CoatingsPro targets COATINGS PROfessionals in both the commercial AND industrial markets.

Job functions of readers

- 78% Commercial &/or Industrial Coatings Contractors providing service in the areas of
  - Flooring
  - General Contracting
  - Structural Steel
  - Concrete
  - Sandblast/Waterblast/Surface Prep

- 13% Engineers
  - Roofing
  - Spray Bedliners
  - Insulation/Spray Polyurethane Foam (SPF)

- 1.2% Plant/Facility Managers (Industrial or Military)
  - Product/Equipment Suppliers (Chemical)
  - 4.4%

- 3.4% Other

CoatingsPro by the numbers

- 30,569 Total Circulation
- 73,365 Circulation multiplied by 2.4 pass-along rate
- +17,500 3X/year “Inspector” Bonus Circulation

CoatingsPro is published by NACE International. Its INSPECT newsletter is circulated to +17,500 NACE-certified coatings inspectors by distributing it with the March, July, and November issues of CoatingsPro.

Source: Publishers data, 2019; 1.4 pass-along readers + 1.0 for subscriber equals 2.4 readers per issue, according to Harvey Research March 2019
Connect with CoatingsPro readers on multiple levels, through various channels.

**Weekly and Monthly E-Newsletters**

**CoatingsProMag.com Web Site**

The magazine’s online home

**NACE.org Web Site**

THE online destination for corrosion control and protective coatings professionals

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**Subscribers:** 23,218

**Monthly Traffic:** 19,536

**Monthly Sessions:** 12,299

**Monthly Page Views:** 8,160

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**Monthly Traffic:** 738,322

**Monthly Users:** 147,599

Source: Google Analytics, March 2019
### 2020 Editorial Calendar

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<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
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<td><img src="image3" alt="Steel Supplement" /></td>
<td><img src="image4" alt="Bridge Applications" /></td>
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<td>Oil &amp; Gas Industry</td>
<td>Digital edition</td>
<td>Water/Wastewater</td>
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<td>Epoxy Applications</td>
<td>Steel Substrates</td>
<td>April; print mails</td>
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<td>coatings professionals</td>
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<td>Coatings</td>
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**Special Section**

- Company ProFILES

**Bonus Distribution**

- Inspection Conference 2020
- World of Concrete 2020
- IRE (International Roofing Expo) 2020
- SSPC 2020
- IIBEC (Int’l Institute of Building Enclosure Consultants)
- CGA B11 Excavation Safety Conference & Expo
- ICRI (Int’l Concrete Repair Institute) Spring Convention
- Coating Society of the Houston Area Annual Trade Show
- NACE-certified coating inspectors (via INSPECT This distribution)
- CORROSION 2020
- AIA Conference on Architecture 2020
- International Bridge Conference
- MegaRust
- American Water Works Association’s ACE20 Western Roofing Expo
- All industry shows attended and/or hosted by CoatingsPro and NACE

**Closing**

- Space: 11/8/19
- Materials: 11/15/19
- Space: 12/13/19
- Materials: 12/20/19
- Space: 1/10/20
- Materials: 1/17/20
- Space: 2/14/20
- Materials: 2/21/20
- Space: 3/13/20
- Materials: 3/20/20
- Space: 4/24/20
- Materials: 5/1/20
### 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
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</table>
| • Coatings and the World of Entertainment | Equipment Supplement Digital edition August; print mails with September issue. | • Flooring  
• Steel Surfaces  
• Green Roofs/Sustainability  
• Coatings for Wet Environments | Roof Coating Supplement Digital edition October; print mails with November issue. | • Roofing Applications  
• Marine Structures  
• Building Envelope  
• Power Generation | Concrete Supplement Digital edition December; print mails with January 2021 issue. |
| • Specialty Coatings | | | | | |
| • SPF: Commercial Structures | | | | | |
| • Food & Beverage | | | | | |

**Product SPOTLIGHT**

- NACE-certified coating inspectors (via INSPECT This distribution)
- IAAPA (International Association of Amusement Parks and Attractions) Expo

**FloorSPACE**

- All industry shows attended and/or hosted by CoatingsPro and NACE
- IMAT (International Materials Applications & Technologies) 2020
- CONSTRUCT 2020
- ICRAA (Insulation Contractors Association of America) Convention and Trade Show
- Ployurea Development Association
- Polyurethane Technical Conference
- Corrosion Technology Week
- ICRI (Intl Concrete Repair Institute)
- WorkBoat
- WJTA (WaterJet Technology Association) Conference & Expo
- POWERGEN International
- NACE-certified coating inspectors (via INSPECT This distribution)

**Space:** 5/15/20  
**Materials:** 5/22/20

**Space:** 6/12/20  
**Materials:** 6/19/20

**Space:** 7/17/20  
**Materials:** 7/24/20

**Space:** 8/14/20  
**Materials:** 8/21/20

**Space:** 9/18/20  
**Materials:** 9/25/20

**Space:** 10/16/20  
**Materials:** 10/23/20
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More ways to reach influential coatings customers

Conference/Face-to-Face Marketing
The Premier Protective Coatings and Corrosion Event

NACE Publications

NACE Newsletters & Industry Editions

2020 Media Kit
Your NACE Publications Sales Team
15835 Park Ten Place | Houston, Texas 77084

Group Publisher
Eliina.Lizarraga@nace.org
+1 858-768-0828

NACE Media Key Accounts Rep
Eric.Freer@nace.org
+1 281-228-6292

CoatingsPro Magazine Media Sales Specialist
Jody.Lovsness@nace.org
+1 281-228-6257

NACE Exhibit and Sponsorship Sales Specialist
Tiffany.Krevics@nace.org
+1 281-228-6411

NACE Sales Specialist
Kaci.Lamb@nace.org
+1 281-228-6459

NACE Media Sales Manager
Diane.Gross@nace.org
+1 281-228-6446

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