROW**

YOUR OPTIONS  
OPPORTUNITIES FOR YOU  
THE NETWORK THAT CAN CHANGE YOUR BUSINESS

[www.asiapacificcoatingsjournal.com](http://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](mailto: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"><li>• Additives</li><li>• Architectural &amp; Decorative</li><li>• Smart Coatings</li><li>• Waterborne coatings</li></ul>	<ul style="list-style-type: none"><li>• Middle East Coatings Show 2019</li><li>• European Coatings Show</li></ul>	Thailand		30 January	22 February
April	<ul style="list-style-type: none"><li>• Logistics &amp; Transportation</li><li>• Marine Coatings</li><li>• Powder Coatings</li></ul>	<ul style="list-style-type: none"><li>• Asia Coatings Congress 2019</li><li>• East African Coatings Congress 2019</li></ul>	Korea	<ul style="list-style-type: none"><li>• <i>Asia Coatings Congress Catalogue 2019</i></li><li>• <i>China Export Focus</i></li></ul>	27 March	19 April
June	<ul style="list-style-type: none"><li>• Biocides</li><li>• Resins</li><li>• UV/EB Curing</li><li>• ACC Review</li></ul>		India	<ul style="list-style-type: none"><li>• <i>Top 25 Paint Manufacturers in Asia Pacific 2019</i></li></ul>	29 May	21 June
August	<ul style="list-style-type: none"><li>• Automotive Coatings</li><li>• Protective Coatings</li><li>• Wood Coatings</li></ul>	<ul style="list-style-type: none"><li>• Asia Pacific Coating Show 2019</li><li>• Egyptian Coatings Show 2019</li><li>• ChinaCoat 2019</li></ul>	Australia/NZ	<ul style="list-style-type: none"><li>• <i>Asia Pacific Coatings Show Catalogue 2019</i></li></ul>	24 July	16 August
October	<ul style="list-style-type: none"><li>• Adhesives</li><li>• Laboratory &amp; Test Equipment</li><li>• Pigments &amp; Dispersions</li><li>• Asia Pacific Coatings Show Review</li></ul>		China	<ul style="list-style-type: none"><li>• <i>Going Green Special Supplement</i></li></ul>	25 September	18 October
December	<ul style="list-style-type: none"><li>• Extenders &amp; Fillers</li><li>• High Performance</li><li>• Tinting &amp; Mixing</li></ul>	<ul style="list-style-type: none"><li>• Interlakokraska</li></ul>	Japan	<ul style="list-style-type: none"><li>• <i>Directory Of Suppliers &amp; Distributors To South East Asia</i></li></ul>	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.

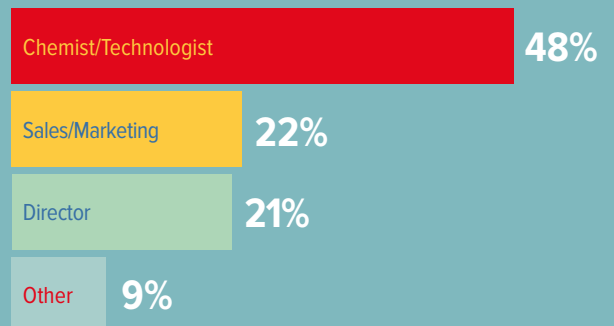
More than 25% of the APCJ / PPCJ circulation has been reading the magazine for more than five years and in excess of 10% of readers for some 10 years.\*

\*(Reader Survey)

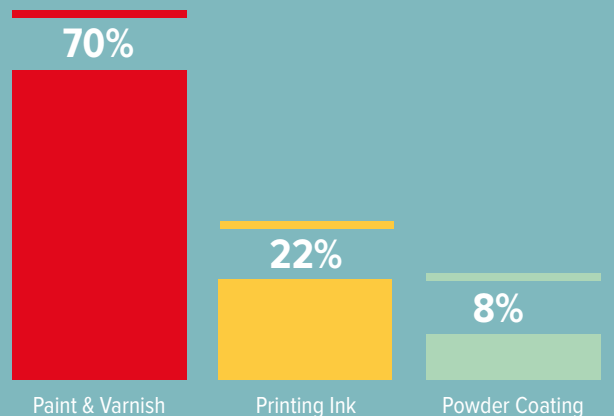
## CIRCULATION BREAKDOWN

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
<b>TOTAL</b>	<b>10,157</b>

## 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	<b>£5,585</b>
x 3	<b>£5,305</b>
x 6	<b>£5,026</b>

PREMIUM POSITIONS	
Inside front cover	<b>Insertion rate + 10%</b>
Inside back cover	<b>Insertion rate + 10%</b>
Outside back cover	<b>Insertion rate + 15%</b>

RECRUITMENT SECTION ADVERTISING	
Includes job posting on the website for 3 months	<b>£2,991</b>

HALF PAGE – FULL COLOUR	
x 1	<b>£3,212</b>
x 3	<b>£3,050</b>
x 6	<b>£2,890</b>

PREMIUM POSITIONS	
Island Ad	<b>Insertion rate + 20%</b>

RECRUITMENT SECTION ADVERTISING	
Includes job posting on the website for 3 months	<b>£1,720</b>

QUARTER PAGE – FULL COLOUR	
x 1	<b>£1,884</b>
x 3	<b>£7,954</b>
x 6	<b>£7,539</b>

RECRUITMENT SECTION ADVERTISING	
Includes job posting on the website for 3 months	<b>£1,009</b>

DOUBLE PAGE SPREAD	
x 1	<b>£8,377</b>
x 3	<b>£7,954</b>
x 6	<b>£7,539</b>

BOUND IN SUPPLIED INSERTS	
Single page (2 sides)	<b>£3,049</b>
Double page (4 sides)	<b>£3,342</b>

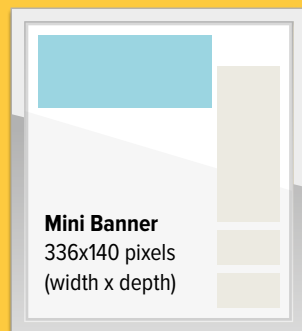
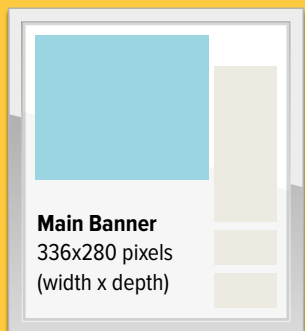
LOOSE SUPPLIED INSERTS	
Single page (2 sides)	<b>£2,627</b>
Double page (4 sides)	<b>£2,917</b>

CLASSIFIED ADVERTISING	
6cm (w) x 5cm (h)	<b>£141 per issue – minimum 6 issues</b>

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	<b>£630</b>	<b>£315</b>
3 Months	<b>£1,575</b>	<b>£787</b>
6 Months	<b>£2,941</b>	<b>£1,575</b>
1 Year	<b>£5,253</b>	<b>£2,626</b>



E-NEWSLETTER BANNERS		
PERIOD	MAIN BANNER	MINI BANNER
3 Months (Minimum)	<b>£1,575 Per Month</b>	<b>£787 Per Month</b>



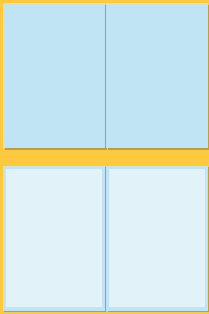
**Main Banner**  
720x90 pixels (width x depth)

**Mini Banner**  
160x195 pixels (width x depth)

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

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

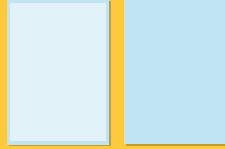
# MECHANICAL DATA



## DOUBLE PAGE SPREAD

**Type area:**  
410mm deep x 287mm wide

**Bleed size:**  
426mm deep x 303mm wide

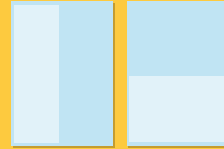


## FULL PAGE

**Type area:**  
265mm deep x 185mm wide

**Trimmed size:**  
297mm deep x 210mm wide

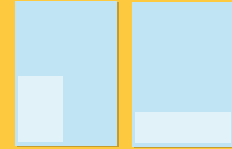
**Bleed size:**  
303mm deep x 216mm wide



## 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,  
PLEASE CONTACT:

Melanie Chiles, Production Manager | Tel: +44 (0)1737 855044 | Fax: +44 (0)1737 855034 | melaniechiles@dmgevents.com

## ADVERTISERS

ABB France

Ametek - Brookfield

Angus Chemical

Atlas Material Testing

BASF

Bühler

Burgess Pigment

Covestro

BYK Chemie

Chemours

Elcometer

Evonik Industries

Heubach Color

Hoffmann Mineral

Hosokawa

Lanxess

Niemann

Netsch

Rahn

Shepherd Color

Troy Chemical

TQC

VMA-Getzmann

Wacker Chemie

Willy A Bachofen

Yillong Chemical

Yipin Pigments

# CONTACT US

## SALES CONTACTS

### Ranjeet Sandhu | UK, Germany and Switzerland

T: +44 (0)1737 855105

E: ranjeetsandhu@dmgevents.com

### Jessica Szuts-Naranjo | Africa and Rest of Middle East

T: +44 (0)1737 855162

E: jessica@dmgevents.com

### Fan Landers | Asia Pacific and India

T: +44 (0)1737 855078

E: fanlanders@dmgevents.com

### Chris Reynolds | Rest of Europe, Saudi Arabia, Turkey and Jordan

T: +44 (0)1737 855109

E: chrisreynolds@dmgevents.com

### Adiwan Djohanli | Indonesia

PT. Kelie Chemical World

Rukan Gading Bukit Indah F/12

Jl. Bukit Gading Raya, Jakarta 14240

INDONESIA.

T: +62 21 452 2959 M: +62 811 99 1595

E: adiwan.djohanli@gmail.com

### Sue Rothwell | Portfolio Director, Coatings Group

T: +44 (0)1737 855107

E: susanrothwell@dmgevents.com

## EDITORIAL CONTACT

### Chris Malthouse | Editor

T: +44 (0)1737 855106

E: christinemalthouse@dmgevents.com

### Sally Roberts | Deputy Editor

T: +44 (0)1737 855161

E: sallyroberts@dmgevents.com

## PRODUCTION AND SUBSCRIPTIONS

### Melanie Chiles | Production Manager

T: +44 (0)1737 855044

E: melaniechiles@dmgevents.com

## CORPORATE

### Ian Faux | Vice President

T: +44 (0)1737 855125

E: ianfaux@dmgevents.com

## COATINGS GROUP FAX

F: +44 (0)1737 855034

## CORPORATE ADDRESS

dmg events Ltd,  
Quartz House, 20 Clarendon Road  
Redhill, Surrey  
RH1 1QX, UK

# CORPORATE

# PROFILE

## A GLOBAL MARKETING PROVIDER

The Coatings Group, owned by dmg events 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](http://www.coatingsgroup.com)



## APCJ CONTRIBUTORS

### Rigoberto C Advincula

Professor, Department of Macromolecular Science and Engineering in Case Western Reserve University, Cleveland

### Adiwan Djohanli

Director  
PT Kelie Chemical World

### Petcharat Eksangkul

Vice Chairperson  
Thai Paint Manufacturers Association (TPMA)

### John Hopewell

Assistant Director, Environmental & International Programs  
American Coatings Association (ACA)

### Rosa S Raskin, MS, MLS

Research & Consultant  
Rosa S Raskin & Associates, LLC

### Terry Knowles

Freelance Writer