

TOPICS PLANNED FOR 2012

January:	Raw Materials for Powder Coatings / Pigments + Pigment Pastes / Filling, Packaging, Labelling
February:	Raw Materials for Waterborne Coatings / High Solids / Pumps, Dosing + Pipes Technologies / Weathering
March:	Resins / Additives / Measuring + Testing / Storage + Logistics
April:	Raw Materials and Machines for Printing Inks + UV-curing Systems / Chemical Engineering / Stirring, Grinding, Mixing
May:	Fillers / Nanotechnology / Lab + Production Technology
June:	Thixotropy and Rheology / Filter + Sieve Systems / Colouring + Tinting Technologies (Raw Materials + Machines)
July/August:	Pigments / Effect Pigments / Resins / Analysis / Cleaning Systems
September:	Raw Materials for Adhesives / Preservatives + Biocides / Environmental Protection , Industrial Safety + Fire Protection
October:	Additives / Resins / Mixing + Dispersing Technologies
November:	Protection against Corrosion / Raw Materials for Dispersion Paints / Quality Assurance
December:	Waxes / Raw Materials for Coatings with special Characteristics (e. g. softfeel, conductance, easy-to-clean, antimicrobial) Software / Industrial Plants

(Subject to Alteration)

PRICE LIST 2012

Size:	DIN A 4, 297 mm high, 210 mm wide
Type area:	250 mm high, 175 mm wide
Printing process:	For printing from electronic data please call us. We can only print the files you give us. Especially without giving us a proof, we can not give you any guaranties!

Advertising space and prices

Discounts (within a discount year)

Page	Height / Width mm	sw Euro	2 colors Euro	3 colors Euro	4 colors Euro	Discounts	
						by frequency	by volume
1/1	250/175	1.600,-	1.950,-	2.300,-	2.650,-	3 ads 5%	3 pages 10%
1/2	125/175 250/88	800,-	1.150,-	1.450,-	1.850,-	6 ads 10%	6 pages 15%
1/3	90/175 250/60	550,-	875,-	1.125,-	1.375,-		
1/4	63/175 125/88	450,-	700,-	950,-	1.200,-		
1/8	32/175 63/88	250,-	500,-	750,-	980,-	11 ads 15%	11 pages 20%

Special positioning:

front cover:	2.800,- Euro - space 225 mm height x 210 mm wide
inside cover/inside back cover:	2.650,- Euro
back cover:	2.700,- Euro

Outside Slices: Please add three millimeters cut on each side.

Color surcharge: no discounts and irrespective of size

Classified advertisements: rates on request

Inserts: up to 25 g/1000 295,- Euro (plus post fees; no discounts)

Supplements: DIN A 4 2-page 1.050,- Euro (no discounts)
4-page 1.350,- Euro

Bezugsquellen: 440,- Euro by year and keyword, please ask for samples
(no discounts; minimum term: one year, after that until four weeks notice to the end of the term)

Published: monthly, 11 times a year, excluding August

Copy deadline: On 15th of month before the films or printing data should reach the publisher.
For front pages: Please book three months in advance!

Payment terms: within 30 days net cash, within 8 days 2 % discount, payment in advance 3 % discount

Payable to: Sparkasse Köln Bonn, account no. 1 012 632 699, bank code 370 501 98

IBAN: DE 75 3705 0198 1012 6326 99, SWIFT-BIC: COLSDE33

Subscription Price: 70 Euro plus postage, per issue 9,20 Euro plus Postage, discounts for multiple subscriptions,
cancellations should be given six weeks before the end of the year.

Publishers

and editorial board: rl-press Eva Elisabeth Berger, Ostlandstr 1, 50858 Koeln, Telephone +49(0)2234/73488, Fax +49(0)2234/73598,
eMail welt-der-farben@t-online.de, <http://www.welt-der-farben.de>

Advertising: ESENER Marketing, Telephone +49(0)4146/930563, Fax +49(0)4146/399, eMail s.esener@superonline.com



WELT DER FARBEN

Magazine for the Coatings Industry, the Ink, Chemicals Engineering and Adhesives Producers, Similar Branches, their Suppliers and Customers. Founded in 1994.

Please visit us on the internet:
<http://www.welt-der-farben.de>

WELT DER FARBEN

comes out monthly excluding August.

Publisher: Eva Elisabeth Berger
Editor in Chief: Renate Wittsack

Editorial Board: Eva Elisabeth Berger
Hans Jörg Wittsack

Advertisements: ESENER Marketing

Publisher's address: Ostlandstr 1, 50858 Koeln, Germany
Telephone +49(0)2234/73488,
Fax +49(0)2234/73598,
eMail redaktion@welt-der-farben.de

Printing: Hundt-Druck, Köln

READERSHIP*)

COATINGS INDUSTRY, PRODUCERS OF ADHESIVES AND CHEMICAL ENGINEERING	68 %
SUPPLIERS	18 %
CUSTOMERS (WHOLESALE TRADE, APPLICATORS)	14 %
R + D	24 %
HOME	70 %
ABROAD	30 %

*) Inquiry on June 30th, 2011

Advertising:
ESENER Marketing
Telefon +49(0)4146/930563 * Fax +49(0)4146/399
eMail s.esener@superonline.com

Terms of business

- Orders for advertisements (including inserts and supplements) shall be completed within one year of the date of the contract. If the contract gives the customer the right to call up individual advertisements, the order must be completed within one year of publication of the first advertisement; the first advertisement must be published within the time agreed at the outset.
- The customer is responsible for the prompt delivery of copy and complete and faultless artwork, and must ensure inserts and supplements are delivered on time. Carriage must be paid by the customer. If artwork is obviously unsuitable or damaged, the publisher may require it to be replaced immediately. If the publishers are required to prepare offset films, the customer will be charged at cost price. The publishers guarantee to reproduce artwork submitted by the customer in accordance with accepted printing standards.
- The publishers agree to exercise reasonable care in the handling and checking of copy but do not accept responsibility for any misleading instructions given or misrepresentation made by the customer. If at any time damage to the publishers results from the content of an advertisement, especially where the press laws or regulations are infringed, then the customer shall indemnify the publishers.
- The publishers shall exercise the care of an ordinary businessman in safeguarding and forwarding replies to box number advertisements, but not wider guarantees can be given.
- Advertisements which because of their presentation are not immediately recognisable as such will be marked clearly by the publishers with the word "advertisement".
- The publishers reserve the right to refuse orders for advertisements, including on call orders within an existing contract, if their content, origin or presentation makes them unacceptable. This also applies to orders placed by an agent on behalf of a principal. If an order is refused, the customer will be informed immediately. Orders for inserts or supplements are not binding until presented to and accepted by the publishers.
- If owing to circumstances beyond the publishers' control an order is not executed in its entirety then, without prejudice to the customers' stationary or other rights, a special discount rate will be granted. If the customer increa-

- ses the size of an order within one year of publication of the first advertisement, he will be granted a higher discount as well as a part refund for the advertisement published during that period.
- The publishers shall not be required to complete orders or be liable for failure to publish or delay in publishing if prevented from doing so by a strike or strikes or force majeure.
- The publishers will submit proofs on request. The customer is responsible for the accuracy of the proofs returned to the publishers. If the customer does not return them within the agreed time, the publishers will assume they are instructed to print them as submitted. The customer shall bear the cost of making major alterations to an agreed format and for the production of films, retouchings or drawings ordered.
- If when printed an advertisement is wholly or partly illegible, incorrect or incomplete, the customer may demand a reduction in price but only to the extent of any adverse effect of the purpose of the advertisement. The publishers do not accept any wider liability. Complaints must be made within four weeks of receipt or invoice or acknowledgement of payment. The publishers can not accept responsibility for errors in orders placed by telephone.
- Payment must be made within the stipulated time (see price list) after receipt of invoice unless a shorter credit period of payment in advance has been agreed. If payment is delayed, the publishers may suspend work on existing orders pending payment and may demand payment in advance for outstanding advertisements.
- Printing materials (films final artwork, etc.) will be returned to the customer on special request. The publisher shall not be required to retain these for more than three months from completion of the order.
- The contract shall be deemed to be performed at the premises of the publishers. In so far as the law does not otherwise provide, the competent court shall be the court having jurisdiction for the district where the publishers' premises are situated. This provision shall also apply to the procedure for reminders and when the domicile or usual place of abode of the customer is not known at the time proceedings are instituted.

Please note: The above conditions are translated from German. In case of conflict between English translation and original German text, the German text must prevail.