**2012 Editorial Topics**

**EMPHASIS AND SPECIAL TOPICS IN PRINT**

- **2012 Coatings Supplier Handbook**
  - Fifth Annual Corporate Profile Edition

- **Additional Marketing Opportunities**
  - 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.

**SHOWS AND CONFERENCES**

- **SSPC 2012**
  - Jan. 30-Feb. 2, Tampa

See our online calendar at [www.pcimag.com](http://www.pcimag.com) for a more complete listing of 2012 events.
Industry Magazine Subscriptions*
Which of the following coatings industry magazines do you receive personally addressed to you? (Multiple responses allowed)

- PCI
- Coatings World
- Coatings Tech
- Other
- Don’t receive any industry-related magazines

Most Useful Industry Magazine*
Which one magazine is most useful to you in your coatings industry work?

- PCI
- Coatings World
- Coatings Tech
- Other

Most Useful Industry Website*
Which one website is most useful to you in your coatings industry work?

- PCI
- Coatings World
- Coatings Tech
- Other

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

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

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** Publishing/Sales Staff

- Donna M. Campbell
  Publisher
  East Coast Sales/Canada
  610.650.4050 • 248.502.1091
  campbelld@pcimag.com

- Arlen Luo
  China Media Rep.
  0086-10-88579899 • nsmchina@126.com

- Uwe Riemeyer
  Europe Regional Manager
  49 (0)202-271690 • riemeyer@intermediapartners.de

** Editorial Staff

- Lisa Guldan
  Midwest/West Coast Sales Manager
  630.882.8491
  Fax: 248.502.2097
  guldanl@pcimag.com

- Andrea Kropp
  Inside Sales Manager
  Classifieds/Virtual Coatings Brochure/Directories
  810.688.4847
  Fax: 248.502.1048
  kroppa@pcimag.com

- Kristin Johansson
  Editor
  248.641.0592
  Fax: 248.502.2094
  kristin@pcimag.com

- Karen Parker
  Associate Editor
  248.229.2681
  parkerpccmag@gmail.com

** Production Staff

- Darlene Brezinski
  Technical Editor
  darpaint@aol.com

- Brian Biddle
  Production Manager
  847.405.4104
  Fax: 248.244.3915
  biddleb@bnmedia.com