

PCN

Protective Coatings News

Media Kit for
Protective Coating
News (PCN)

- **PCN – The Most Widely Read Online Protective Coatings Publication**
Time Sensitive Messaging for the Global Coatings Industry

PCN Key Statistics*



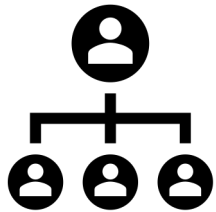
32,400+

Readership of key contacts
in industry



84.2%

Read for new products and
services



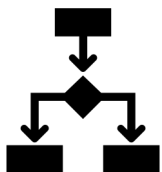
73.5%

Are owners, CEOs or
upper management



74.5%

Open and read each issue



71%

Make or influence decisions



100%

Of those who open it read or
looked at 6 or more posts

*figures based on analysis of analytics from November 2021 issues

With your subscription to PCN you will have access to key information about:



5,000+

Protective coating projects & products



2200+

Companies doing business in geosynthetics



32,400+

Key contacts related to companies and projects



Analysis, Reports & News about the global geosynthetics industry

PCN can help promote and market your geosynthetic business with the following marketing solutions:

MARKETING SOLUTIONS



Brand Awareness



Lead Generation



Content Marketing



Market Research

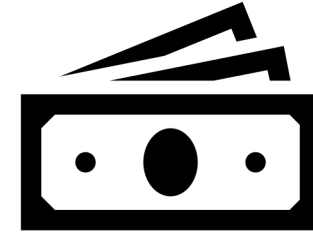


Events



Directories

PCN Advertisement Rates:



| | |
|--|---------|
| Premium Headline News Item (in top 3 posts): | A\$500 |
| Premium Employment Ad (in top 3 posts): | A\$300 |
| News Item in the Body of Issue: | A\$250 |
| Employment Ad at End of Issue: | A\$150 |
| Special Feature (White paper): | A\$1500 |

Also please note our posts and ad placements come with an Analytics Report showing who clicked on your specific post and their level of interest (based on number of times they clicked and/or forwarded).

Why Read PCN?

Key topics that PCN covers includes (but are not limited to):

- Global trends and forecasts in protective coatings
- Material innovations in protective coatings
- Emerging products or technologies in protective coatings
- Competitive landscape in coatings
- New and emerging market trends in smart coatings & self-healing coatings
- Business Intelligence for Coatings practitioners



