



The **smart** way to digital advertising

www.myipcm.com

2026
D I G I T A L
M E D I A G U I D E



GETTING THE WORD OUT ABOUT YOUR BRAND

For over 15 years, the editorial and digital tools of **ipcm®** have been helping companies successfully promoting their brand, products, innovations and events within the global surface treatment industry. **Following a quality over quantity philosophy**, we put at your disposal several channels through which implementing your **multichannel digital communication strategy**.



WEBSITE

Showcase your products to the visitors of our website. Discover our display and content advertising options, and provide customers and leads with all the information they need about your company through the ipcmPedia Directory!

More at page 4



DEM

We put at your disposal our database of +43k professional contacts and our digital marketing expertise to build the right message for the right people. *More at page 11*



myFAIR WEB APP

myFAIR is not only a useful tool for organising ones' own trade fair calendar. It also offers interesting opportunities for companies to promote themselves to a highly specialised target group, under the aegis of the prestigious ipcm® brand. *More at page 12*



NEWSLETTER

Reach your target with the content and display advertising options available on our monthly and "Out Now" newsletters. *More at page 7*



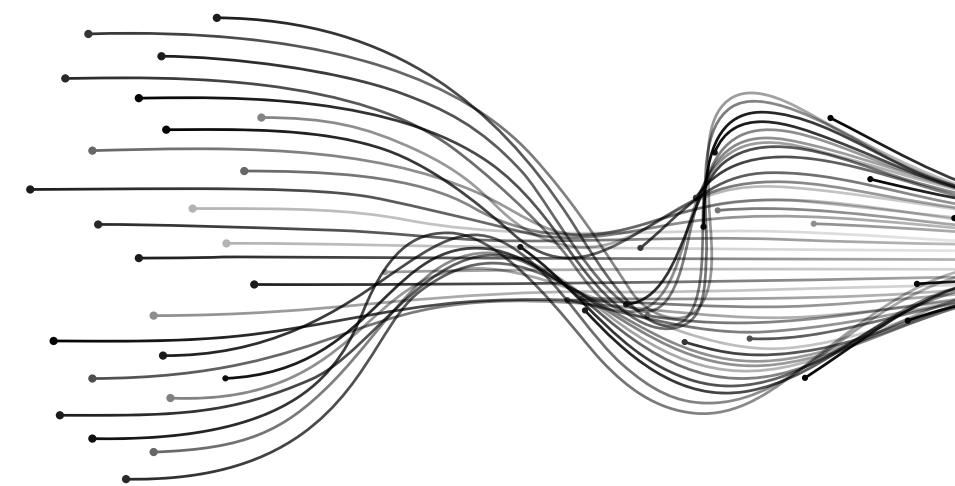
WEBINARS

Create a highly interactive digital event to reach a specific target, relying on our expertise to promote the event. *More at page 11*



SPONSORSHIP ON LINKEDIN

ipcm® offers you the opportunity to sponsor organic posts to be published on our LinkedIn channels, that is, the ipcm® Company Page and the myIPCM Coatings Community group. *More at page 15*



join myIPCM communities



company page: ipcm® international paint&coating magazine

groups: mylpcm Coatings Community & mylpcm Grupo de Pintura Industrial



@myipcm

the digital world of ipcm® in numbers



AV. YEARLY VISITORS
44,782

SOURCE: Google Analytics 4



AV. YEARLY PAGE IMPRESSIONS
236,147

SOURCE: Google Analytics 4 + issuu.com



YEARLY DIGITAL MAGAZINES IMPRESSIONS
119,352

SOURCE: issuu.com

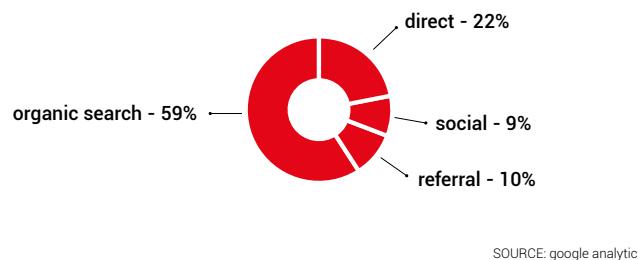


DATABASE AUDIENCE
+43k direct contacts



SOCIAL MEDIA AUDIENCE
+23k followers & group members

ACQUISITION CHANNELS



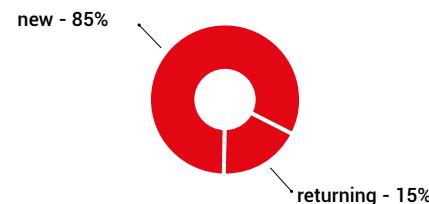
1. Italy
2. United States
3. Germany
4. Spain
5. France
6. India
7. Ireland
8. United Kingdom
9. Poland
10. Brazil

DIGITAL USERS BY COUNTRY



SOURCE: issuu.com

VISITORS



SOURCE: google analytics



WEBSITE

The invoice will be issued in € according to the €/USD exchange rate on the invoicing date.

Showcase your products to the visitors of our website through our display and content advertising options.

Provide customers and prospects with all the information they need about your business and products through your company profile within the ipcmPedia Directory.

Please note: Data collection and all our digital advertising activities are carried out with Google Analytics 4 and Google Ad Manager, in compliance with the latest privacy and data protection policies.

CONTENT AND DISPLAY ADVERTISING

Best for Brand Awareness and for brief and direct call to actions

DISPLAY ADVERTISING

LEADERBOARD IN HOMEPAGE

728x90 px

Format: JPEG, GIF, PNG

Max. animation time: 10 seconds

Max. weight: 1MB

Positions: 2

Duration: 1 month

PRICE: \$ 660.00

Best for in depth content, product launches, product presentation

CONTENT ADVERTISING

ADVERTORIAL IN HOMEPAGE

1000x667 px

Format: JPEG, PNG

Teaser: 500 characters
(spaces included)

Landing Page: 6000 characters
(spaces included) + 5 pictures,
possibility to embed a video

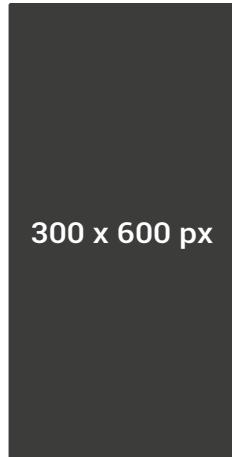
Positions: 2

Duration: 1 month

PRICE: \$ 2,200.00

DISPLAY ADVERTISING
Best for Brand Awareness and for brief and direct call to actions

HALF-PAGE AD IN HOMEPAGE + NEWS



300 x 600 px

Format: JPEG, GIF, PNG
Max. animation time: 10 seconds
Max. weight: 1MB
Positions: 1
Duration: 1 month
PRICE: \$ 770.00

FULL BANNER IN HEADER visible in all sections

468x60 px

Format: JPEG, PNG, GIF
Max. animation time: 10 seconds
Max. weight: 1MB
Positions: 1
Duration: 1 month
PRICE: \$ 825.00

DISPLAY ADVERTISING

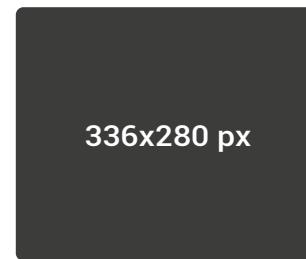
Best for Brand Awareness and for brief and direct call to actions

AVERAGE IMPRESSIONS & CLICKS OF THE WEBSITE ADVERTISING

DISPLAY ADVERTISING	impressions	12,954 per month
	clicks	20 per month
CONTENT ADVERTISING	landing page impressions	36 per month
	homepage impressions	2,263 per month

SOURCE: google analytics and google AD manager

LARGE RECTANGLE IN MAGAZINES INDEX SECTION



336x280 px

DISPLAY ADVERTISING

Best for Brand Awareness and for brief and direct call to actions

Format: JPEG, GIF, PNG
Max. animation time: 10 seconds
Max. weight: 1MB
Positions: 1
Duration: 1 month
PRICE: \$ 440.00

DIRECTORY & SEARCH ENGINE

ipcm®pedia is a large, constantly evolving pool of information in the field of paints and coatings, process technologies, events, market news, insights and analysis powered by a powerful search engine. **ipcm®pedia** is also a large directory of companies, products and information on the surface treatment industry.

3 reasons to join the ipcm®*pedia* directory

- Get a link to your ipcm®pedia profile on your company's news and press releases.
 - Make your brand visible on the search engine results page when a user searches for information using keywords relevant to your business.
 - Maximise your digital visibility within the surface treatments industry on a global scale.

5 languages available*



*we provide English and Italian. Other languages should be provided by the customer itself.

standard profile: contact info + company description (max. 150 words) + category index + up to 10 keywords + logo

495.00 \$/year

 Search in this site...

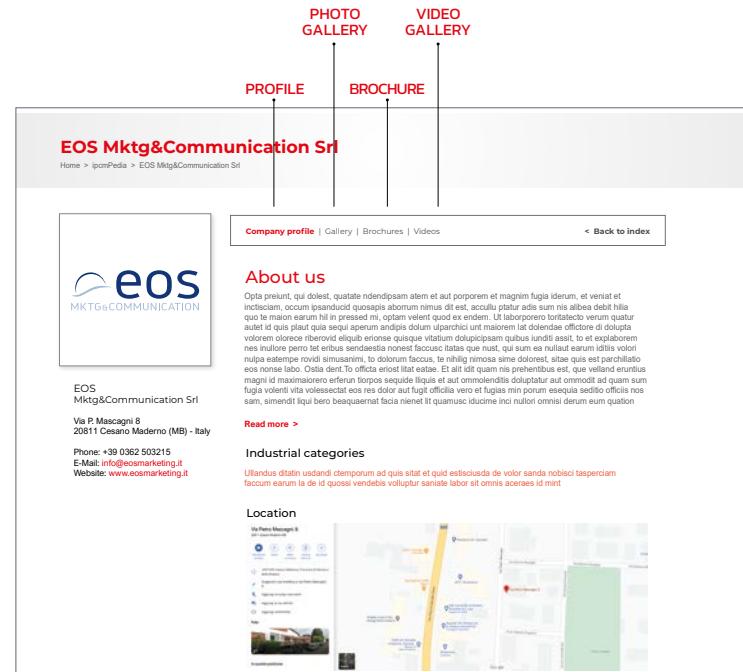
All pages

All pages

ipcmPedia

Exhibitions

News



top profile: contact info + company description (max 700 words) + category index + up to 20 keywords + brochure gallery (up to 6 pdfs) + photo gallery (up to 12 pictures) + video gallery (up to 3 videos already uploaded on YouTube)

990.00 \$/year



NEWSLETTERS

Reach your target with the content and display advertising options available on our Monthly RoundUp and Out Now newsletters.

TARGET READERS



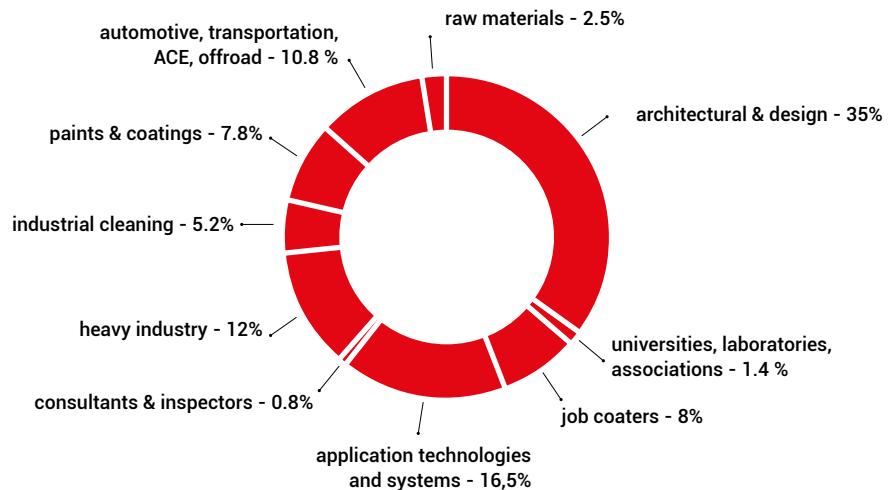
purchase
managers

technical & production
managers

quality
managers

R&D
managers

SECTOR READERSHIP



GEOGRAPHICAL BREAKDOWN

Europe	57%	South America	15%
Middle East	4%	Africa	2%
North America	12%	Asia - Pacific	10%

MONTHLY ROUNDUP

The ipcm monthly roundup reports the most important news published on www.myipcm.com.

It gives fast access to the latest and greatest of the surface finishing world.

With a delivery rate of 98% and a CTOR that can reach 13%, you can be sure that your content will reach a truly interested audience.

Circulation: 7,420 ± 5% Editions:  

DISPLAY ADVERTISING

BANNER TOP 1, 2 or 3

Format: Jpeg, PNG (static view)
Resolution: 180x80 pixel
Maximum weight: 50 kB
Link to Customer's web page/landing page

PRICE: \$ 275.00

CONTENT ADVERTISING

BANNER LARGE

Format: Jpeg, PNG (static view)
Resolution: 500x80 pixel
Maximum weight: 100 kB
Link to Customer's web page/landing page

PRICE: \$ 440.00

The invoice will be issued in € according to the €/USD exchange rate on the invoicing date.

ipcm monthly roundup
INTER-INDUSTRIAL FINISHING MAGAZINE

Best for in dept content, product launches, product presentation

ADVERTNEWS

Format: Jpeg, PNG Resolution: 140x140 pixel Maximum weight: 300 kB
Teaser: 300 characters (spaces included)
2 links available (picture and CTA button): Customer's web page and/or landing page on myipcm.com
Landing page on myipcm.com: 3000 characters (spaces included) + 3 pictures

PRICE: \$ 495.00 (+ landing page \$ 935.00)

Best for in dept content, product launches, product presentation

CONTENT ADVERTISING

ADVERTORIAL TOP

Format: Jpeg, PNG Resolution: 620x330 pixel Maximum weight: 200 kB
Teaser: 300 characters (spaces included)
2 links available (picture and CTA button): Customer's web page and/or landing page on myipcm.com
Landing page on myipcm.com: 3000 characters (spaces included) + 3 pictures

PRICE: \$ 880.00 (+ landing page \$ 1,320.00)

TEXT AD 1 or 2

Title + Teaser (300 characters - spaces included)
1 link available (CTA button): Customer's web page or landing page on myipcm.com
Landing page on myipcm.com: 3000 characters (spaces included) + 3 pictures

PRICE: \$ 385.00 (+ landing page \$ 825.00)

BANNER TOP **BANNER TOP** **BANNER TOP**

ipcm monthly roundup

SEPTEMBER 2021

ADVERTORIAL TOP

Highest Level of Cleanliness for Hydraulic Components

In hydraulic systems, cleanliness plays an enormous role in equipment quality, reliability and lifespan. To cater to both the quantitative and qualitative requirements, a single-chamber aqueous cleaning machine from Maxcon offers two ultrasonic frequencies.

[Learn more](#)

ADVERT NEWS

Take Control of Your Powder Coating Process

Enhance productivity and maximize your product quality with Maxcon's HDLV powder coating equipment. The powder spray system offers a wide range of benefits including: precise coating uniformity, tight control of the coating process yields repeatable results, and reduced energy consumption which maximizes volume and productivity. No-dust HDLV dense phase technology means greater control, bigger savings!

[Learn more](#)



Sherwin-Williams's Improved Moisture Cure Urethane Protects Military Equipment

[Keep reading](#)

ADVERTORIAL LARGE

CIE is a leader in engineering, fabrication, and installation of Zinc Liquid Discharge plants for metal finishing facilities, creating wastewater treatment into a valuable resource for a Top Water Recovery, reducing costs associated with water consumption and reducing the impact on the environment.

[Learn more](#)



Sherwin-Williams's Improved Moisture Cure Urethane Protects Military Equipment

Sherwin-Williams has launched a new urethane designed to facilitate application in high humidity and other harsh environments.

[Keep reading](#)



Vantablack To Be Used for the First Time in a Digital Colour Grading Facility

Vantablack coating technology creators, Surrey Nanosystems, announced that they will install the first Vantablack lights absorbing wall at their A5 digital colour grading facility in Oxfordshire.

[Keep reading](#)

TEXT AD

ipcm monthly roundup

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[Learn more](#)



STATISTICS

July 2024 - July 2025

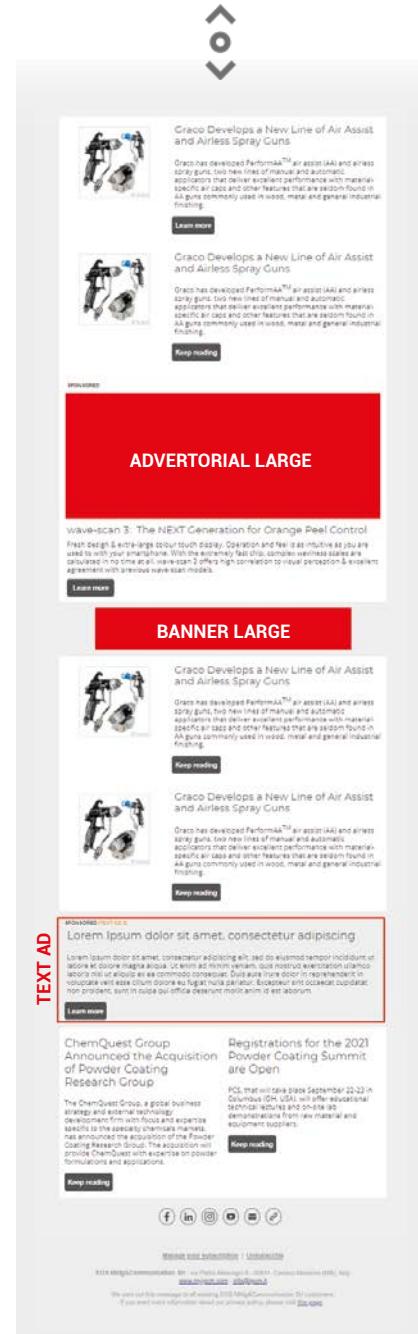
AVERAGE DATA	ENGLISH VERSION	ITALIAN VERSION
Open rate	40%	32%
Click rate	5%	3%
CTOR	13%	8%
Unsubscribe rate	0.17%	0.2%
Delivery rate	97%	99%
Recipients	4054	3366

source: mailup

DEADLINES

No.	MONTH	MATERIAL	RELEASE
1	January	19.12.2025	week 2
2	February	16.01.2026	week 6
3	March	13.02.2026	week 10
4	April	13.03.2026	week 15
5	May	16.04.2026	week 19
6	June	14.05.2026	week 23

No.	MONTH	MATERIAL	RELEASE
7	July	18.06.2026	week 28
8	August	16.07.2026	week 32
9	September	05.08.2026	week 36
10	October	17.09.2026	week 41
11	November	15.10.2026	week 45
12	December	13.11.2026	week 49



NOTE: reports featuring the overall newsletter performance + specific stats for the advertising are provided

OUT NOW

The invoice will be issued in € according to the
€/USD exchange rate on the invoicing date.

ipcsm® out now
INTERNATIONAL PAINT&COATING MAGAZINE

Every magazine of the ipcsm® world has a digital version: we release each edition with its own dedicated newsletter.

It is the perfect digital mean to promote you brand within the global market.

Editions:    

DISPLAY ADVERTISING

Best for Brand Awareness and
for brief and direct call to actions

MEDIUM RECTANGLE

Format: Jpeg, PNG (static view)

Resolution: 180x80 pixel

Maximum weight: 50 kB

PRICE: \$ 550.00

RECTANGLE

Format: Jpeg, PNG (static view)

Resolution: 360x80 pixel

Maximum weight: 50 kB

PRICE: \$ 1,100.00

source: mailup

MAGAZINE	OPEN RATE	CLICK RATE	CTOR	UNSUBSCRIBE RATE	DELIVERY RATE	RECIPIENTS
ipcsm International Paint&Coating Magazine	34%	5%	14%	0.24%	98%	8765
ICT Industrial Cleaning Technologies	34%	5%	15%	0.4%	97%	4485*
Corrosion Protection	40%	5%	12%	0.34%	97%	6757
Iberica/ LatinoAmerica	35%	6%	18%	0.08%	98%	3043**

* it refers to ICT stand-alone newsletter ** the mailing list includes international sector players

STATISTICS

DEADLINES

ipcsm	Iberica/Latino America			Corrosion Protection			ICT		
ISSUE No.	MATERIAL	RELEASE	ISSUE No.	MATERIAL	RELEASE	ISSUE No.	MATERIAL	RELEASE	
97	09.01.2026	week 4	41/53	06.02.2026	week 8	13	16.01.2026	Week 5	
98	13.03.2026	week 14	42/54	20.05.2026	week 22	14	20.04.2026	Week 18	
99 + ICT	12.05.2026	week 22	43/55	07.08.2026	week 35	15	17.07.2026	Week 31	
100	13.07.2026	week 30	44/56	20.11.2026	week 49	16	12.10.2026	Week 43	
101	14.09.2026	week 39				29	13.02.2026	week 9	
102 + ICT	16.11.2026	week 48				30	11.09.2026	week 39	



RECTANGLE



**MEDIUM
RECTANGLE**



ipcsm® International Paint&Coating Magazine
n. 71 | Settembre-Ottobre 2021



ipcsm® International Paint&Coating Magazine
n. 71 | Settembre-Ottobre 2021

Essere nel settore del trattamento delle superfici significa arrivare all'essenza di un oggetto. Nessun altro settore industriale ha un'influenza così vasta che spazia da mobili, elettrodomestici, caloriferi, stendibiancheria a reattori nucleari, aeromobili, treni, pale escavatrici, fino a tacchi per le scarpe, strumenti chirurgici, viti e bulloni, tappi per i profumi in un turbinio straordinario di superfici, colori, effetti, texture e funzionalità. È più facile cogliere la vastità del mondo dei trattamenti superficiali se pensiamo che la finitura rappresenta per un oggetto la sua interfaccia con il mondo. Un'interfaccia che può essere funzionale, per consentire a un oggetto di svolgere compiti aggiuntivi rispetto a quello primario per cui è stato progettato: protettiva per allungarne la vita utile e diminuire la necessaria manutenzione; estetica per soddisfare la voglia di bellezza o, ancora, emozionale per catturare l'attenzione e rendere un prodotto desiderabile. Questa edizione di Settembre/Ottobre di ipcsm come da tradizione contiene un **focus sulle innovazioni nelle finiture applicate al design e all'architettura metallica**. Un numero contenente di ispirazioni, di tanti articoli ad effetto "wow!" per gli addetti ai lavori, di tante innovazioni nel settore della chimica.

[Sfoglia la rivista](#)



Collezione Patina® Ceramic: il viaggio onirico di Adapta lungo i colori della Via della Seta



Nell'arredamento outdoor



Rivestimento superficiale

NOTE: reports featuring the overall newsletter performance
+ specific stats for the advertising are provided

DEM & WEBINARS

The invoice will be issued in € according to the €/
USD exchange rate on the invoicing date.



DIRECT EMAIL MARKETING – **ipcm®** targeted database

DIRECT EMAIL MARKETING is a format for email-based campaigns in which standalone advertisements or a technical content are sent to a targeted list of recipients.

The list of recipients is selected directly by the customer from our database of over 43,000 international contacts in the field of surface technology. The database contains both end-users and industry players, and contacts are organized according to specific product categories, geographical location, professional role and key interests, which allows to select the right audience according to the communication purposes.

Cost per contact ranges from 0.55 to 1.10 \$ depending on the number of contacts included in the target audience (minimum cost: \$ 550.00).

The cost includes:

- template design (if not supplied by the customer)
- translations (if needed) EN>IT, IT>EN, ES>IT, IT>ES
- email campaign to be sent twice (at a distance of 2-3 weeks)
- professional and reliable platform (mailup)
- performance report



WEBINARS

A **WEBINAR** is an event or an educational session held virtually which is attended exclusively by an online audience. It is a form of one-to-many communication: a presenter can reach a large and specific group of online viewers from a single location. Despite being a digital event, it can be highly interactive thanks to chat, polls, surveys, call-to-actions and QAs.

ipcm® offers two different kinds of webinars:

- 1) **Sponsored Webinar:** **ipcm®** is the organizer and chairman but topic, content and target audience are decided by the sponsor;
- 2) **Multi-Sponsored Webinar:** **ipcm®** is the organizer and chairman and there are different companies presenting their product/technologies within a general content frame.

For the promotion of webinars we can count on a constantly updated database of over 43,000 direct contacts, organized according to specific product categories, geographical location, professional role and key interests, that allows us to select the right audience according to the topic of each webinar.



myFAIR WEB APP

my **fair**
an ipcm app

The most important industry events at your fingertips: **myfair.ipcm.it**

web app visits: 6,100 (August, 2024- August, 2025 - SOURCE: Google Analytics 4)

myFAIR is a free web app that can be accessed from **both desktop and mobile devices**, which allows you to stay up-to-date with the most relevant events for the surface treatment sector. myFAIR also provides the opportunity to **promote your brand** to a highly specialised target group.

Why a web app?

Today's world is marked by sudden and unpredictable changes and moving at a rapid pace towards an increasingly digital ecosystem. This led us to rethink our annual Trade Show Calendar, listing the main events to be held in the surface treatment industry. We chose to better meet the sector's need by approaching our calendar in a new way and transforming what was previously a digital and printed brochure into a web app accessible from any device.

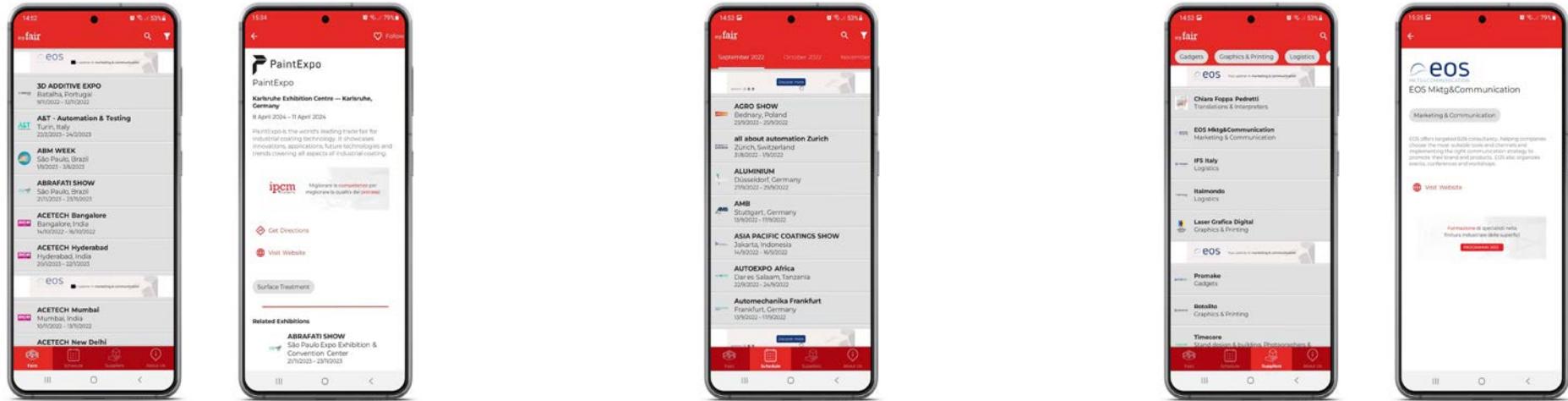
Advantages of the myFAIR web app

It can be quickly accessed via a link, both from desktop and mobile, with any operating system. It does not require downloading from the store nor does it require you to register. You can add a shortcut in the smartphone menu making access to the app quick and easy.



myFAIR features

myFAIR is an up-to-date and highly interactive tool at the service of professionals in the surface treatment industry (and beyond) for the organisation of their trade fair agenda, both as exhibitors and visitors. Through the myFAIR web app, users can browse, filter, add to favourites, trigger alerts, and get up-to-date information on the world's most important events relevant or dedicated to the industrial finishing sector.



Fairs section

The Fairs section shows all trade fairs in alphabetical order. The list can be filtered by country and category. It is also possible to type the name of an exhibition directly into the search bar for even faster access to information on a particular event. Tapping on the name of a trade fair takes the user to the specific tab for that event, with up-to-date information on dates, location, focus, and website. From here, it is also possible to get directions to the event location directly on Google Maps and add the trade fair to favourites, in order to receive alerts in case of new updates. There is also a list of related trade fairs by sector.

Schedule section

The Schedule section allows filtering the trade fairs by month and year. This is an easy way to organise one's schedule on a monthly basis and check which exhibitions are going to be held in a particular month with a few touches. Here, too, it is possible to apply additional country and product category filters.

Suppliers sections

The Suppliers section presents a list of suppliers of various services that revolve around the world of trade fairs: from catering to stand construction, from translations to hostess and steward services, from communication to digital printing, from gadget creation to logistics. Companies can be filtered according to the services offered and a simple tap takes the user to a detailed tab with the main contact information.

advertising options

The invoice will be issued in € according to the €/USD exchange rate on the invoicing date.

Are you attending a fair or are you interested in targeting those who are attending it?

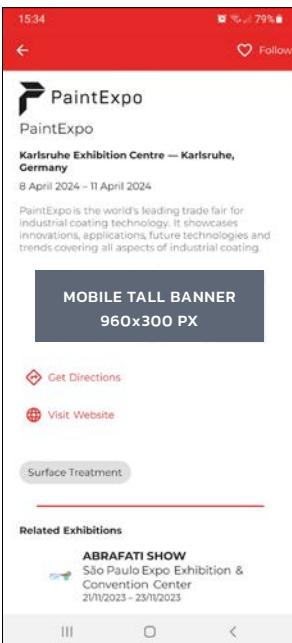
Are you a fair organizer? Exploit the **display advertising options** available within the app!

MOBILE TALL BANNER

Format: jpeg, png, gif

Resolution: 960x300 px
(min. res.: 300x100 px)

Where it appears: Fair detail,
suppliers profile
Positions: 3 (in rotation)
Duration: 1 month
PRICE: \$ 880



MOBILE INTERSTITIAL

Format: jpeg, png, gif

Resolution: 960x1440 px
(min. res.: 320x480 px)

Where it appears: Transition from
fair detail to fair list
Positions: 3 (in rotation)
Duration: 1 month
PRICE: \$ 990

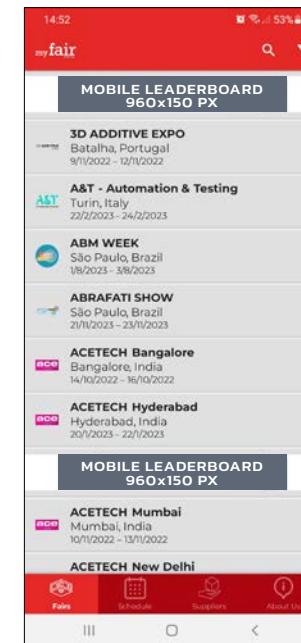


MOBILE LEADERBOARD

Format: jpeg, png, gif

Resolution: 960x150 px
(min. res.: 320x50 px)

Where it appears: Fairs list
Positions: 3 (in rotation)
Duration: 1 month
PRICE: \$ 1,100



Are you a service provider for exhibitors and fairs?

Promote your services and brand by creating your
company profile within the **Suppliers section** of the app.

SUPPLIER PROFILE

Format: Logo, description, link

Duration: 1 year

PRICE: \$ 792





SPONSORSHIP ON LINKEDIN

Social media is becoming increasingly important for branding and promotion. ipcm® offers you the opportunity to sponsor organic posts to be published on our LinkedIn channels, that is, the ipcm® Company Page and the myIPCM Coatings Community group. We will also act as ambassadors to promote your content directly to our LinkedIn connections by sharing your sponsored posts on our personal accounts. If, instead, you prefer display advertising, we put at your disposal the header banner of our myIPCM Coatings Community group, updated daily and with a membership of over 12k professionals.

Why sponsoring a post?

- To market your own content via the consolidated ipcm® LinkedIn channels
- To potentially reach a specialized audience and do lead generation within the ipcm® community
- To leverage the ipcm® brand and authority for a high target penetration
- To increase your brand's reach

The invoice will be issued in € according to the €/
USD exchange rate on the invoicing date.

HEADER BANNER OF THE myIPCM COATINGS COMMUNITY GROUP

Format: 1774x444 px, jpeg or png

Duration: 4 weeks

Audience: professionals in the surface technology industry who have joined
or request to join the group.

Potential Reach*: 12,230 members

* as of August 27, 2025

PRICE: \$ 385,00

No reporting provided



SPONSORED POST

What it is: sponsorship of one organic post that will be published on the ipcm® company Page and the myIPCM Coatings Community group.

Number of posts: 1

Format: Link preview with caption, photo*, video*, pdf document (carousels included)*, caption only*.

* Links can be added to all these formats, as well.

Audience: professionals in the surface technology industry who are followers of the Company Page and/or members of the Group.

Potential Reach*:

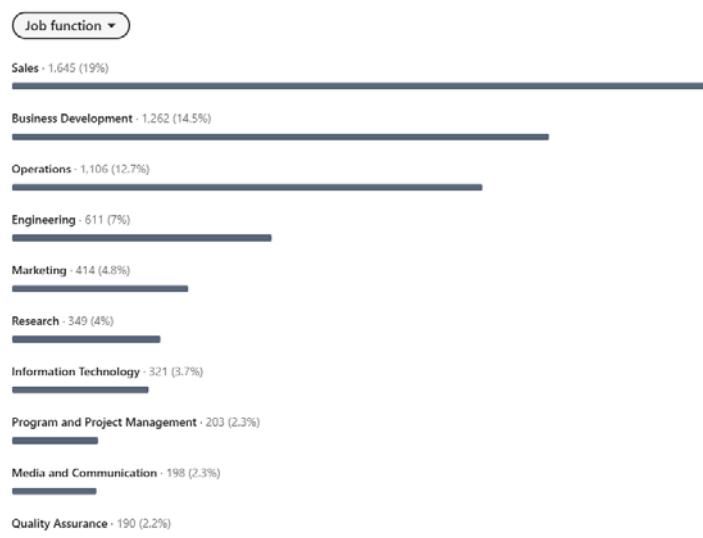
- Company Page: 8,667 followers
- LinkedIn Group: 12,230 members

* as of August 27, 2025

PRICE: \$ 550.00

Content, hashtags and graphics must be provided by the customer. The link embedded in the news will re-direct to the customer's webpage or specific landing Page. A report will be provided one week after publication listing impressions, reactions, comments, shares, clicks, CTR and engagement rate.

AGGREGATED DEMOGRAPHICS OF LINKEDIN MEMBERS WHO FOLLOW OUR PAGE



SPONSORED CAMPAIGN

What it is: sponsorship of a total of 3 organic posts that will be published on the ipcm® Company Page and the myIPCM Coatings Community group over the course of three weeks. Each post will also be shared via the personal accounts of ipcm®'s Editor-in-chief, Editorial Director and CFO.

Number of posts: 3 **Campaign duration:** 3 weeks (1 post/week)

Format: link preview with caption, photo*, video*, pdf document (carousels included)*, caption only*.

* Links can be added to all these formats, as well.

Audience: professionals in the surface technology industry who are followers of the Company Page and/or members of the Group and/or personal connections.

Potential Reach*:

- Company Page: 8,667 followers
- myIPCM Coatings Community Group: 12,230 members
- ipcm® Editor in Chief personal account: 2,185 connections
- ipcm® Editorial Director personal account: 1,228 connections
- ipcm® CFO personal account: 850 connections

* as of August 27, 2025

PRICE: \$ 4,400.00

Content, hashtags and graphics should be provided by the customer. The link embedded in the news will re-direct to the customer's webpage or specific landing Page. Content and/or topic can be the same for all three posts or change with each post. A report will be provided one week after the end of the campaign. The report will list impressions, reactions, comments, shares, clicks, CTR and engagement rate. The report for the shared posts on personal accounts will list the number of views in the feed.



advertising is the real engine
that drives the word of mouth.

for **advertising**,
contact sales@ipcm.it

ipcm[®]
INTERNATIONAL PAINT&COATING MAGAZINE

your unique partner for the
development of your company



my **fair**

an ipcm® app

**The most important industry
events at your fingertips**

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