

APCJ

ASIA PACIFIC COATINGS JOURNAL

MEDIA INFORMATION 2012

global links for coatings professionals



www.coatingsgroup.com

The number one dedicated coatings publication in South East Asia, the Pacific Rim, Australasia and China

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The Journal

The *Asia Pacific Coatings Journal* is the only dedicated coatings publication that covers the ASEAN region, from India to Australia. The journal is bi-monthly, which has been published for over 22 years with an established reputation for educational articles written by authors living and working in the Asia Pacific region.

APCJ's sister publication, *Polymers Paint Colour Journal* is internationally-respected in the coatings market providing updates on new technologies and developments that will transform the industry over the coming years.

APCJ ensures the latest industry information is available to your customers, by providing paint, ink and adhesives manufacturers with information on new products and technical developments.

APCJ is the perfect way to reach a pass on readership of over 28,000 key decision makers across South East Asia, the Pacific Rim, Australasia and China.



Asia Pacific Coatings Journal (APCJ) continues to be the only dedicated coatings journal 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 2012 we will be keeping a close eye on the Indian and Chinese markets, offering readers updates in every issue from our new additions to the contributory panel – as well as reports from other major and emerging markets. APCJ is also providing an exclusive platform for environmental developments, particularly in our Going Green supplement later on in the year, which is dedicated entirely to companies with an environmental offering. Whether you want to keep abreast of legislative issues, see what innovation is on offer or boost your environmental standing, make sure you stay tuned – the APAC paints and coatings market continues to see strong growth through 2011 and holds future promise for the coming years.

Christine Malthouse, Editor, APCJ
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APCJ Contributors

APCJ's panel of contributors offers specialist updates covering all corners of the Asia Pacific paints, inks, adhesives' and coatings industry



Adiwan Djohanli is the former chairperson of the Indonesian Paint Manufacturers Association (IPMA), was ex-president director of AkzoNobel Car Refinishes Indonesia and is currently director of PT Kelie Chemical World.

Petcharat Eksangkul is the chairperson of the Thai Paint Manufacturers Association (TPMA). Petcharat also works for the Federation of Thai Industries (FTI) as Honourable president of the Chemical Industry Club and was a former chairperson of the ASEAN Chemical Industry Council (ACIC).

John Hopewell is assistant director of Environmental / International Affairs for the National Paint and Coatings Association and served as the International Paint & Printing Ink Council's (IPPIC) project manager for the Global Paint and Coatings Industry Market Report (2007-2012).

Rigoberto C Advincula is a Fellow of the American Chemical Society (ACS), Polymer and PMSE Divisions, Editor and Editorial Advisory Board of Reactive and Functional Polymers, Chemistry of Materials, and Polymers for Advanced Technology. He is currently Alternate Councilor of the Polymer Division (ACS).

Chris Wu is the editor and public relations specialist of China Chemicals Market (CCM) International. His areas of expertise are in market research, news coverage and information technology. CCM International is dedicated to market research in China, as well as the Asia Pacific Rim and global markets.

Sheila Senathirajah is a senior industry analyst with Frost & Sullivan's Asia Pacific Chemicals, Materials & Food Practice. She focuses on monitoring and analysing emerging trends, technologies and market behaviour in the paint and coatings industry in Asia Pacific.

Jagat Pani is Director of Izar Chemicals, based in Orissa, East India. The group is a manufacturer of paints and coatings, specifically designed with environmental awareness in mind. Pani is keeping APCJ up to date with some of the trends and challenges faced by the Indian market.

APCJ is supported by the following Asia Pacific paint and coatings' Associations, Federations and Councils:



04 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.

Related Publications



Polymers Paint Colour Journal (PPCJ)

APCJ's sister publication PPCJ has been running for over 132 years and is the leading coatings magazine for Europe, North Africa and the Middle East. Like APCJ, the journal provides the latest information on growth, investment and development but for the European, North African and Middle East coatings markets. **Published: Monthly**

An advertisement in both publications means that your products and services obtain maximum coverage in reaching a global market.

Coatings Calendar 2013



Published in 2012, this calendar will circulate to readers of PPCJ and APCJ providing you with the chance to promote your products and services to thousands of existing and potential clients. Not only will it provide a year planner but also highlights the important coatings events taking place throughout 2013 to over 14,000 key decision makers in the coatings industry. This is an annual opportunity to ensure that your company is seen throughout the year.



Annual Directory of Suppliers and Distributors to South East Asia

The Directory of Suppliers & Distributors is published annually within APCJ and identifies suppliers of raw materials and equipment. A company listing is free-of-charge but to get the most out of the directory, advertisers can also include their logo together with a free 50-word profile.

Published: December 2012



China Country Focus

The China Country Focus is a special publication for companies in Greater China to increase brand awareness at a global level. The supplement boasts a pass-on readership of 70,000 and is published every December in both APCJ and PPCJ. Extra copies of the China Country Focus will be distributed at: Middle East Coatings Show (Dubai); Asia Pacific Coatings Show (Jakarta); North African Coatings Congress (Casablanca); and Chinacoat.

Supplements



Top 25 paint manufacturers in Asia 2012 - June issue

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.

Going Green

Going Green (GG) is a specialist supplement dedicated entirely to raw material suppliers with an environmental offering. GG is a point of reference for manufacturers looking to improve their paint and coating formulations and opens with exclusive market reports from the industry's most influential Associations.

Why not subscribe today?

Don't miss out on the next big story in coatings. Take out an annual subscription to APCJ and be certain of every issue containing the latest news and information plus all the special publications, including the Annual Directory of Suppliers and Distributors, free of charge.

To subscribe, please visit www.coatingsgroup.com/subscriptions or contact our subscriptions department on Tel: +44 (0) 1737 855 032

Exhibitions and Conferences

05

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 2012

Dubai International Convention & Exhibition Center, UAE

12 - 14 March 2012

The Middle East Coatings Show continues to be the largest dedicated coatings event in the Middle East and Gulf region for raw materials suppliers and equipment manufacturers for the coatings industry.



Asia Pacific Coatings Show 2012

Balai Sidang Jakarta Convention Center, Indonesia

19 - 20 September 2012

The Asia Pacific Coatings Show is the international specialist exhibition and conference of raw materials and equipment for coatings manufacturers and regularly attracts over 4000 attendees.



North African Coatings Congress 2012

Hyatt Regency Hotel, Casablanca, Morocco

17 - 18 October 2012

The North African Coatings Congress is a specialised and highly targeted exhibition, based around a conference, which provides a unique opportunity to meet and network with specially invited leading industry figures from the major North African manufacturing companies.

Show Daily

With APCS being such an important industry event, a 'Show Daily' will be available at the exhibition. To ensure maximum exposure during the show, we invite you to advertise in these special issues. They will be distributed each morning.

What's included in the Show Daily?

- Current and topical news from the region
- Complete list of exhibitors and floor plan
- Conference and Business Presentation programmes
- What's new at the show
- Review of opening day (2nd day)
- Restaurant, bar and nightlife guide
- And plenty more...

For prices and more information, please contact

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Website: www.coatingsgroup.com

After the launch of our new websites, we are delighted to offer an excellent range of web banner opportunities. Banners can be placed on our main coatings group hub site, individual event sites or the PPCJ / APCJ websites. The Coatings Group website provides up-to-the-minute information on its publications and events attracting readers, advertisers, exhibitors and visitors. An advertisement on one of the many magazine or event pages can effectively promote your company brand to a wide industry audience. To book your banner or for more information, please contact Ranjeet Sandhu E: ranjeetsandhu@quartzltd.co.uk, T: +44 (0) 1737 855 105 or Kez Chen (Chinese language) E: kezchen@quartzltd.co.uk, T: +44 (0) 1737 855 107

06 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 4000. 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 over 24,000 each issue.

*In addition to the 4860 printed copies, 10000 digital copies are distributed.

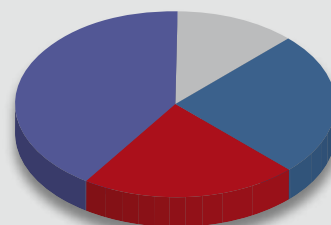


Circulation breakdown

Australia	162
Bangladesh	27
Brunei	5
China	420
(Multi-national companies)	
Hong Kong	150
India	505
Indonesia	612
Japan	367
Korea	258
Malaysia	412
New Zealand	42
Pakistan	104
Philippines	201
Singapore	302
Sri Lanka	26
Taiwan	287
Thailand	606
Vietnam	280
Total Asia circulation	4766
Rest of the world	94
Total circulation	4860

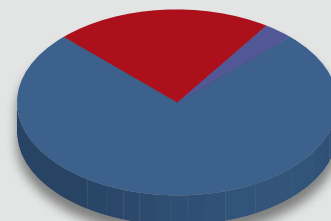
Readership by Job Title

Sales/Marketing	25%
Directors	22%
Chemists/Technologists	41%
Other	12%



Readership by Manufacturing Sector

Paint & Varnish	75%
Printing Ink	22%
Powder Coating	3%



Month	Features	Bonus Distribution	Advertisement Copy Deadline	Publication Date	Special Supplements
February/ March	<ul style="list-style-type: none"> ■ Waterborne Coatings ■ Special effect pigments ■ Smart coatings ■ Architectural coatings ■ Double country focus: India & Indonesia 		Tuesday, January 31, 2012	Thursday, February 23, 2012	
April/May	<ul style="list-style-type: none"> ■ Powder coatings ■ Marine coatings ■ Resins ■ Additives ■ Double country focus: Pakistan & Philippines 	■ American Coatings Show 2012	Wednesday, March 28, 2012	Friday, April 20, 2012	
June/July	<ul style="list-style-type: none"> ■ UV/EB curing ■ Biocides ■ Adhesives ■ Country focus: Thailand ■ APCS 2012 Preview 		Wednesday, May 30, 2012	Friday, June 22, 2012	<ul style="list-style-type: none"> ■ Top 25 Paint Manufacturers in Asia Pacific 2012: An up-to-date, detailed listing of the leading manufactures in the Asia Pacific coatings market
August/ September	<ul style="list-style-type: none"> ■ Automotive coatings ■ Protective coatings ■ Smart coatings ■ Wood coatings ■ Country focus: Korea 	<ul style="list-style-type: none"> ■ Asia Pacific Coatings Show 2012 Catalogue and Show issue - 5000 extra copies to be distributed to all visitors and delegates. ■ Chinacoat issue 	Thursday, July 26, 2012	Friday, August 17, 2012	
October/ November	<ul style="list-style-type: none"> ■ Pigments and dispersions ■ Additives ■ Plant and machinery ■ Tinting ■ Country focus: Vietnam 		Wednesday, September 26, 2012	Friday, October 19, 2012	<ul style="list-style-type: none"> ■ Going Green 2012 Environmental advances for the paint and coatings market
December/ January	<ul style="list-style-type: none"> ■ Surfactants ■ High performance coatings ■ Extenders and fillers ■ APIC meeting report ■ Country focus: China ■ APCS 2012 Review 		Thursday, November 15, 2012	Friday, December 7, 2012	<ul style="list-style-type: none"> ■ Directory of Suppliers & Distributors to South East Asia ■ China Country Focus ■ Year Planner 2013



08 APCJ Advertising Rates 2012

FULL PAGE 4 COLOUR		HALF PAGE 4 COLOUR		QUARTER PAGE 4 COLOUR		DOUBLE PAGE SPREAD	
X1	£5203	X1	£3196	X1	£1789	X1	£9712
X3	£4454	X3	£2821	X3	£1579	X3	£8740
X6	£4070	X6	£2508	X6	£1404	X6	£7543
FULL PAGE 2 COLOUR		HALF PAGE 2 COLOUR		QUARTER PAGE 2 COLOUR		PREMIUM POSITION (add)	
X1	£3733	X1	£2313	X1	£1351	Inside Front Cover	£640
X3	£3357	X3	£2041	X3	£1194	Outside Back Cover	£715
X6	£2984	X6	£1814	X6	£1058		
FULL PAGE MONO		HALF PAGE MONO		QUARTER PAGE MONO		CLASSIFIED ADVERTISING	
1	£3056	X1	£1816	X1	£1119	£29 per column centimetre per issue (minimum 12 issues) For display size advertisements in the classified section, please ask for a quotation.	
X3	£2698	X3	£1603	X3	£896		
X6	£2396	X6	£1423	X6	£822		

Payment can also be made in US Dollars or Euros at current exchange rates

Bound in supplied inserts

Single page (2 sides) **£2,903**

Double page (4 sides) **£3,182**

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.

Loose supplied inserts

Single page (2 sides) **£2,500**

Double page (4 sides) **£2,777**

Online advertising

After the launch of our new websites, we are delighted to offer an excellent range of web banner opportunities. Banners can be placed on our main coatings group hub site, individual event sites or the APCJ / PPCJ websites.

ADVERTISEMENT DIMENSIONS

Banner advertisement: **468 x 60 Pixels** | Mini banners: **160 x 100 Pixels**

PRICES

	Main banner	Mini banner
1 year	£5,000	£2,500
6 months	£2,800	£1,500
3 months	£1,500	£750
1 month	£600	£300

FOR PRICES AND MORE INFORMATION, PLEASE CONTACT

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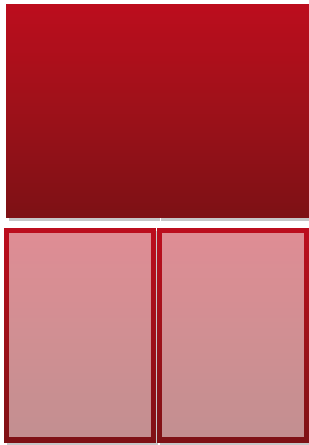
T: +44 (0) 1737 855 107

Email Broadcasts

We can also send out email broadcasts on your behalf to our databank, selected by region, type of business, job title. Please contact us for a quote based on your particular requirements.

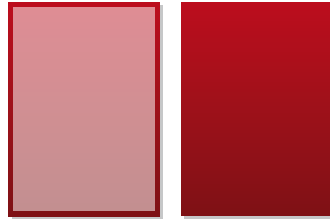
Mechanical Data

09



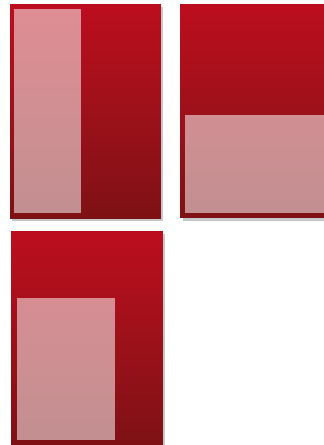
Double page spread

Type area:
410mm deep x 287mm wide
Bleed size:
426mm deep x 303mm wide



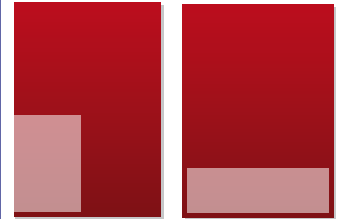
Full page

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
Island:
185mm deep x 128mm wide



Quarter page

Upright:
128mm deep x 87mm wide
Across:
61mm deep x 185mm wide

Note: Island advertisements placed on editorial pages will incur additional costs. Please contact your sales/production contact for more details.

Acceptable formats

Adobe Photoshop Press Optimised pdf files are preferred.

Software

(Please check with your Quartz contact for the version in use)

- QuarkXPress or Adobe Illustrator.

All images to be high resolution. Any fonts required can only be supplied to us if your license includes a Remote User clause. Otherwise our nearest match will be used.

Disks

- CD (indicate if PC or Mac formatted).

FTP

- Quartz has an FTP server. Please ask your sales/production contact for FTP login details.

Technical guidelines

Other sizes may be available on request. Advertising rates refer to black plus one other process colour. Special colours (ie Pantone colours) are available on request.

All prices are based on the publisher being supplied with advertisements in one of the preferred formats. Any other materials may be subject to further charges.

Cancellation: 8 weeks prior to publication date.

For information about other formats and for all other enquiries, please contact:

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10 Previous Advertisers

ABB France

Air Products

Aldoro

American Chemet

Atlas Electric Devices

AVL Metal Powders

BASF

Bayer

Buhler

Burgess Pigment

Brookfield

BYK Chemie

Cabot

Celanese

Changzhou Molec China

Changzhou North American Chemicals Group

China Mineral Processing

Clariant

Coatex

Cristal

Croda

Cytec

Datacolor International

Datapaq

Diaf

Dow Chemical

Dow Corning

DuPont

Eckart Werke

Elcometer

Evonik Industries

Everlight

Fowl Pigment

Fast & Fluid Management

Fenchem

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Lubrizol Specialty Chemicals

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Niemann

Netzsch

Nubiola APAC

OMG

Patcham

PT Justus Salcki Raya

Q-Lab

Ralston Colour Systems

Rockwood Additives

Rockwood Pigments

San Nopco

Schlenk

SEPR St Gobain Zipro

Shamrock Technologies

Sheperd Color

Sigmund Lindner

SNCZ

Sower (Shanghai)

Troy Chemical

TQC

Unimin

VMA-Getzmann

Wacker Chemie

Werner Matthis

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Corporate Profile

A global marketing provider

The Coatings Group, owned by dmg world media (uk) ltd, organises a number of successful coatings events around the world and apart from publishing **Polymers Paint Colour Journal (PPCJ)** also publishes the successful **Asia Pacific Coatings Journal (APCJ)**. 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, North Africa, Asia, Latin America, Europe and Korea.

**Visit our website for more details:
www.coatingsgroup.com**



Quartz Business Media Ltd

www.coatingsgroup.com