



Revista de pintura y acabado industrial
Revista de pintura e acabamento industrial



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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
Revista de pintura e acabamento industrial

ipcm® LatinoAmérica
Revista de pintura y acabado industrial
Revista de pintura e acabamento industrial

Be part of the **ipcm® Ibérica/ LatinoAmérica** 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 boosts 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

N. 41 ipcml Ibérica

N. 53 ipcml LatinoAmérica (print edition)

FEBRUARY 2026

Special issue PaintExpo 2026

Focus on innovations in Industrial painting&coating technologies, surface treatments & finishes for metals, aluminium, plastics, composites, glass and MDF

Raw material, chemicals, surface engineering

Powder coatings, wet paints, oil 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 and exhibitions

N. 43 ipcml Ibérica

N. 55 ipcml LatinoAmérica (print edition)

AUGUST 2026

Special issue Aluminium 2026

Special section on METAL ARCHITECTURE AND INDUSTRIAL DESIGN
Aluminium, steel, glass and plastics

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

Review of events and exhibitions

N. 42 ipcml Ibérica

N. 54 ipcml LatinoAmérica (only E-magazine)

MAY 2026

Special section on Surface finishing of aluminium, steel, plastics & new materials for AUTOMOTIVE AND TRANSPORTATION

Aluminium, steel and plastic pretreatment technologies, nanotechnologies,

Special effects finishes, coil coating, smart coatings,

Anodic oxidation, sublimation, soft touch, powder-in-mould coating, IR-UV curing

PVD & plasma technology

Water & air treatment, paint stripping

Quality control & weathering

Review of events and exhibitions

N. 44 ipcml Ibérica

N. 56 ipcml LatinoAmérica (only E-magazine)

NOVEMBER 2026

Special section on ACE & OFF-ROAD VEHICLES

Pretreatment & 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

Review of events and exhibitions

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.

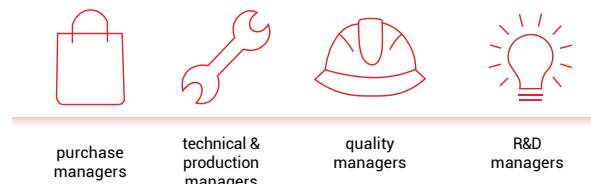
* **ipcm®_Ibérica/Latino América** is media partner with own booth or press corner

ISSUE	EVENTS	ISSUE	EVENTS
n. 41 ipcml Ibérica n. 53 ipcml LatinoAmérica (print edition)	BIEMH* Bilbao, ES March 2-6	Feicon/Batimat* Sao Paulo, BR April 7-10	Biobased Coatings Europe* ES June 2026
FEBRUARY 2026	Distributed at PaintExpo* Karlsruhe, DE April 14-17	Tecma Madrid, ES June 9-11 distribution of the magazine	
	Feimec* Sao Paulo, BR May 5-9	n. 42 ipcml Ibérica n. 54 ipcml LatinoAmérica (only E-magazine) MAY 2026	
	FabTech Mexico Mexico City, MX May 12-14	n. 43 ipcml Ibérica n. 55 ipcml LatinoAmérica (print edition) AUGUST 2026	Expo Mecanica* Porto, PT May 29-31
	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	n. 44 ipcml Ibérica n. 56 ipcml LatinoAmérica (only E-magazine) NOVEMBER 2026	Veteco* Madrid, ES November 10-13
	Paint&coatings * Barcellona, ES November 2026		

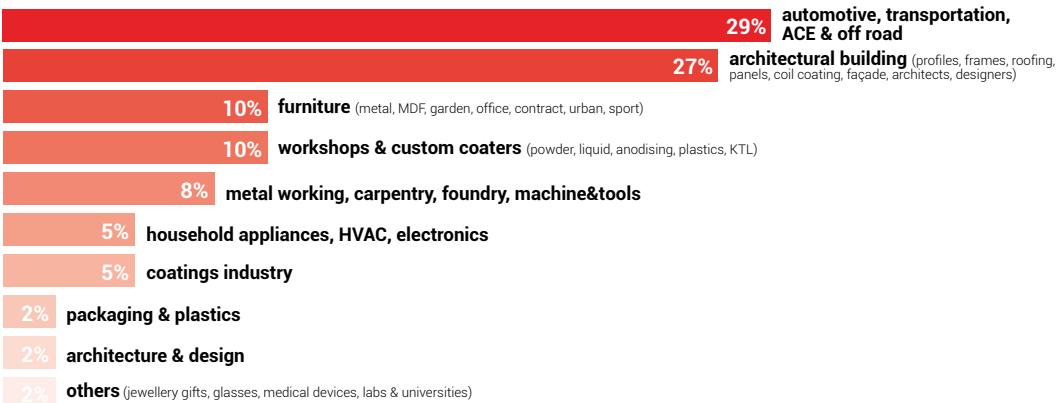
ipcm® Ibérica ipcm® LatinoAmérica circulation

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, Perù **20%**

DIGITAL READERS BY COUNTRY

1. Spain
2. Brazil
3. Portugal
4. Mexico
5. Italy
6. Germany
7. United States
8. Colombia
9. Argentina
10. Ecuador



■ top ten

SOURCE: issuu.com

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

EDITORIAL CONTENT 80% - ADVERTISING 20%

What you can find in each ipcm® Ibérica/LatinoAmérica 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 - 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[®]
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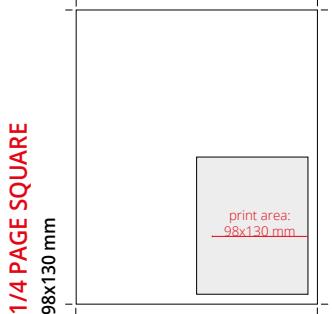
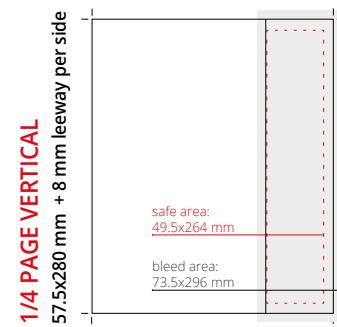
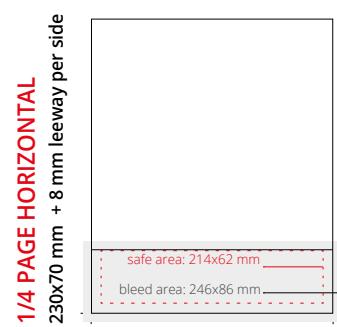
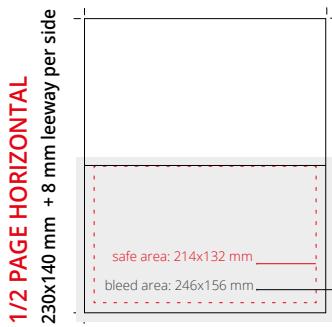
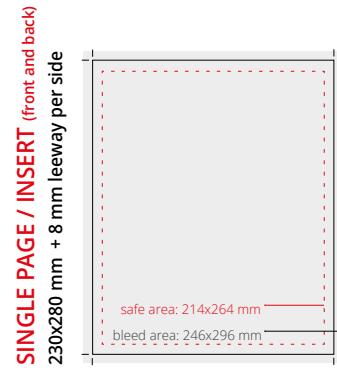
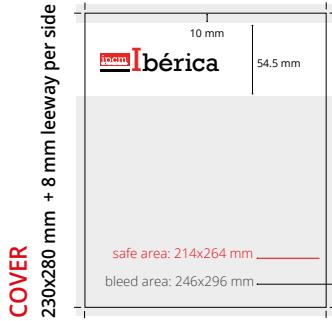
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website

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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