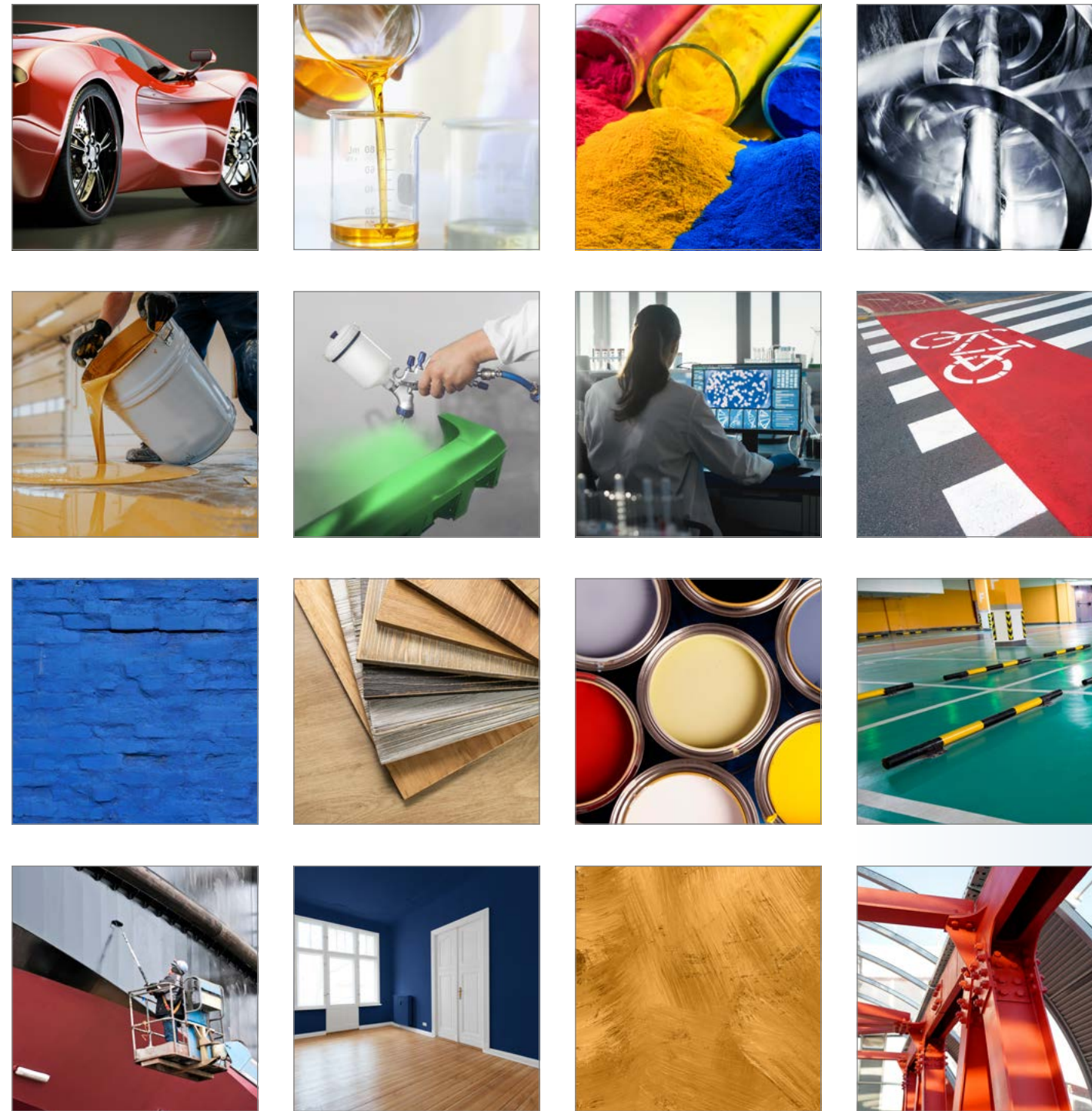


PCI

Paint & Coatings Industry

Media Kit



From a humble beginning over 100 years ago as a West Coast coatings publication, Paint & Coatings Industry has evolved into a globally recognized, digital B2B leader that provides superior content to the coatings industry.

pcimag.com

About Paint & Coatings Industry (PCI)

Overview

Our editorial team, with over three decades of combined experience, delivers technical articles on the latest product innovations, interviews, and case studies, helping liquid and powder coating formulators and manufacturers develop products that meet regulatory, sustainability, and customer challenges.

For over a century, PCI has evolved from a West Coast coatings publication into a trusted resource for the coatings industry. We report on the latest industry news, global market trends, and finished coatings and equipment for coatings end users as well, supporting professionals in managing and growing their businesses.

Why Choose Us?

- **Trusted Authority:** A respected leader in the paint and coatings industry.
- **Comprehensive Reach:** Connecting our advertisers with liquid and powder coating formulators/manufacturers, and decision-makers.
- **Innovative Digital Content:** Multi-platform engagement.
- **Audience data accredited** by the Alliance for Audited Media (AAM).

“PCI Magazine offers a fully integrated outlet beyond advertising, serving as a crucial industry platform fueled by the paints and coatings community itself. Its commitment to delivering relative, impactful content provides readers and contributors alike with a dedicated industry resource.”

— Riley Cohen, Marketing & Communications Manager, Clariant



Why Partner With Us?

Paint & Coatings Industry (PCI) connects businesses with a highly targeted audience, ensuring your brand reaches key decision-makers.

Advantages of Partnering

Targeted Audience: Reach key decision-makers in coatings formulation and manufacturing with PCI's invaluable technical articles on additives, resins, pigments, equipment, and services.

Diverse Advertising Options: Leverage digital ads, sponsored content, webinars, and email marketing to engage potential customers across multiple platforms.

Industry Authority: Align with a trusted name in the coatings industry to enhance your brand's credibility and establish thought leadership.

Wide Reach and Engagement: Extend your brand's presence through PCI's website, social media, and digital channels, maximizing exposure beyond traditional media.

Event Sponsorship Opportunities: Showcase your products at PCI's Coatings Trends & Technologies Summit and webinars, connecting you directly with industry professionals for networking and lead generation.

Audience Profile, Quality and Verification

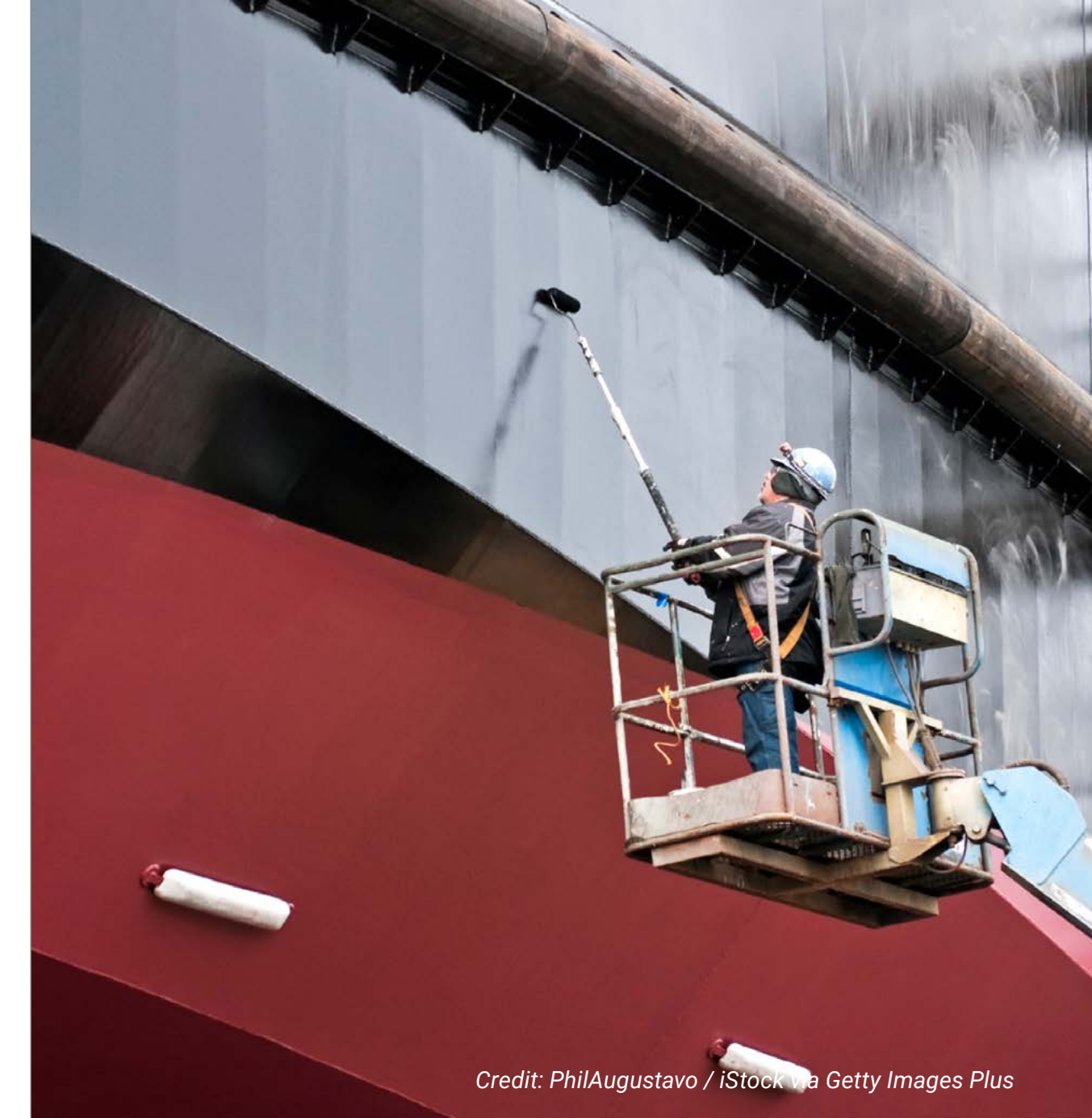
Alliance for Audited Media (AAM)

Accreditation: PCI is proud to have its audience data accredited by the Alliance for Audited Media (AAM). AAM accreditation ensures:



- Verified, high-quality audience numbers for all channels.
- Adherence to strict data privacy and reporting standards.
- Transparency and trust in audience engagement metrics.
- Subscribers opt in for communications, ensuring relevance and engagement.
- Detailed segmentation by job function, industry, and geographic region.
- A focus on eliminating spam and fraudulent traffic through advanced data monitoring.

PCI drives the paint and coatings industry forward with a quality, first-party audience of over 30,200 active professionals who actively engage in industry content – making it the only AAM (Alliance for Audited Media)-accredited media brand in this space for trusted, transparent data.



Credit: PhilAugustavo / iStock via Getty Images Plus



Audience Profile



Job Function

Top Six Shown Out of **18,800+ Responses**

- **R&D/Chemist/Formulator:** 45%
- **Sales & Marketing:** 19%
- **Corporate/Executive Management:** 15%
- **Manufacturing/Operations:** 8%
- **Other Job Functions:** 10%
- **Purchasing:** 2%



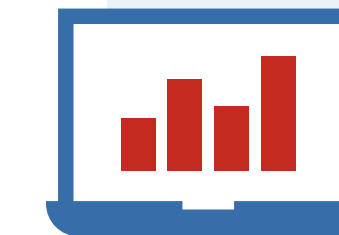
Business Industry

Top Five Shown Out of **19,000+ Responses**

- **Manufacturer:** 45%
- **Supplier to Manufacturers:** 23%
- **Other Allied Businesses:** 19%
- **Distributor:** 6%
- **Coatings End User/Applicator/Finisher:** 6%



Total Audience
126,200+

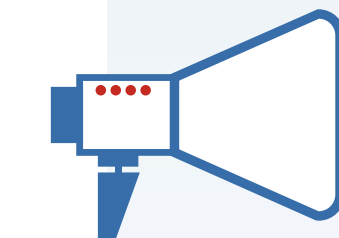


Website

Average Monthly Users: 44,100+
Average Monthly Pageviews: 52,100+



eMagazine 13,200+



Sponsored eBlasts
Average Delivered: 12,600+



Newsletter 13,600+



Social Media 53,600+
LinkedIn Followers: 45,700+

Source: Paint & Coatings Industry DAP February 2026

Credits: MD Badsha Meah / iStock via Getty Images Plus; pentartdesigner / iStock via Getty Images Plus; cnythz1 / DigitalVision Vectors via Getty Images Plus; Coquet Adrien / iStock via Getty Images Plus; NATALIJA / iStock via Getty Images Plus

Special Issues: Digital



CASE eBook (*Lead-Gen)

Reach the **CASE market** with a **co-branded eBook** from *PCI* and *ASI*, aligning your content with expert-selected articles on technologies associated with **coatings, adhesives, sealants, and elastomers**. As a sponsor, you provide your logo, a display ad and an article while *PCI* and *ASI* handle **design, production, hosting, deployment, and marketing** — launching in **December 2026 and February 2027** to both subscriber bases.



Voices from the Top eBook (*Lead-Gen)

Promote your brand in *PCI*'s highly anticipated **Voices from the Top eBook**, featuring our annual Global Top 10 and PCI 25 rankings of the top coatings manufacturers. As a sponsor, you'll get **logo placement, a display ad, and a sponsored article**, while *PCI* manages **design, production, hosting, deployment, and marketing** — launching in **July and September 2026** to *PCI* subscribers.



Coatings Supplier Handbook

Showcase your company profile and products with your ad in *PCI*'s **Coatings Supplier Handbook (CSH)**, reaching **13,000+ industry formulators and decision makers** in **June 2026**. Organized by key categories and paired with *PCI* editorial content, the CSH is a must-read for formulators and manufacturers, offering prime exposure for your business.



October Issue: Focus on Distributors

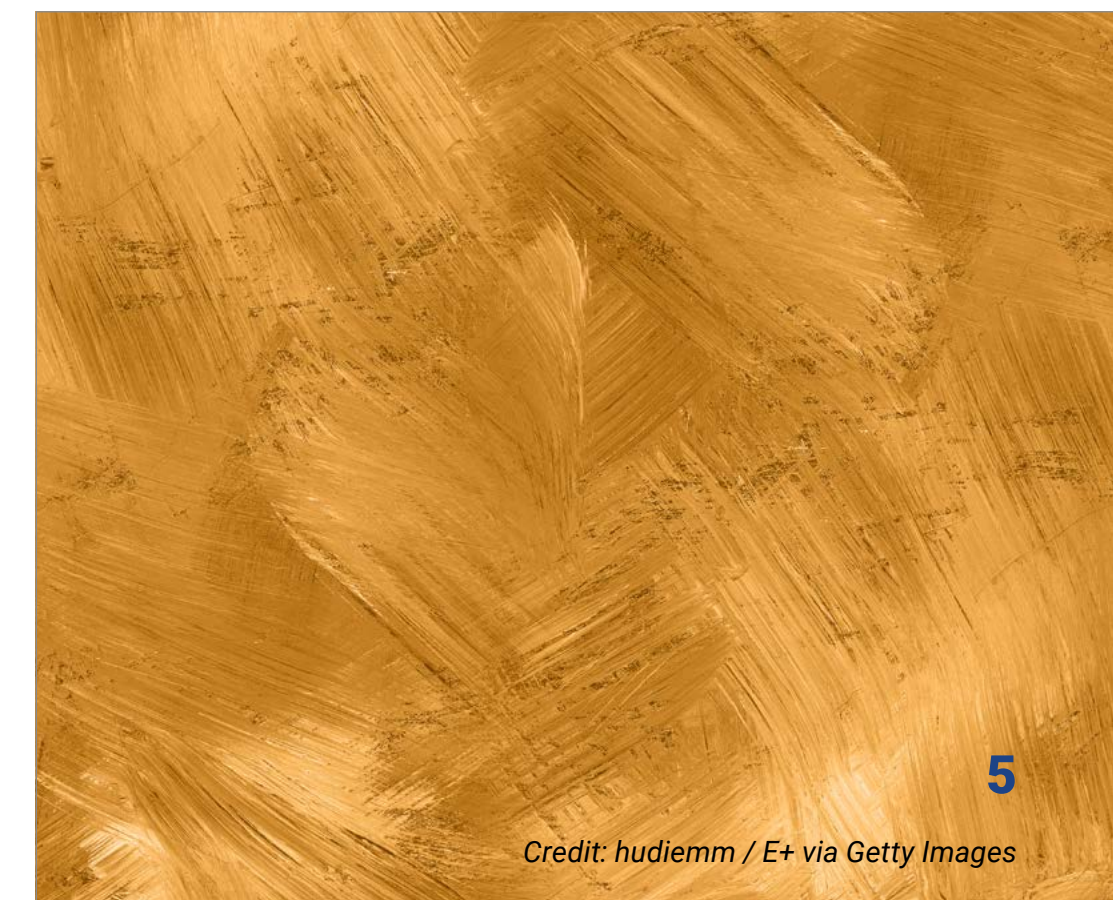
October's issue highlights the critical role of **chemical distributors** in the coatings industry, covering their impact on **logistics, technical support, regulations, and innovation**. Distributor advertisers get a BOGO offer. Half-page advertisers get a free half-page company profile, and full-page advertisers get a free full-page company profile.



Credit: jhorrocks / E+ via Getty Images



Credit: Sergei Telenkov / iStock via Getty Images Plus



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Special Issues: Print



Print Showcase Issue

Showcase your company and products **IN PRINT**, in PCI's **2026 Showcase Issue!** This issue features technical articles, interviews and news, and is distributed at industry conferences and trade shows throughout the year. Half-page, full-page and spread ads are available.



Buyers' Guide Digest

This digest-sized print issue will include all of the listings in our December online Buyers' Guide, and will be distributed at trade shows and conferences throughout 2027. The bundle package includes a full-page ad and full-page company profile in the print issue and on a custom sponsorship page on our website, a free Basic listing, and discounted listing upgrades.



Targeted Marketing Packages

FOCUS On Package – \$1,675

Each month, PCI focuses on a specific topic, with a dedicated article in the eMag, and a multi-sponsored eBlast on this topic. This packages includes a showcase ad within the article (and posted on our website), as well as an ad unit in the FOCUS On eBlast that month.

Buyers' Guide Bundle – \$1,399

PCI's online Buyers' Guide will launch in December, and PCI will be printing a digest-sized Buyers' Guide issue featuring all of the listings along with company ads and profiles. This package includes a free Basic listing online and in print, as well as: Print: Full-page ad and full-page company profile; company name and logo in the ad index. Online: Ad and company profile on a custom sponsorship page tied to your listing; discounted listing upgrades.

Pure Lead Gen Package – \$9,840

Includes a TechNote eBlast, two multi-sponsored Must See eBlasts, and an eBook sponsorship (in either our July or December eBook). You select the months for your eBlasts.

Sponsored Content Package – \$4,300

This package includes a sponsored article in the eMagazine, and hosted on our website for 12 months; a Product Spotlight Text Ad in the Insider Newsletter; and an ad unit in a Must See eBlast. You select the months your ads run.

Branding Package – \$2,950/month; \$5,900 total

Two-month purchase required. Each month includes a full-page ad in the eMagazine, a medium rectangle ad (10,000 impressions) on our website, and a Product Spotlight Text Ad in our Insider Newsletter. Not available in July or December, and your months do not need to be consecutive.

Integrated Marketing Package – \$2,950/month; \$5,900 total

Two-month purchase required. Each month includes a full-page ad in the eMagazine, a skyscraper ad (10,000 impressions) on our website, and an ad unit in our Must See eBlast (with leads). Not available in July or December, and your months do not need to be consecutive.

Tradeshaw Packages

PCI's **Special Show Packages** provide a multitude of ways in which you will expand your brand's reach on a variety of platforms, attracting new leads. Packages include ad units on the PCI website, eMagazine, Newsletter, Must Visit eBlast and PCI's LinkedIn company page. Available for the American Coatings Show, and the Coatings Trends & Technologies Summit.



Digital Platform Opportunities

Website

Connect with industry professionals with a wide range of website ads, topic sponsorships and content marketing opportunities, including:

- CPM Advertising
- Website Bundle
- Topic Sponsorships
- Classifieds
- Co-Branded Campaign
- Sponsored Articles
- Infocenters

Social Media

Broadcast your message to PCI's social media base across LinkedIn, Facebook and X. Boost your post for thousands more impressions!

Webinars

- **Sponsored Webinars:** Share your technology and research with an engaged audience during a 30- or 60-minute webinar that is promoted and produced by PCI.
- **Editorial Webinars:** Sponsor one of PCI's editorial webinars, and enjoy the branding opportunities and leads that come with being a sponsor.

Podcasts and Videos

- Sponsor PCI's editorial Coat It! Podcast or be the guest and allow industry professionals to hear directly from you.
- Whether you need a professionally produced video, have a video to promote to our audience or want to sponsor an editorial video series, we offer a host of options.

eBlasts

- **Exclusive TechNote:** Feature multiple products and services in this customized, exclusive eBlast.
- **FOCUS On:** A monthly multi-sponsored eBlast with a unique focus each month. Showcase your product in the months that align with your business focus.
- **Must See and Must Visit:** Highlight your company, or latest product. PCI offers both multi-sponsored and exclusive options.
- **Sponsored eBlasts:** We have a variety of eBlast templates to exclusively promote your article, white paper, podcast, video, etc.
- **Custom Newsletter:** Market your own content with a customizable template co-branded with our brand, positioning your company as a thought leader.



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Credit: Nedrofly / iStock via Getty Images Plus

Digital Platform Opportunities

Newsletters

Newsletter ads are positioned within editorial content and viewed by an opt-in audience that actively engages with our content. Multiple Newsletter options to choose from that target specific industries.

- **PCI Insider:** Up to date news and information from coating suppliers and manufacturers around the world. (Weekly)
- **PCInnovations:** A long-form newsletter that features four unique technical articles. (Monthly)
- **Finishing Today:** Latest news, technology and products made available to end-users of coatings products. (Monthly)

eMagazine

- Full- and half-page display ads
- Interstitial ads
- Persistent banner ads
- Issue sponsorship
- Sponsored article

eBooks

Share your content inside a rich editorial environment with a topic and content of your choosing in an exclusive sponsored eBook. Or sponsor one of our special topic eBooks produced by our editorial team, giving you a unique messaging platform for your ads.

Advanced Marketing Solutionse

- Online Retargeting
- Drive
- Drip
- Cost Per Lead
- Advanced Targeting

Ignite Demand

Smarter, faster B2B lead generation starts here.

6-month commitment required.

- **Accelerate:** Target leads already generated from your PCI lead-gen campaigns. We will nurture your leads with eblasts and simplified pop-up touchpoints. Your analytics dashboard will offer Lead Scoring to identify qualified prospects based on people who have engaged with your campaigns and our nurturing content.
- **Pro:** Build a continuous affinity segment of people who engage with select topics. Includes multi-step life cycle nurturing campaigns to move leads through your sales funnel. Comprehensive analytics dashboard with ROI tracking and CRM integration. AI-generated lead level content interaction summary (see what they're engaging within a snapshot). Monthly strategy sessions.



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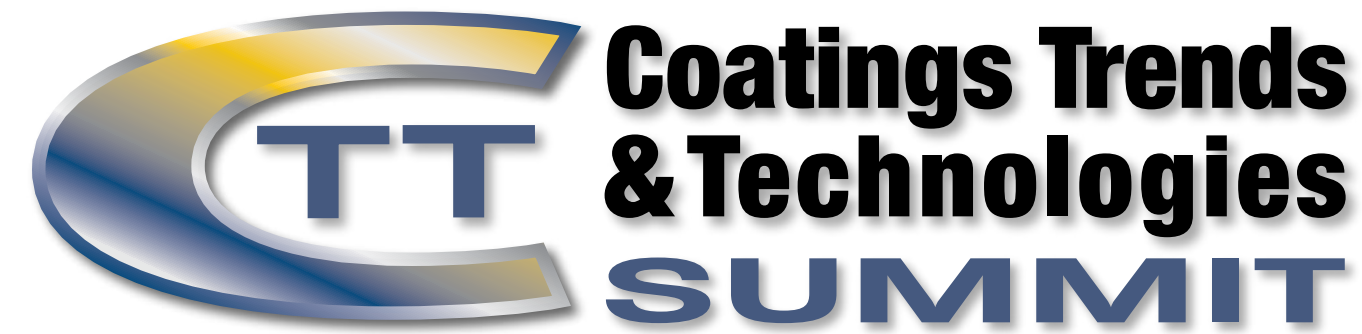
Credit: tillsonburg / E+ via Getty Images Plus



Credit: Doralin Tunas / iStock via Getty Images Plus



Events



Coatings Trends & Technologies Summit (CTT)

A premier annual event for liquid and powder coatings formulators to explore industry innovations. Showcase your company, product, or service to engaged attendees through multiple promotional opportunities.



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Paint and Coatings Academy

PCI offers a variety of virtual short courses, taught by industry experts. In-depth, two- and three-hour courses that cover key topics such as pigment dispersion, film formation, powder coatings, and challenges in formulating architectural and industrial coatings.

Check our website for the most current short course schedule.
pcimag.com/paint-and-coatings-academy





Credit: Cakeio / iStock via Getty Images Plus

Directories

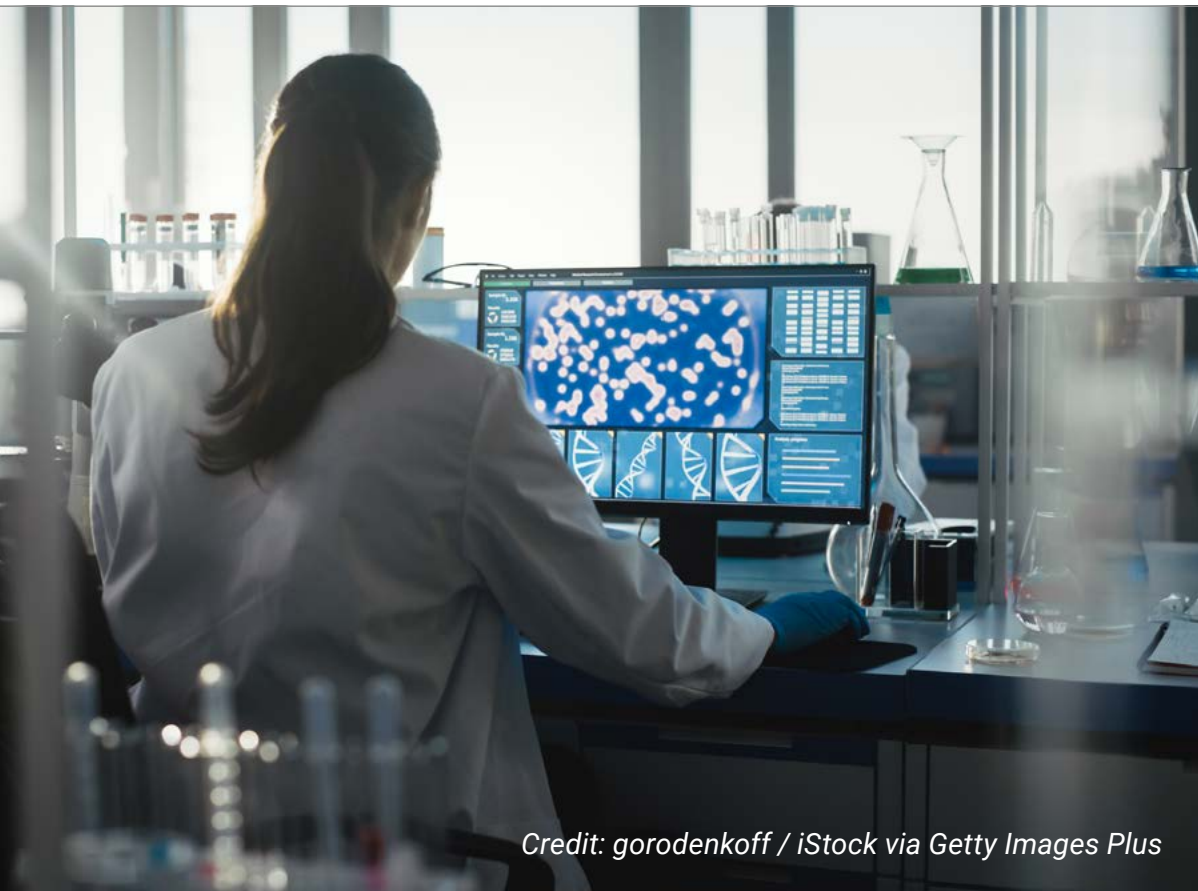
Get help with selling equipment, products, and services, announcing business opportunities, hiring expert employees and more.

- **PCI Buyers' Guide:** Our paint and coatings industry directory includes suppliers and distributors of all types of coatings products and services.

NEW! Your online listing will also be included in our printed Buyers' Guide Digest issue! Listing upgrades are available with the purchase of the Buyers' Guide Ad Bundle.

- **PCI Materials Directory:** Coatings manufacturers use the Materials Directory to locate suppliers and distributors of raw materials used to formulate coatings.

- **PCI Equipment Directory:** Coatings manufacturers and end users search the Equipment Directory to locate suppliers of the various types of equipment used in the paint and coatings industry.



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Credit: FikMik / iStock via Getty Images Plus



Meet the PCI Team



Bill DeYoe
Executive Director, Mfg. Div.
deyoeb@bnpmedia.com



Kristin Johansson
Sales Manager
johanssonk@bnpmedia.com



Courtney Bassett
Chief Editor
bassettc@bnpmedia.com



Renee Schuett
Directory Sales Manager
schuettr@bnpmedia.com

About BNP Media

Who We Are

BNP Media is a fourth-generation, family-owned business that has been driving industries forward since 1926. As one of the largest privately held B2B media companies in the U.S., BNP Media's mission is to create authentic content, foster unique communities, and build powerful connections.



Commitment to Excellence

We prioritize quality and trust, providing high-quality first-party data and a comprehensive understanding of our audiences. BNP Media adheres to GDPR and CASL compliance, ensuring transparency and engagement without compromise.

Our Capabilities

- Custom marketing strategies tailored to client needs.
- Unmatched opportunities for lead generation and brand awareness.
- Industry-leading platforms designed to deliver measurable results.

AAM Accreditation

BNP Media is the only media company with accredited audience data validated by the Alliance for Audited Media, ensuring you receive accurate, high-quality metrics to support your marketing goals.

MyCLEARopinion Insights Hub

Unlock actionable insights with expert B2B panels and full-service market research tailored to your industry needs.



BNP Engage

Empowering brands through strategic, data-driven marketing, tailored campaigns, and deep audience insights, fostering impactful connections and delivering measurable success.

