



The **smart** journal about surface treatments and finishes. A perfect crossmedia distribution:
a unique combination of print, digital, exhibitions, social media, free digital archive.

2026
MEDIA GUIDE

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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

n. 97 JANUARY - FEBRUARY 2026

Special issue PaintExpo 2026

Focus on innovations in industrial painting&coating technologies, surface treatments & finishes

Raw material, chemicals, surface engineering

Powder coatings, wet paints
Coil coating,e-coat, zinc lamellar coatings

Painting lines, automation, anodising

Vertical/horizontal lines for aluminium profiles

Air purification, waste water treatment

Advanced pre-treatment technologies

Accessories & consumables

PVD Coatings, sputtering, plasma

Paint Stripping

Quality control

Review of events & exhibition

n. 99 MAY - JUNE 2026

Special section on surface finishing for AUTOMOTIVE AND TRANSPORTATION INDUSTRIES

Aluminium, steel, and plastic pretreatment technologies, nanotechnologies

Special effects finishes, coil coating, Smart coatings,

Anodic oxidation, sublimation, soft touch, powder-in-mould coating

Application equipment, IR-UV curing, paint stripping

Colour and quality control
Weathering

Review of events & exhibition

n. 101 SEPTEMBER - OCTOBER 2026

Special issue Aluminium 2026

Special section on Innovations in surface treatments and finishes for METAL ARCHITECTURE & DESIGN

Aluminium, pretreatment technologies, nanotechnologies

Special effects finishes, coil coating, smart coatings, anodic oxidation, sublimation

Application equipment, IR-UV curing, paint stripping

Colour and quality control
Weathering

Water treatment systems
Air purification

Sustainability

Review of events & exhibition

n. 98 MARCH - APRIL 2026

Special issue PaintExpo 2026

Focus on innovations in industrial painting&coating technologies, surface treatments & finishes

Raw materials, pigments, chemicals

Surface preparation, shot blasting and shot peening

Powder coatings, liquid paints, zinc-lamellar technology, coil coatings, E-Coat

Painting lines & finishing installations, automation, filtration, water treatment systems and ZLD

Vertical/horizontal lines for aluminium profiles, anodising

Advanced pretreatment technologies, nanotechnologies

Mixing & application equipment

Accessories & consumables

PVD Coatings, plasma technology

Quality control technology

Paint Stripping

Review of events & exhibition

n. 100 JULY - AUGUST 2026

Special edition n. 100

Raw materials, pigments, chemicals

Surface preparation, shot blasting and shot peening

Powder coatings, liquid paints, zinc-lamellar technology, coil coatings, E-Coat

Painting lines & finishing installations, automation, filtration, water treatment systems and ZLD

Vertical/horizontal lines for aluminium profiles, anodising

Advanced pretreatment technologies, nanotechnologies

Mixing & application equipment

Accessories & consumables

PVD Coatings, plasma technology

Quality control technology

Paint Stripping

Review of events & exhibition

n. 102 NOVEMBER - DECEMBER 2026

Special section on Innovations in industrial painting & coating technologies for OFF- ROAD & COMMERCIAL VEHICLES / AGRICULTURAL CONSTRUCTION EQUIPMENT

Pretreatment and nanotechnologies, surface preparation

Waterborne coatings, UV curing painting systems, innovations in paint shops & automation, powder coatings, monolayer and direct-to-metal painting system, zinc lamellar & e-coat

Heavy duty and corrosion protection paint systems

Application technologies

Waste water treatment

Quality control

Sustainability

Review of events & exhibition

media partnership and worldwide exhibitions 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®** is media partner with own booth or press corner

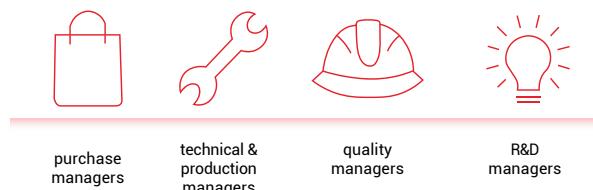
ISSUE	EVENTS	ISSUE	EVENTS	ISSUE	EVENTS	ISSUE	EVENTS	ISSUE	EVENTS	ISSUE	EVENTS
n. 97 JANUARY - FEBRUARY 2026	Paris Packaging Week Paris, FR February 5-6 <i>distribution of the magazine</i>										
	PaintIndia* Mumbai, IN February 19-21		PaintExpo* Karlsruhe, DE April 14-17		iVT Expo* Cologne, DE June 10-11		FABTECH USA* Las Vegas, USA October 21-23		Batimat* Paris, FR September 28 – October 1		The 54th Annual International Waterborne, High-Solids and Powder Coatings Symposium* New Orleans, USA February 2027
	Powder Coating Week* Indianapolis, USA March 2-4		Middle East Coatings Show* Cairo, EG April 14-16		Fastener Fair Italy* Milan, IT June 24-25		Paint&Coating* Milan, Italy, October		Aluminium* Düsseldorf, DE October 6-8		Pulversymposium Dresden Dresden, DE February 2027
	Expo-Surface* Kielce, PL March 24-27		Wire* Düsseldorf, DE April 13-17		Automechanika Frankfurt* Frankfurt, DE September 8-12		EuroBLECH* Hanover, DE October 20-23		ECOMONDO* Rimini, IT November 2026		Surface Design Show* London, UK February 2027
	Eurocoat* Paris, FR March 24-26		Salone del Mobile Milan, IT April 21-26 <i>distribution of the magazine</i>		IAA Transportation Hannover, DE September 15-20				BAU* Munich, DE January 11-15, 2027		
	Coating Korea & Surtech Korea* Incheon, KOR March 25-27		American Coatings Show* Indianapolis, USA May 5-7		Innotrans* Berlin, DE September 22-25						
	Global Industrie* Paris, FR March 30 - April 2		Surface Technology Germany* Stuttgart, DE May 5-7		FIAA* Madrid, ES September 22-24						
	Distributed at PaintExpo* Karlsruhe, DE April 9-12		Packaging Premiere + PCD* Milan, IT May 19-21		Surfair* Biarritz, FR September 22-24						
			ITM Industry Europe* Poznan, PL May 26-29								
			Fabtech Canada* Toronto, CA June 9-11								
			Surface&Coatings* Bangkok, TH June 17-20								
				n. 99 MAY - JUNE 2026		n. 100 JULY - AUGUST 2026		n. 101 SEPTEMBER - OCTOBER 2026		n. 102 NOVEMBER - DECEMBER 2026	

ipcm® circulation

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one of the highest reader engagement
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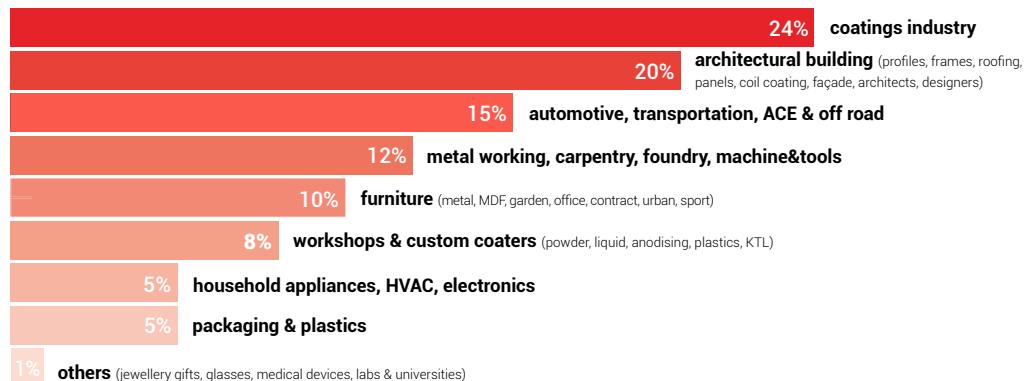
purchase
managers

technical &
production
managers

quality
managers

R&D
managers

SECTOR READERSHIP



print run: 6,000 copies per issue

yearly circulation: 36,000 copies

digital subscribers: 8,765 ± 5%

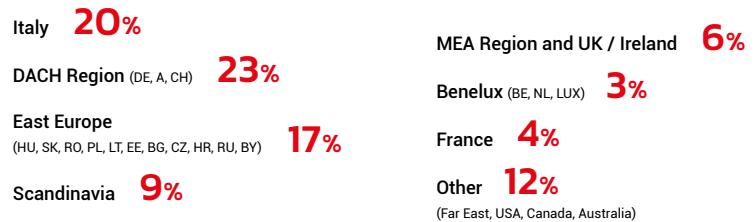
impressions: 119,352 (July 2024 - July 2025 - SOURCE: issuu.com)

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

social media engagement (average per issue): CTR: 2,7% - impressions: 1,160

source of digital readers: 88% embedded links - 12% website

GEOGRAPHICAL BREAKDOWN - PRINTED CIRCULATION



DIGITAL READERS BY COUNTRY

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



■ top ten

SOURCE: issuu.com

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**EDITORIAL 67%, OF WHICH OVER 60% IS
EXCLUSIVE CONTENT, ADVERTISING 33%**

What you can find in each ipcm[®] 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 - Stay 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 - Exclusive interviews and key updates of the month, spotlighting companies and their latest offerings.

Advancements - 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.

Powder Points - Insights into the technology of powder coatings.

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.

Art Within Surfaces - Exploring the artistry and creativity that transform surface treatment into a true form of expression.

Specialized Training - Highlighting expert-led training programmes that develop essential skills for professionals in the surface treatment industry.

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

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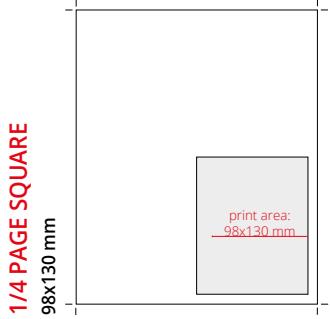
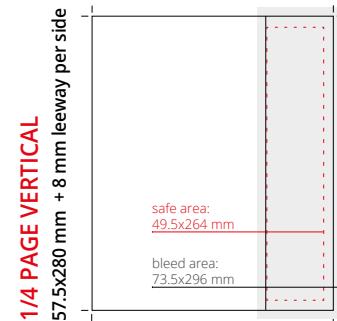
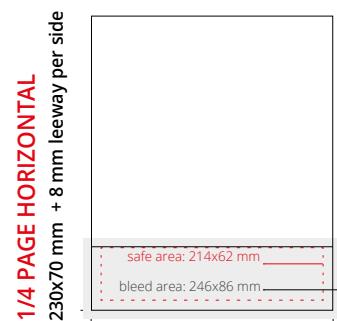
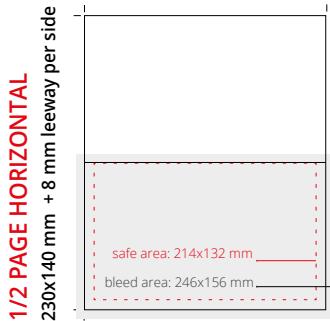
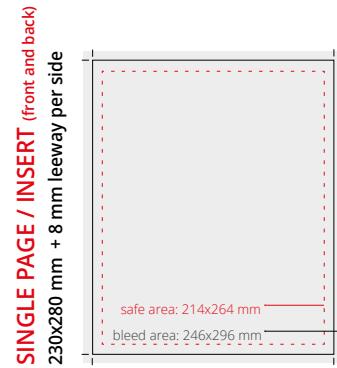
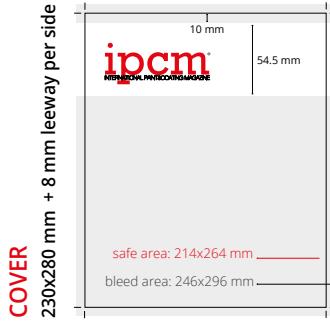
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website

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advertising formats & deadlines

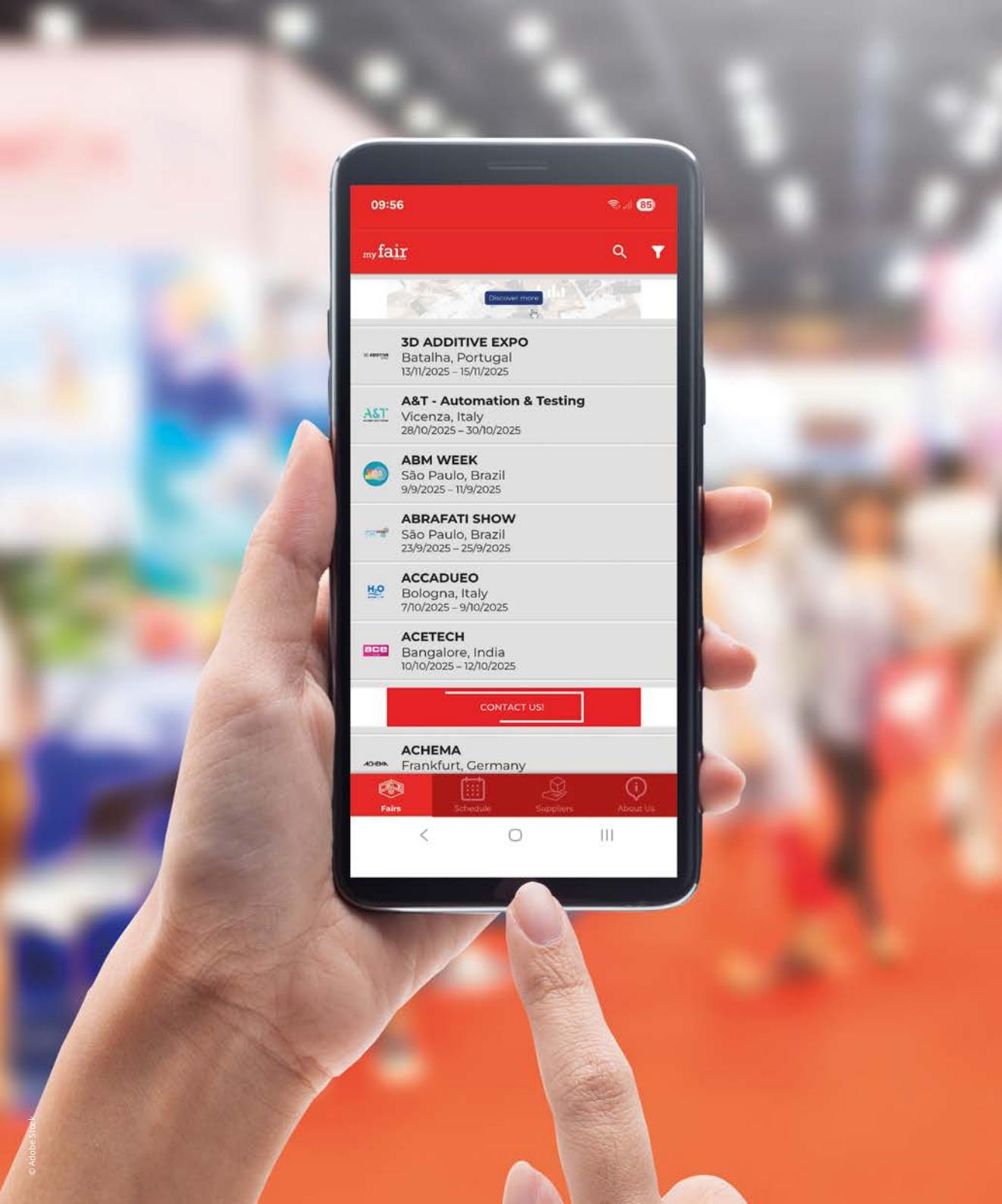


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100/2026 Jul/Aug	25.06.2026	10.07.2026	23.07.2026
101/2026 Sep/Oct	28.08.2026	11.09.2026	22.09.2026
102/2026 Nov/Dec	30.10.2026	13.11.2026	27.11.2026

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