



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**

# Be part of the **ipcm**<sup>®</sup> world!

**ipcm**<sup>®</sup> is the place-to-be for the  
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**ipcm**<sup>®</sup> 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.



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**ipcm**<sup>®</sup> 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.



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**ipcm**<sup>®</sup> 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

Vertica/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 echnologies 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

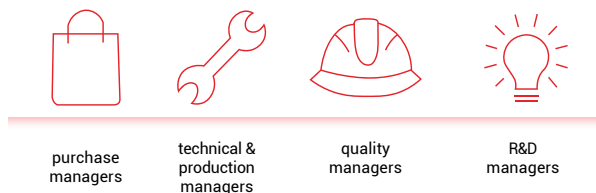
The present calendar offers a general indication for your advanced planning.  
For further information please write to [info@ipcm.it](mailto:info@ipcm.it).  
Events date can change last minute.

\* **ipcm®** is media partner with own booth or press corner

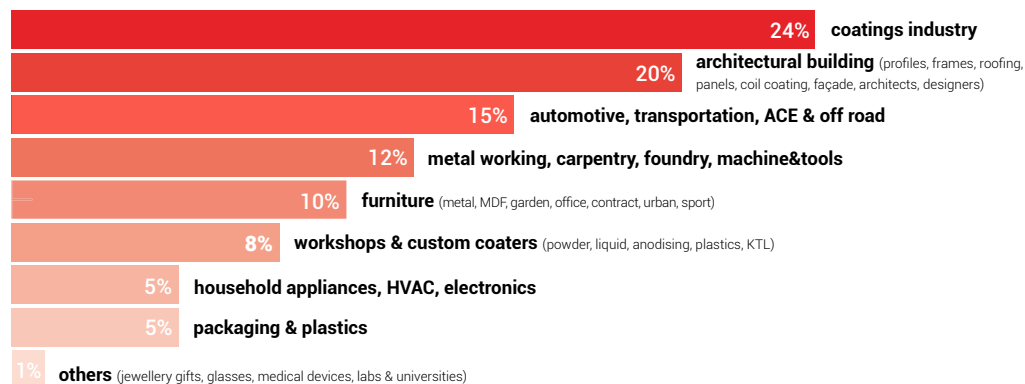
| ISSUE | EVENTS  | ISSUE | EVENTS  | ISSUE | EVENTS   | ISSUE  | EVENTS   | ISSUE  | EVENTS   | ISSUE  | EVENTS  |
|-------|---|-------|---|-------|--|--------|--|--------|--|--------|---|
| n. 97 | <b>Paris Packaging Week</b><br>Paris, FR<br>February 5-6<br><i>distribution of the magazine</i> | n. 98 | <b>PaintExpo*</b><br>Karlsruhe, DE<br>April 14-17   | n. 99 | <b>iVT Expo*</b><br>Cologne, DE<br>June 10-11                      | n. 100 | <b>FABTECH USA*</b><br>Las Vegas, USA<br>October 21-23 | n. 101 | <b>Batimat*</b><br>Paris, FR<br>September 28 – October 1 | n. 102 | <b>The 54<sup>th</sup> Annual International Waterborne, High-Solids and Powder Coatings Symposium*</b><br>New Orleans, USA<br>February 2027 |
|       | <b>PaintIndia*</b><br>Mumbai, IN<br>February 19-21  |       | <b>Middle East Coatings Show*</b><br>Cairo, EG<br>April 14-16                               |       | <b>Fastener Fair Italy*</b><br>Milan, IT<br>June 24-25             |        | <b>Paint&amp;Coating*</b><br>Milan, Italy, October     |        | <b>Aluminium*</b><br>Düsseldorf, DE<br>October 6-8       |        | <b>Pulversymposium Dresden</b><br>Dresden, DE<br>February 2027  |
|       | <b>Powder Coating Week*</b><br>Indianapolis, USA<br>March 2-4                                   |       | <b>Wire*</b><br>Düsseldorf, DE<br>April 13-17   |       | <b>Automechanika Frankfurt*</b><br>Frankfurt, DE<br>September 8-12 |        | <b>EuroBLECH*</b><br>Hanover, DE<br>October 20-23      |        | <b>ECOMONDO*</b><br>Rimini, IT<br>November 2026          |        | <b>Surface Design Show*</b><br>London, UK<br>February 2027  |
|       | <b>Expo-Surface*</b><br>Kielce, PL<br>March 24-27   |       | <b>Salone del Mobile</b><br>Milan, IT<br>April 21-26<br><i>distribution of the magazine</i> |       | <b>IAA Transportation</b><br>Hannover, DE<br>September 15-20       |        |  |        | <b>BAU*</b><br>Munich, DE<br>January 11-15, 2027         |        |   |
|       | <b>Eurocoat*</b><br>Paris, FR<br>March 24-26  |       | <b>American Coatings Show*</b><br>Indianapolis, USA<br>May 5-7                              |       | <b>Innotrans*</b><br>Berlin, DE<br>September 22-25                 |        |  |        |  |        |   |
|       | <b>Coating Korea &amp; Surtech Korea*</b><br>Incheon, KOR<br>March 25-27                        |       | <b>Surface Technology Germany*</b><br>Stuttgart, DE<br>May 5-7                              |       | <b>FIAA*</b><br>Madrid, ES<br>September 22-24                      |        |  |        |  |        |   |
|       | <b>Global Industrie*</b><br>Paris, FR<br>March 30 – April 2                                     |       | <b>Packaging Premiere + PCD*</b><br>Milan, IT<br>May 19-21                                  |       | <b>Surfair*</b><br>Biarritz, FR<br>September 22-24                 |        |  |        |  |        |   |
|       | <b>Distributed at PaintExpo*</b><br>Karlsruhe, DE<br>April 9-12                                 |       | <b>ITM Industry Europe*</b><br>Poznan, PL<br>May 26-29                                      |       |  |        |  |        |  |        |   |
|       |   |       | <b>Fabtech Canada*</b><br>Toronto, CA<br>June 9-11  |       |  |        |  |        |  |        |   |
|       |   |       | <b>Surface&amp;Coatings*</b><br>Bangkok, TH<br>June 17-20                                   |       |  |        |  |        |  |        |   |

A global readership, a unique content,  
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within the field

## TARGET READERS



## SECTOR READERSHIP



**print run:** 6,000 copies per issue

**yearly circulation:** 36,000 copies

**digital subscribers:** 8,765 ± 5%

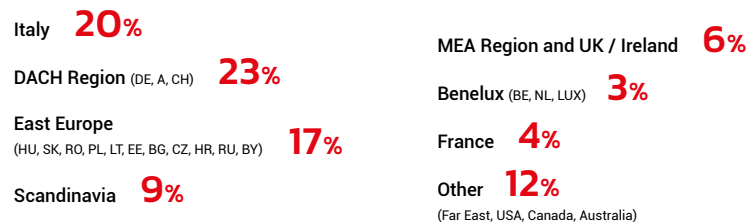
**impressions:** 119,352 (July 2024 - July 2025 - SOURCE: issuu.com)

**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

- Italy
- United States
- Germany
- Spain
- Poland
- France
- Portugal
- India
- Brazil
- United Kingdom



■ top ten

SOURCE: issuu.com

**If you need to  
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**EDITORIAL 67%, OF WHICH OVER 60% IS  
EXCLUSIVE CONTENT, ADVERTISING 33%**

**What you can find in each ipcm<sup>®</sup> 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<sup>®</sup> 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.

# advertising **rates** 2026

|  |             |
|--|-------------|
| 1 <sup>st</sup> COVERPAGE (front cover)        | \$ 6,739.00 |
| 2 <sup>nd</sup> COVERPAGE (inside front cover) | \$ 4,704.00 |
| 1 <sup>st</sup> RIGHT HAND (page 3)            | \$ 4,704.00 |
| 4 <sup>th</sup> COVERPAGE (back cover)         | \$ 5,979.00 |
| INSERT (double page - heavy paper)             | \$ 6,739.00 |
| Z FOLDED INSERT (4 pages)                      | \$ 9,770.00 |

| GRAPHIC DESIGN RATES<br>(available upon request) |             |
|--|-------------|
| FULL PAGE  | \$ 1,100.00 |
| 1/2 PAGE   | \$ 660.00   |
| 1/4 PAGE   | \$ 440.00   |

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|   | 1 TIME                 | 2 TIMES     | 3 TIMES     | 4 TIMES     | 5 TIMES     | 6 TIMES     |
|---|------------------------|-------------|-------------|-------------|-------------|-------------|
| 2 <sup>nd</sup> right hand (page 5)           | \$ 4,703.00            | \$ 4,195.00 | \$ 4,071.00 | \$ 3,966.00 | \$ 3,852.00 | \$ 3,738.00 |
| page opposite to the Editor's Letter          | \$ 4,703.00            | \$ 4,195.00 | \$ 4,071.00 | \$ 3,966.00 | \$ 3,852.00 | \$ 3,738.00 |
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| internal full page                            | \$ 3,744.00            | \$ 3,356.00 | \$ 3,266.00 | \$ 3,216.00 | \$ 3,178.00 | \$ 2,988.00 |
| 1/2 page                                      | \$ 2,237.00            | \$ 2,022.00 | \$ 1,957.00 | \$ 1,907.00 | \$ 1,844.00 | \$ 1,781.00 |
| 1/4 page                                      | \$ 1,225.00            | \$ 1,093.00 | \$ 1,068.00 | \$ 1,030.00 | \$ 1,004.00 | \$ 966.00   |
| double page                                   | \$ 5,979.00            | \$ 5,390.00 | \$ 5,238.00 | \$ 5,085.00 | \$ 4,932.00 | \$ 4,767.00 |
| double 1/2 page                               | \$ 4,119.00            | \$ 3,688.00 | \$ 3,598.00 | \$ 3,534.00 | \$ 3,496.00 | \$ 3,178.00 |
| double 1/4 page                               | \$ 2,439.00            | \$ 2,186.00 | \$ 2,135.00 | \$ 2,059.00 | \$ 2,009.00 | \$ 1,907.00 |
| loose insert                                  | available upon request |             |             |             |             |             |

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

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INTERNATIONAL PAINT&COATING MAGAZINE

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PRINT + DIGITAL: 6 issues + 2 supplements  
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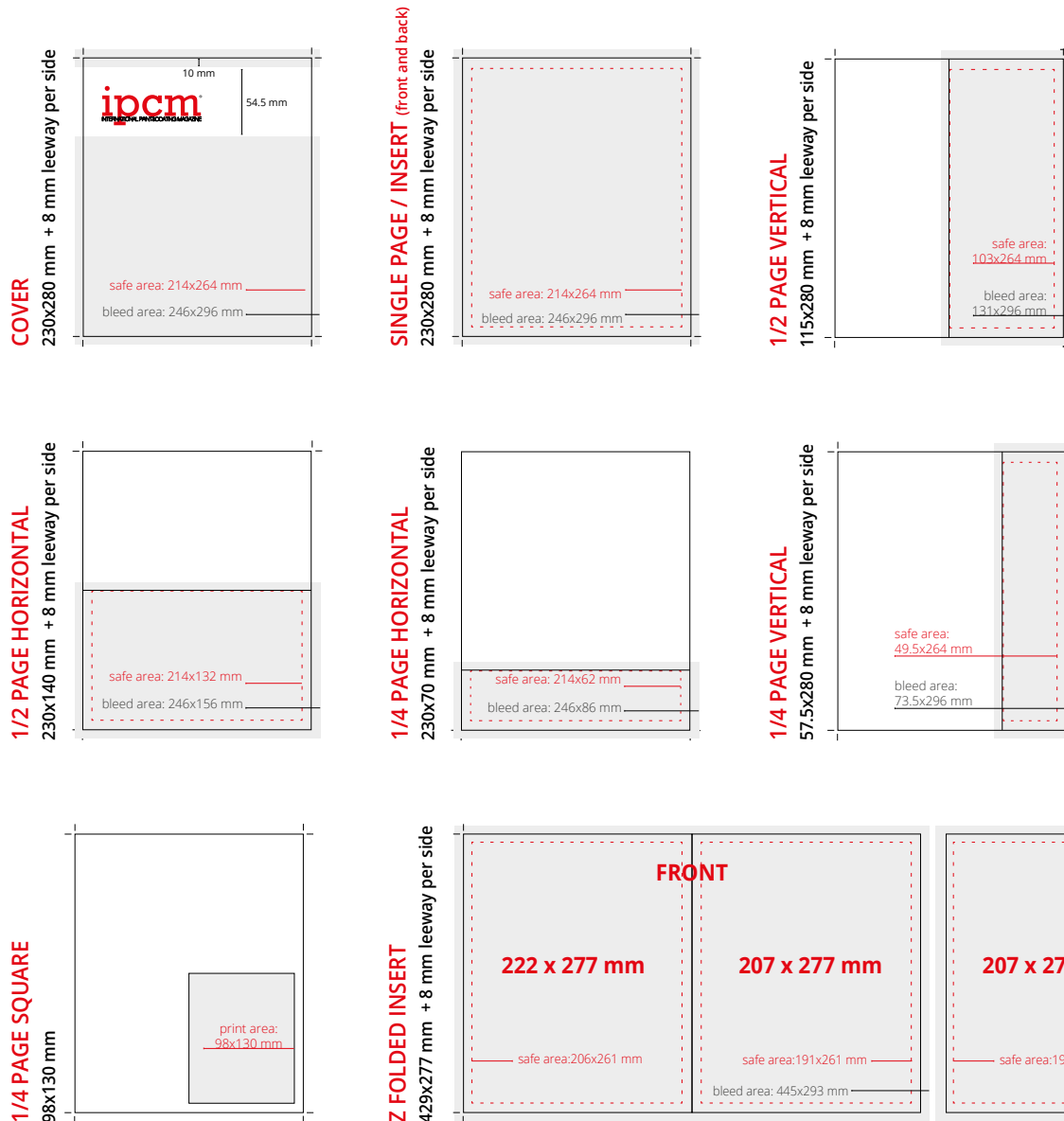
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- crop marks must be included in the graphic file
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- file format must be 300 dpi Adobe PDFs, all photos and fonts embedded, CMYK for 4C or 2C
- no word processor program files accepted

| ISSUE               | EDITORIALS | PRINTING MATERIAL | DATE OF PUBLICATION |
|---------------------|------------|-------------------|---------------------|
| 97/2026<br>Jan/Feb  | 22.12.2025 | 10.01.2026        | 23.01.2026          |
| 98/2026<br>Mar/Apr  | 27.02.2026 | 16.03.2026        | 30.03.2026          |
| 99/2026<br>May/Jun  | 28.04.2026 | 12.05.2026        | 25.05.2026          |
| 100/2026<br>Jul/Aug | 25.06.2026 | 10.07.2026        | 23.07.2026          |
| 101/2026<br>Sep/Oct | 28.08.2026 | 11.09.2026        | 22.09.2026          |
| 102/2026<br>Nov/Dec | 30.10.2026 | 13.11.2026        | 27.11.2026          |

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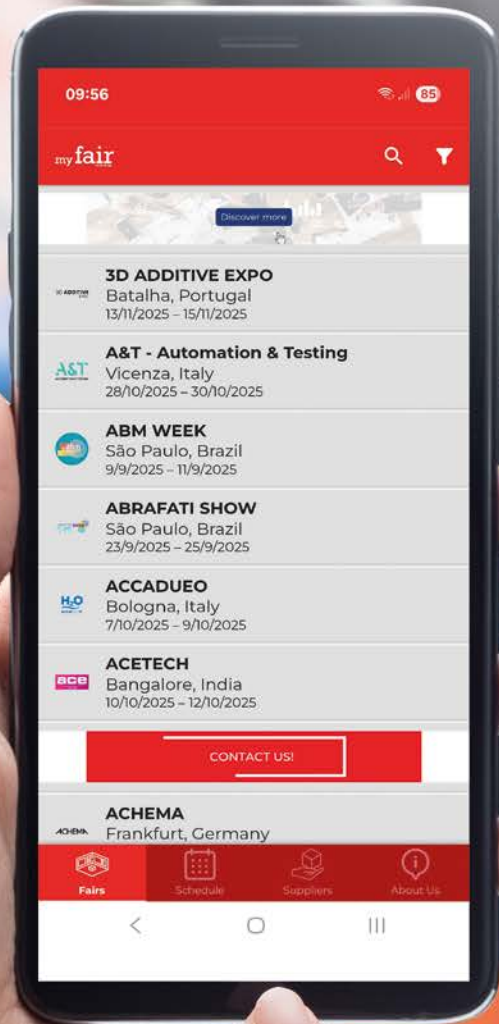
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### TRAINING COURSES

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academy

### EVENTS

workshops | training courses | technical advice & in-house training  
open houses | conferences | inaugurations | B2B events | webinars

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