

PCI

Paint & Coatings Industry

Check out PCI's Media Kit Online!



Get the free mobile app at
<http://gettag.mobi>

INSIDE

Editorial Calendar
Online/Digital Products
Contact Information

GLOBALY SERVING LIQUID AND POWDER FORMULATORS AND MANUFACTURERS

PCI OFFERS MORE THAN JUST PRINT

WE CAN REACH YOUR CUSTOMERS
IN A VARIETY OF WAYS!

Digital Issues

- PCI offers multiple unique ad sponsorship opportunities within our monthly digital issues. See back page of media kit.

e-Blasts

- Weekly e-Newsletter
809,771 e-Newsletters were sent from June 2010 to June 2011, with 106,308 unique link clicks.*
- PCI's Daily Show e-Newsletter
Sent daily live from the ACS show in Indianapolis.
- Custom e-Newsletter
Let PCI design and deploy, you select your audience, and PCI sends you leads.
- MUST-SEE Products & Services e-Blasts.
New for 2012. Leads provided.

Webinars

- Educate customers, build brands, and generate sales leads with PCI webinars.

Social Media

- Sponsorship opportunities available on PCI's Facebook page and Twitter.
- Join PCI's LinkedIn Group to be a part of daily industry conversations.

Research and List Rentals

- Clear Seas Research can help your business with independent studies. Visit www.clearseasresearch.com.
- PCI's subscriber base is available for purchase.

Website

With an average of 24,952** unique browsers monthly, PCI's website is a great tool to drive traffic to your website.

- Place banner ads, skyscraper ads or button ads on our website.
- Article Sponsorships
Position your ad with an article of your choice that has a similar objective to reach your target market. Every time the archived article is viewed, your ad will be seen for an entire year. All editorial content for the past 12 years is archived and searchable at www.pcimag.com.
- Virtual Coatings Brochure
Receive leads showing who downloaded your brochure! Stay connected electronically – include your company's brochures online at www.pcimag.com/brochure and on CDs distributed at coatings-related events throughout the year.
- Showcases
Showcase your products with a 1/8-page ad in PCI magazine, and/or the same ad can appear online at www.pcimag.com/exhibits and link to your website.
- Podcasts
Voice your company's strengths, corporate strategy and new technology with a PCI Podcast recorded with PCI's Editor in person or over the phone.
- PCI TV
*Show your products in action. PCI TV videos are averaging 224*** views per month.*

2012 INTEGRATED MEDIA PLANNER

This is a condensed media planner. For a more detailed interactive media kit go to www.pcimag.com.

*Exact Target June 2011

**BPA WW Interactive July-Dec. 2011 Average

***Source: Limelight Jan.-April 2011



ISSUE/AD CLOSING	EMPHASIS AND SPECIAL TOPICS IN PRINT	ADDITIONAL MARKETING OPPORTUNITIES (Discounted rates for advertisers in these issues.)	SHOWS AND CONFERENCES
Special Edition CLOSES DEC. 23 Ad Materials Due Jan. 17	2012 Coatings Supplier Handbook · Fifth Annual Corporate Profile Edition	· Corporate Profile to match your ad size.	· To be mailed to key coatings decision makers and distributed at many of the shows and conferences in 2012.
January AD CLOSING DEC. 5 Ad Materials Due Dec 13	· Additives · Nanotechnology · Powder Coatings · Pigments/Colorants	· 50% off one-month Website advertising upon launch of PCI's re-designed website in early 2012. (Includes: Web ad, podcast, PCI TV)	· SSPC 2012 Jan. 30-Feb. 2, Tampa
February AD CLOSING JAN. 5 Ad Materials Due Jan. 13	· Polymers · Waterborne Technology · Architectural Coatings · Manufacturing/Lab Equipment	· NEW! MUST SEE · Products & Services e-Blast · Supplier Virtual Coatings Brochure	· Smart Coatings, February 22-24, Orlando · 39th Annual Waterborne Symposium, February 13 -17, New Orleans · Pittcon Conference/Expo, March 11-15, Orlando
March AD CLOSING FEB. 3 Ad Materials Due Feb. 13	· Adhesives · Corrosion Resistance · Sustainable Technology · Rheology Control and Measurement	· Green Showcases 1/8-page ad in print and online	· SSCT Annual Meeting, March 11-14, St. Augustine, FL · Middle East Coatings Show, March 12-14, Dubai
April AD CLOSING MAR. 5 Ad Materials Due March 13	· Additives · Pigments · UV-Cure · Wood Coatings	Double Issue Package for ACS Advertisers in April and May receive: · Free Exhibit in Print and Online · Guaranteed coverage in PCI's Daily Show E-Newsletter · Guaranteed Tweet and Facebook post before the show · 1/2 off a custom e-Newsletter or Podcast	· ASC Spring Convention, April 15-17, Denver · PaintExpo, April 17-20, Karlsruhe, Germany · RadTech UV & EB Technology Expo & Conference, April 30-May 2, Chicago
May AD CLOSING APR. 4 Ad Materials Due April 12	· Polymers · Additives · Industrial Coatings · Equipment/Components/Media	Double Issue Package for ACS Advertisers in April and May receive: · Guaranteed coverage in PCI's Daily Show e-Newsletter · Guaranteed Tweet and Facebook post before the show · 1/2 off a custom e-Newsletter or Podcast	· American Coatings Show and Conference, May 7-10 Indianapolis (April and May issue distribution)
June AD CLOSING MAY 4 Ad Materials Due May 14	· Additives Handbook · Color Technology · Automotive Coatings	· Directory listing for additives suppliers	· FATIPEC, June 4-6, Lausanne, Switzerland (March issue distribution) · Sink or Swim Symposium, June 4-5, Independence, OH
July AD CLOSING JUNE 5 Ad Materials Due June 13	· The Global Top 10 and PCI 25 · Antimicrobials · Processing/Mat'l Handling/Packaging · Green Technology	· NEW! MUST SEE · Products & Services e-Blast · Green Showcase 1/8-page ad in print and online	
August AD CLOSING JULY 3 Ad Materials Due July 13	· Nanotechnology · Lab/Testing Equipment · Architectural Coatings · Low-VOC Technology	· Supplier Virtual Coatings Brochure · 1/2-page Testing Technologies Profile	
September AD CLOSING AUG. 3 Ad Materials Due Aug. 13	· Polymers · Additives · Distributors · Industrial Coatings	· Distributor Profile Profile to match your ad size	· CTT, September 11-12, Oak Brook, IL · Asia Pacific Coatings Show, September 19-20, Indonesia · Polyurethanes 2012 Technical Conference, September 11-12, Atlanta · Coat Expo China (tbd) · World Adhesive & Sealant Conference, September 18-21, Paris
October AD CLOSING SEPT. 5 Ad Materials Due Sept. 13	· Pigments · Wetting Agents · Waterborne Technology · Wood Coatings	· Green Showcase 1/8-page ad in print and online	· ASC Fall Convention, October 7-9, Louisville · The Future of Pigments (tbd) · North African Coatings Congress, October 17-18, Casablanca, Morocco
November AD CLOSING OCT. 5 Ad Materials Due Oct. 12	· Emerging Technology · Polymers · Equipment	· NEW! MUST SEE · Products & Services e-Blast · 1/2-off Emerging Technology write-up	· CHINACOAT, November 28-30, Guangzhou, China
December AD CLOSING NOV. 5 Ad Materials Due Nov. 13	· 2013 Buyers' Guide in Print and Online	· Directory listing in print and online at www.pcimag.com/buyersguide	
Special Edition AD CLOSING DEC. 21 Ad Materials Due Jan. 17	2013 Coatings Supplier Handbook · Sixth Annual Corporate Profile Edition	· Corporate Profile to match your ad size.	· To be mailed to key coatings decision makers and distributed at many of the shows and conferences in 2013.

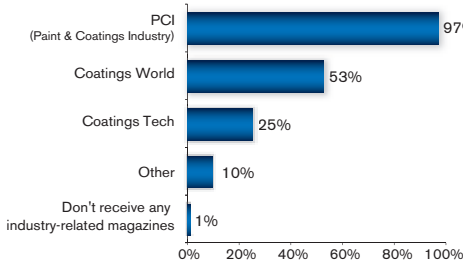
See our online calendar at www.pcimag.com for a more complete listing of 2012 events.

ISSUE/AD CLOSING	EMPHASIS AND SPECIAL TOPICS IN PRINT	ADDITIONAL MARKETING OPPORTUNITIES	SHOWS AND CONFERENCES
February CLOSES JAN. 20 Ad Materials Due Jan. 20	<ul style="list-style-type: none"> · Additives · Pigments · Wood Coatings · Lab Testing/Instrumentation 		<ul style="list-style-type: none"> · 39th Annual Waterborne Symposium, February 13 -17, New Orleans
April AD CLOSING MAR. 19 Ad Materials Due Mar. 19	<ul style="list-style-type: none"> · Polymers · Low-Energy Curing · Powder Coatings · Emerging Technology 		<ul style="list-style-type: none"> · RadTech UV & EB Technology Expo & Conference, April 30-May 2, Chicago · American Coatings Show and Conference, May 7-10, Indianapolis
June AD CLOSING MAY 18 Ad Materials Due May 18	<ul style="list-style-type: none"> · Additives · Equipment · Nanotechnology · Industrial Coatings 	* Company Profile: Equipment	
July AD CLOSING JUNE 20 Ad Materials Due June 20	<ul style="list-style-type: none"> · Color · The Global Top 10 · Green Technology · Buyers' Guide 	* Company Profile: Pigments	<ul style="list-style-type: none"> · CTT (tbd) · Asia Pacific Coatings Show, September 19-20, Indonesia · Coat Expo China (tbd)
September AD CLOSING AUG. 21 Ad Materials Due Aug. 21	<ul style="list-style-type: none"> · Low-VOC · Polymers · Antimicrobials · Architectural Coatings 	* Company Profile: Polymers	
November AD CLOSING OCT. 19 Ad Materials Due Oct. 19	<ul style="list-style-type: none"> · Polymers · Additives · Corrosion Resistance · Automotive Coatings 	* Company Profile: Additives	<ul style="list-style-type: none"> · CHINACOAT, November 28-30, Guangzhou, China

Company Profiles are marketing services for 1/2-page or larger advertisers.

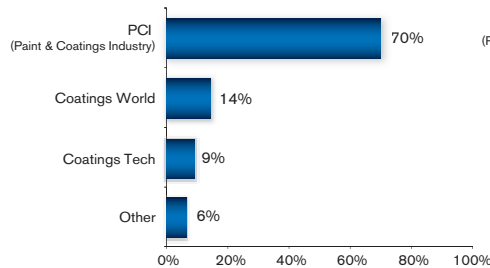
Industry Magazine Subscriptions*

Which of the following coatings industry magazines do you receive personally addressed to you? (Multiple responses allowed)



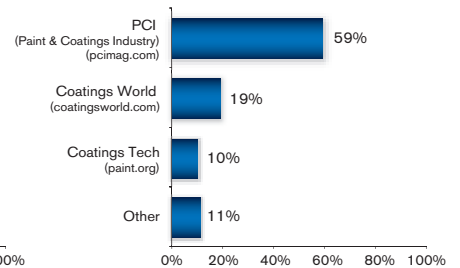
Most Useful Industry Magazine*

Which one magazine is most useful to you in your coatings industry work?



Most Useful Industry Website*

Which one website is most useful to you in your coatings industry work?



*PCI 2011 Reader Preference/Profile Study. This independent study was conducted among subscribers of PCI Magazine.

Call your sales rep for a customized media package

Publishing/Sales Staff		Editorial Staff	
<p>Donna M. Campbell Publisher East Coast Sales/Canada 610.650.4050 • 248.502.1091 campbelld@pcimag.com</p> <p>Arlen Luo China Media Rep. 0086-10-88579899 • nsmchina@126.com</p> <p>Uwe Riemeyer Europe Regional Manager 49 (0)202-271690 • riemeyer@intermediapartners.de</p>	<p>Lisa Guldán Midwest/West Coast Sales Manager 630.882.8491 Fax: 248.502.2097 guldanl@pcimag.com</p> <p>Andrea Kropp Inside Sales Manager Classifieds/Virtual Coatings Brochure/ Directories 810.688.4847 Fax: 248.502.1048 kroppa@pcimag.com</p>	<p>Kristin Johansson Editor 248.641.0592 Fax: 248.502.2094 kristin@pcimag.com</p> <p>Karen Parker Associate Editor 248.229.2681 parkerpcimag@gmail.com</p>	<p>Darlene Brezinski Technical Editor darpaint@aol.com</p> <p>Production Staff</p> <p>Brian Biddle Production Manager 847.405.4104 Fax: 248.244.3915 biddleb@bnpmedia.com</p>

New PCI Website Redesign for 2012! Reach beyond the home page - ads can be placed within sub-pages of www.pcimag.com.

With an average of 24,952* unique browsers monthly, **PCI's** website is a great tool to drive traffic back to your website.

As a collaborative effort between BPA Worldwide and Nielsen Online, **PCI** website traffic is independently collected, filtered, measured, audited and reported, which conforms to the IAB recommended guidelines.



<http://portfolio.bnpmmedia.com> for examples

OTHER OPTIONS AVAILABLE ON SUB-PAGES:

- **Podcasts**
- **Wide Skyscraper Ad**
160 x 600
- **Topic Sponsorship Ad**
- **Article Sponsorship Ad**
234 x 60
- **Rich Media Ads**
 - Expandable Leaderboard
 - Floating Ad (home page only)
 - Page Peel Ad (home page only)

LEADERBOARD

728 x 90

PCI TV

WEBINARS

MEDIUM RECTANGLE

300 x 250

VIRTUAL BROCHURE

FULL BANNER

468 x 60

HALF BANNER

234 x 60

Custom e-Newsletters

Let **PCI** design and deploy your custom e-Newsletter with your latest products and technology. You select your targeted audience. A great marketing tool prior to trade shows or throughout the year. Please contact your sales rep for a customized quote to fit your targeted audience.



Weekly Insider e-Newsletter

809,771 e-Newsletters were sent from June 2010 to June 2011, with a deliverability rate of 99.1% and 106,308 unique link clicks.**



BANNER AD

468 x 60

EMBEDDED AD

430 x 55

TILE AD

125 x 125

Enhanced Digital Issues for Print and Non-Print Advertisers in Both PCI and PCI China!

PCI now offers multiple unique advertising opportunities within our monthly digital issues, including sponsorships, blow-ins, belly bands, gate folds, barn doors, business reply cards, animation, audio, video and more.

Visit this link to view interactive examples and specifications.
<http://digital.bnpmmedia.com/publication?i=40449>

*BPA WW Interactive July-Dec. 2011 Average

**Exact Target June 2010 to June 2011