



ipcm **Latinoamérica**
Revista de pintura y acabado industrial
Revista de pintura e acabamento industrial

ipcm **Ibérica**
Revista de pintura y acabado industrial
Revista de pintura e acabamento industrial

The trade journal about surface treatments and finishing for Spanish and Portuguese speaking markets. A perfect crossmedia distribution: a unique combination of print, newsletter, exhibitions, social media, free digital archive.

2026
MEDIA GUIDE

why

ipcm **Ibérica**
Revista de pintura y acabado industrial
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ipcm **Latino****América**
Revista de pintura y acabado industrial
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Be part of the **ipcm**[®] **Ibérica/** **Latino****América** world!

ipcm[®] is the place-to-be for the
industrial surface treatment industry.



ipcm[®] means keeping up with the surface treatment industry whenever and wherever you want, either you prefer the printed version or the digital one, with quality and authoritative information



ipcm[®] means global distribution and worldwide recognition: it is the only magazine with a registered trademark in Italy, Europe, United Kingdom, USA, Brazil, Mexico, China, and India and boasts an impressive social media reach of over 23k industry professionals and over 119k yearly impressions, spanning from LinkedIn to Instagram, from Facebook to YouTube.



ipcm[®] means free access to an extensive online archive of all its articles published since 2010 to today: no need to pay or to register to the website to stay informed and updated about all the relevant topics in the industry. All articles and advertisements work with do-follow-links.



ipcm[®] means original content and fact checking: our most important USP is our unique and exclusive editorial content: we publish articles we create by travelling worldwide to showcase innovations and technological advances.



ipcm[®] means delivering your content to the most proper decision-makers: the magazine counts on a database of over 43k contacts all over the world, divided into 200 different industry segments. This means that each issue reaches the right person in the right segment.

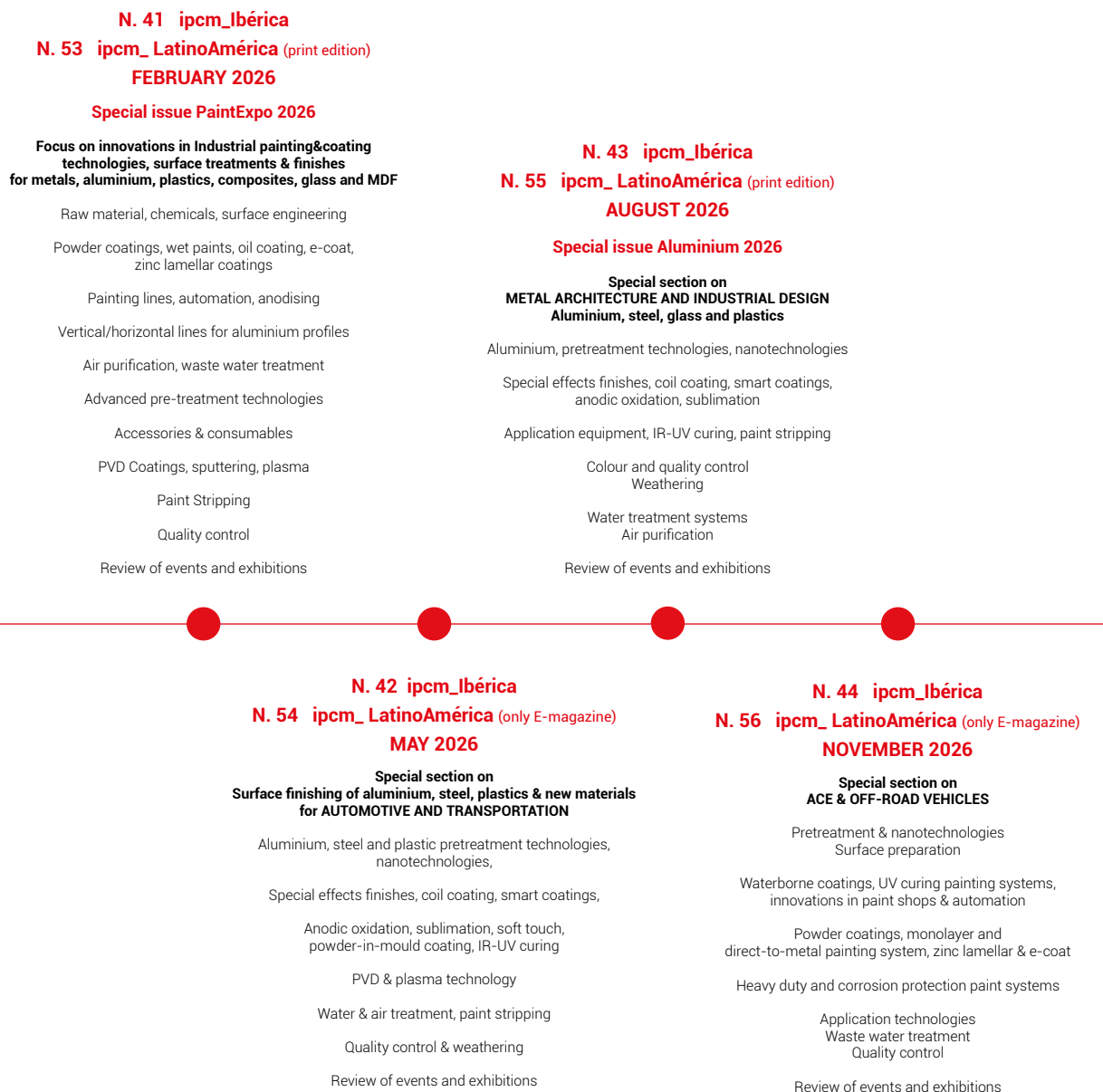


ipcm[®] means lead generation and networking opportunities through its presence to all major trade shows and events within the field and its cooperation with international associations and organizations.

editorial calendar 2026

The present calendar offers a general indication for your advanced planning.
For further information please write to info@ipcm.it.
Events date can change last minute.

* **ipcm®_Ibérica/Latino América** is media partner with own booth or press corner

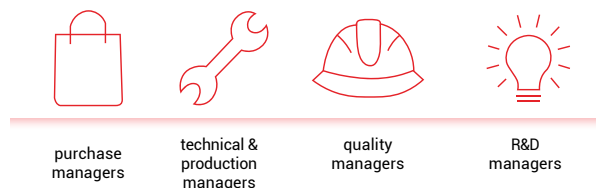


ISSUE	EVENTS	ISSUE	EVENTS
n. 41 ipcm_Ibérica n. 53 ipcm_LatinoAmérica (print edition) FEBRUARY 2026	BIEMH+ Bilbao, ES March 2-6 Feicon/Batimat+ Sao Paulo, BR April 7-10 Distributed at PaintExpo+ Karlsruhe, DE April 14-17 Feimec+ Sao Paulo, BR May 5-9 FabTech Mexico Mexico City, MX May 12-14 Expo Mecanica+ Porto, PT May 29-31	n. 42 ipcm_Ibérica n. 54 ipcm_LatinoAmérica (only E-magazine) MAY 2026	Biobased Coatings Europe+ ES June 2026 Tecma Madrid, ES June 9-11 distribution of the magazine
ISSUE	EVENTS	ISSUE	EVENTS
n. 43 ipcm_Ibérica n. 55 ipcm_LatinoAmérica (print edition) AUGUST 2026	Fesqua+ Sao Paulo, BR September 9-12 Ebrats+ Sao Paulo, BR September 9-12 Ficons+ Pernambuco, BR September 15-18 FIAA Madrid, ES September 22-24 distribution of the magazine Aluminium+ Düsseldorf, DE October 8-10 Fabtech+ Las Vegas, USA October 21-23 Veteco+ Madrid, ES November 10-13 Paint&coatings + Barcelona, ES November 2026	n. 44 ipcm_Ibérica n. 56 ipcm_LatinoAmérica (only E-magazine) NOVEMBER 2026	

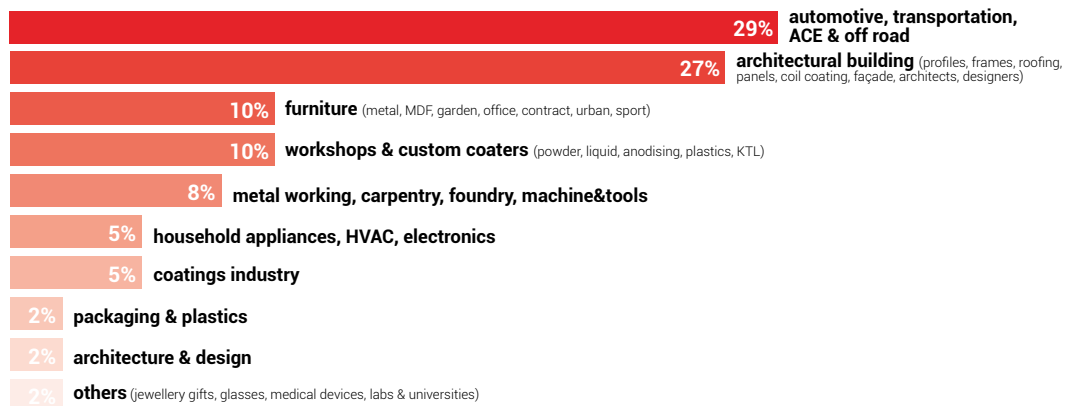
ipcm Ibérica ipcm Latinoamérica circulation

A very loyal readership with one of the highest engagement of the sector

TARGET READERS



SECTOR READERSHIP



print run: 3,500 copies per issue

yearly circulation: 14,000 copies

digital subscribers: 3,043 ± 5%

impressions: 10,985 (July 2024 - July 2025 - SOURCE: issuu.com)

social media reach: thousands of industry professionals via LinkedIn, Instagram, Facebook, of which over 23,300 are direct followers or members

social media engagement (average per issue): CTR: 13,4% - impressions: 627

source of digital readers: 91% embedded links - 9% website

GEOGRAPHICAL BREAKDOWN - PRINTED CIRCULATION

ipcm® Ibérica

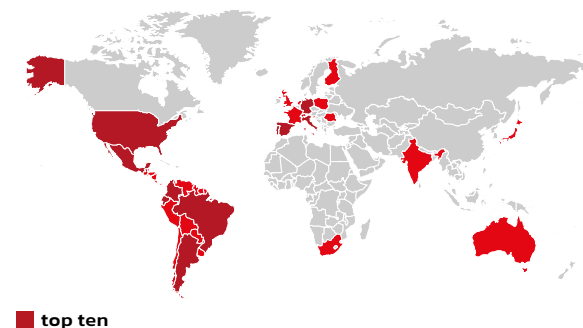
Spain **80%**
Portugal **20%**

ipcm® Latinoamérica

Brazil **30%**
Mexico **50%**
Argentina, Colombia, Venezuela, Chile, Perú **20%**

DIGITAL READERS BY COUNTRY

- Spain
- Brazil
- Portugal
- Mexico
- Italy
- Germany
- United States
- Colombia
- Argentina
- Ecuador



SOURCE: issuu.com

**If you need to
get the word out
about your new
product no one
is better placed
to help you than
 Ibérica/
Latino  América.**

EDITORIAL CONTENT 80% - ADVERTISING 20%

What you can find in each  Ibérica/ Latino  América issue:

Editor's Letter - A personal note from the editor-in-chief, offering insights and reflections on the latest trends, topics, and future directions in the surface treatment industry.

Brand New - Atay up to date with the latest industry news and developments in the surface treatment sector.

Analysis - In-depth market and industry analysis to help you stay ahead of trends and business dynamics.

Focus on Technology - Exclusive content from the ipcm team, visiting companies worldwide to reveal the cutting-edge technologies behind their coating processes.

Highlight of the Month - Interviews and key updates from the month, spotlighting companies and their latest offerings.

Advancements - Take a closer look at the latest technological innovations and advancements driving the industry forward.

Road to 2050 - Explore the path to sustainability with insights into how the surface treatment industry is adapting for the future.

Success Stories - Discover the inspiring success stories of companies that have achieved excellence in surface treatment.

Market Close Up - A closer examination of market segments and areas.

Research Breakthrough - Discover the latest academic and university research making waves in surface treatment technologies.

How It's Coated - A behind-the-scenes look at the processes and techniques used to coat a variety of surfaces, from start to finish.

Colour Study - An exploration of the history, origins, uses, and meanings behind colours that shape the world of surface finishing.

Meeting the Industry - A deep dive into key industry events and trade shows, with comprehensive reviews and insights.

advertising **rates** 2026

PROGRESSIVE DISCOUNT →

	1 TIME	2 TIMES	3 TIMES	4 TIMES
1 st coverpage (front cover)	\$ 5,644.00	\$ 5,212.00	\$ 4,932.00	\$ 4,640.00
2 nd coverpage (inside front cover)	\$ 3,357.00	\$ 3,079.00	\$ 2,946.00	\$ 2,814.00
1 st right hand (page 3)	\$ 3,535.00	\$ 3,241.00	\$ 3,101.00	\$ 2,962.00
3 rd coverpage (inside back cover)	\$ 3,357.00	\$ 3,079.00	\$ 2,946.00	\$ 2,814.00
4 th coverpage (back cover)	\$ 4,686.00	\$ 4,421.00	\$ 4,288.00	\$ 3,986.00
insert (double page - heavy paper)	\$ 5,363.00	\$ 4,952.00	\$ 4,686.00	\$ 3,986.00
page opposite to the Editor's Letter	\$ 3,357.00	\$ 3,079.00	\$ 2,946.00	\$ 2,814.00
page opposite to the contents	\$ 3,357.00	\$ 3,079.00	\$ 2,946.00	\$ 2,814.00
internal full page	\$ 2,962.00	\$ 2,747.00	\$ 2,607.00	\$ 2,415.00
1/2 page	\$ 1,767.00	\$ 1,627.00	\$ 1,488.00	\$ 1,399.00
1/4 page	\$ 1,056.00	\$ 955.00	\$ 916	\$ 826.00
double page	\$ 4,686.00	\$ 4,421.00	\$ 4,288.00	\$ 3,986.00
double 1/2 page	\$ 3,381.00	\$ 3,101.00	\$ 2,860.00	\$ 2,669.00
double 1/4 page	\$ 2,034.00	\$ 1,907.00	\$ 1,691.00	\$ 1,525.00

GRAPHIC DESIGN RATES (available upon request)

FULL PAGE	\$ 1,100.00	1/2 PAGE	\$ 660.00
1/4 PAGE	\$ 440.00		

all rates are valid up to **31.12.2026**.

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

ipcm[®]
INTERNATIONAL PAINT&COATING MAGAZINE

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Via Mascagni, 8
20811 Cesano Maderno (MB) - Italy
tel. +39 0362.503215
fax. +39 0362.1794768
www.eosmarketing.it
info@eosmarketing.it

subscription rates 2026

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(click on 'magazines' in the main menu,
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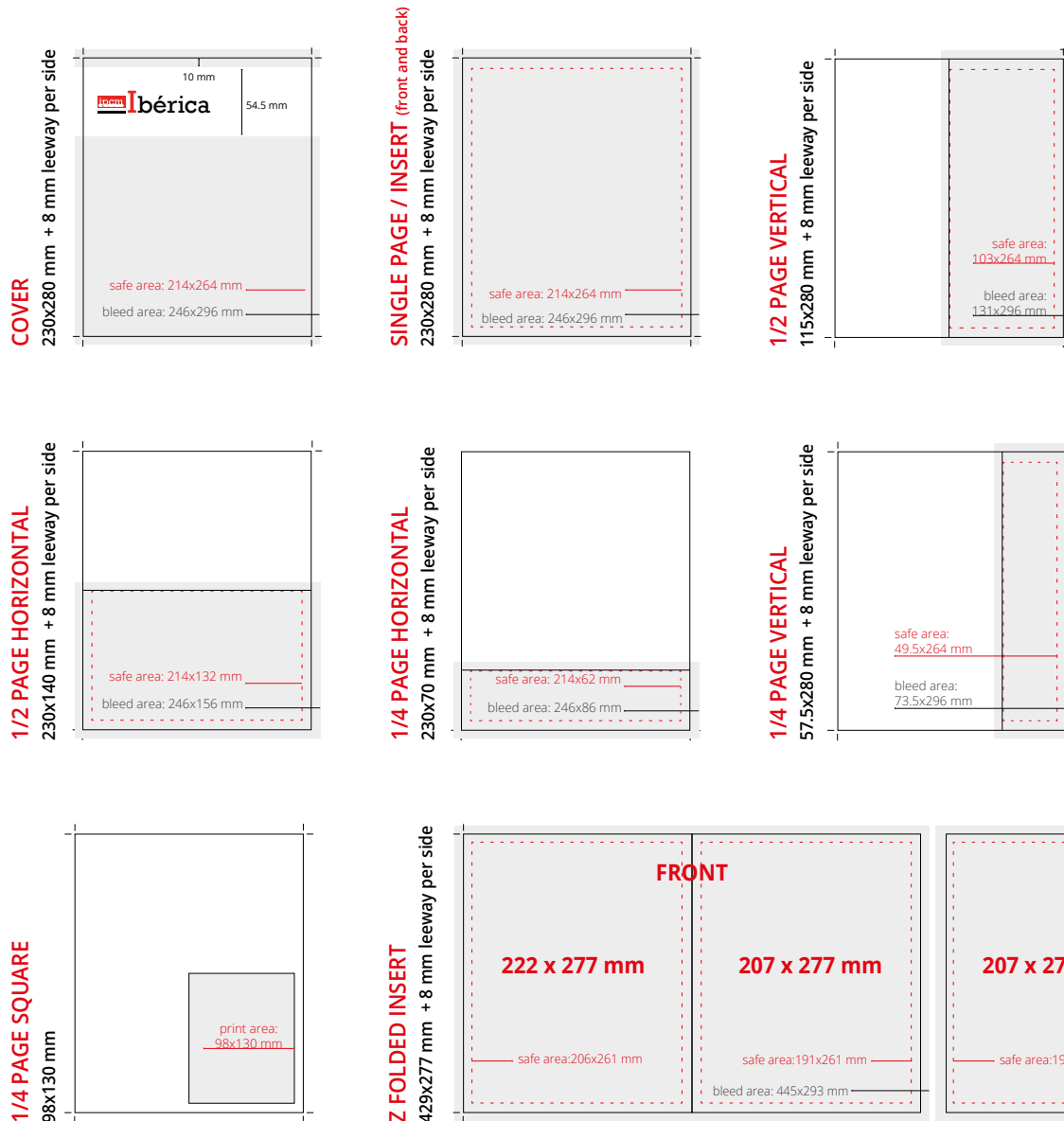
size

230 mm width x 280 mm height

website

www.myipcm.com

advertising formats & deadlines



- crop marks must be included in the graphic file
- all graphic elements that must not be cut off must be placed in the safe area far enough away from the edge (min 8 mm) to ensure accurate cutting and avoid unintended white edges
- file format must be 300 dpi Adobe PDFs, all photos and fonts embedded, CMYK for 4C or 2C
- no word processor program files accepted

ISSUE	EDITORIALS	PRINTING MATERIAL	DATE OF PUBLICATION
41 + 53/2026 - Feb	30.01.2026	06.02.2026	16.02.2026
42 + 54/2026 - May	28.04.2026	12.05.2026	27.05.2026
43 + 55/2026 - Aug	27.07.2026	31.07.2026	24.08.2026
44 + 56/2026 - Nov	30.10.2026	16.11.2026	30.11.2026

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Please refer to the "General conditions of sale" agreed upon in the advertising contract.



Founder
Editor-in-Chief

ALESSIA VENTURI
venturi@ipcm.it



Sales
Editorial Office

ILARIA PAOLOMELO
paolomelo@ipcm.it



Founder
Editorial Director
Head of Sales

FRANCESCO STUCCHI
stucchi@ipcm.it



Sales
Editorial Office

MARTINA STUCCHI
mstucchi@ipcm.it



Founder
CFO
ipcm Academy Director

PAOLA GIRALDO
giraldo@ipcm.it



Logistics
Database Manager
Editorial Office

FEDERICO MELIDEO
segreteria@ipcm.it



Head of Editorial Office

MONICA FUMAGALLI
fumagalli@ipcm.it



Junior Digital Specialist
Copywriting

GIULIA GENTILE
gentile@eosmarketing.it



Administration
Media Partnerships Coord.
Account executive

MATTEO SOTTI
sotti@ipcm.it



Events coordinator
Digital specialist

FEDERICA BARISON
barison@eosmarketing.it



Graphics
Layout Specialist

ELISABETTA VENTURI
grafico@ipcm.it



Sales & Editorial Office
for DE, AT, CH, DK, FR, NL, BE

NICOLE KRAUS
kraus@ipcm.it

MAGAZINES

ipcm
INTERNATIONAL PAINT COATING MAGAZINE

ipcm **Latino**
América

ipcm **Ibérica**

CORROSION
PROTECTION

ipcm **INDUSTRIAL**
CLEANING
TECHNOLOGIES

TRADE FAIRS

EOS is the official agency for Italy,
Spain, Portugal, Brazil and Argentina of

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Karlsruhe, Germany

EOS is the official agency for Europe of **FABTECH**

TRAINING COURSES

ipcm® is the official press organ of **ipcm**
academy

EVENTS

workshops | training courses | technical advice & in-house training
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www.eosmarketing.it | info@eosmarketing.it

via mascagni, 8 | 20811 cesano maderno (mb) | italy | tel. +39 0362.503215 | fax +39 0362.1794768

