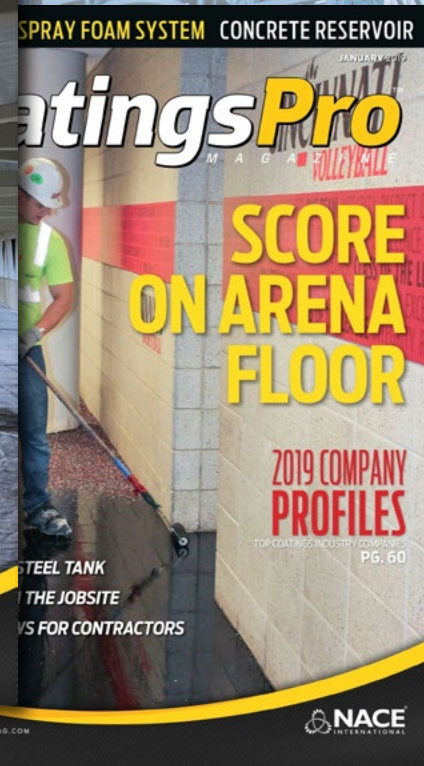


NACE International Media

# CoatingsPro<sup>TM</sup>

M A G A Z I N E

2020  
Media Kit





## *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
- Roofing
- Spray Bedliners
- Insulation/Spray Polyurethane Foam (SPF)

**13%**

Engineers

**1.2%**

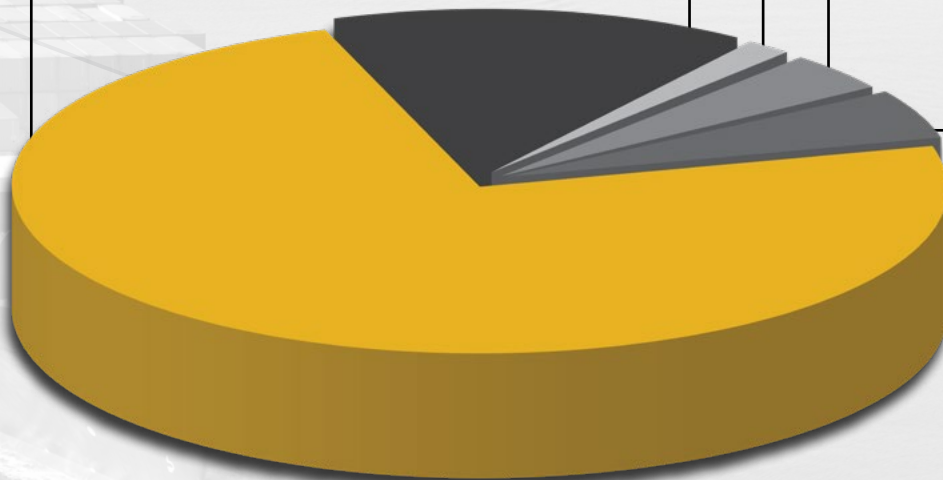
Plant/Facility Managers (Industrial or Military)

**4.4%**

Product/Equipment Suppliers (Chemical)

**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

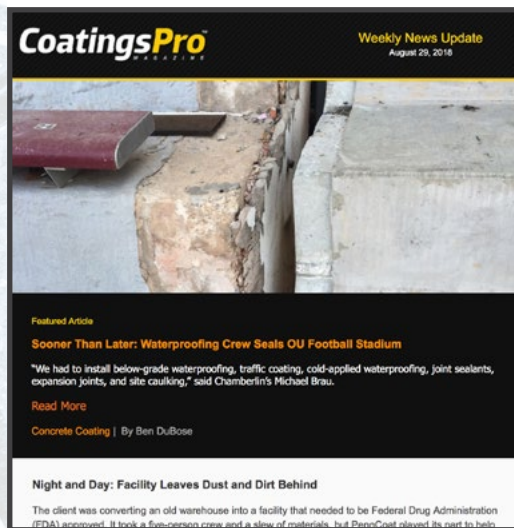
*CoatingsPro is published by NACE International. Its INSPECT This newsletter is circulated to +17,500 NACE-certified coatings inspectors by distributing it with the March, July, and November issues of CoatingsPro.*

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



Subscribers:  
**23,218**

### CoatingsProMag.com Web Site

The magazine's online home



Monthly Traffic:  
**19,536**

Monthly Sessions:  
**12,299**

Monthly Page Views:  
**8,160**

### NACE.org Web Site

THE online destination for corrosion control and protective coatings professionals



Monthly Traffic:  
**738,322**

Monthly Users:  
**147,599**

Source: Google Analytics, March 2019











## 2020 Editorial Calendar

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
						
EDITORIAL CONTENT	<ul style="list-style-type: none"> <li>• Concrete Surfaces</li> <li>• Roofing Applications</li> <li>• Epoxy Applications</li> <li>• Steel Tanks</li> <li>• SPF: Exploring the Technology</li> </ul>	<b>Surface Prep</b> <i>Digital edition February; print mails with March issue.</i>	<ul style="list-style-type: none"> <li>• Concrete Technology</li> <li>• Oil &amp; Gas Industry</li> <li>• Steel Substrates</li> <li>• Waterproofing</li> </ul>	<b>Steel Supplement</b> <i>Digital edition April; print mails with May issue.</i>	<ul style="list-style-type: none"> <li>• Bridge Applications</li> <li>• Water/Wastewater</li> <li>• Architectural Coatings</li> <li>• Green Coatings/ Sustainability</li> <li>• Safety Roundup</li> </ul>	<b>SourceBOOK</b> <i>THE "book" that coatings professionals rely on for supplier information.</i>
SPECIAL SECTION	<b>Company ProFILES</b>					
BONUS DISTRIBUTION	Inspection Conference 2020 World of Concrete 2020 IRE (International Roofing Expo) 2020 SSPC 2020	All industry shows attended and/or hosted by <i>CoatingsPro</i> and NACE	IIBEC (Int'l Institute of Building Enclosure Consultants) CGA 811 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 <i>INSPECT This</i> distribution) CORROSION 2020	All industry shows attended and/or hosted by <i>CoatingsPro</i> and NACE	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 <i>CoatingsPro</i> and NACE
CLOSINGS	<b>Space:</b> 11/8/19 <b>Materials:</b> 11/15/19	<b>Space:</b> 12/13/19 <b>Materials:</b> 12/20/19	<b>Space:</b> 1/10/20 <b>Materials:</b> 1/17/20	<b>Space:</b> 2/14/20 <b>Materials:</b> 2/21/20	<b>Space:</b> 3/13/20 <b>Materials:</b> 3/20/20	<b>Space:</b> 4/24/20 <b>Materials:</b> 5/1/20



## 2020 Editorial Calendar

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
						
<ul style="list-style-type: none"> <li>• Coatings and the World of Entertainment</li> <li>• Specialty Coatings</li> <li>• SPF: Commercial Structures</li> <li>• Food &amp; Beverage</li> </ul>	<b>Equipment Supplement</b> Digital edition August; print mails with September issue.	<ul style="list-style-type: none"> <li>• Flooring</li> <li>• Steel Surfaces</li> <li>• Green Roofs/ Sustainability</li> <li>• Coatings for Wet Environments</li> </ul>	<b>Roof Coating Supplement</b> Digital edition October; print mails with November issue.	<ul style="list-style-type: none"> <li>• Roofing Applications</li> <li>• Marine Structures</li> <li>• Building Envelope</li> <li>• Power Generation</li> </ul>	<b>Concrete Supplement</b> Digital edition December; print mails with January 2021 issue.	EDITORIAL CONTENT
<b>Product SPOTLIGHT</b>		<b>FloorSPACE</b>				SPECIAL SECTION
NACE-certified coating inspectors (via <i>INSPECT This</i> distribution) IAAPA (International Association of Amusement Parks and Attractions) Expo	All industry shows attended and/or hosted by <i>CoatingsPro</i> and NACE	IMAT (International Materials Applications & Technologies) 2020 CONSTRUCT 2020 ICAA (Insulation Contractors Association of America) Convention and Trade Show Polyurea Development Association Polyurethane Technical Conference Corrosion Technology Week	All industry shows attended and/or hosted by <i>CoatingsPro</i> and NACE	ICRI (Int'l Concrete Repair Institute) WorkBoat WJTA (WaterJet Technology Association) Conference & Expo POWERGEN International NACE-certified coating inspectors (via <i>INSPECT This</i> distribution)	All industry shows attended and/or hosted by <i>CoatingsPro</i> and NACE	BONUS DISTRIBUTION
<b>Space:</b> 5/15/20 <b>Materials:</b> 5/22/20	<b>Space:</b> 6/12/20 <b>Materials:</b> 6/19/20	<b>Space:</b> 7/17/20 <b>Materials:</b> 7/24/20	<b>Space:</b> 8/14/20 <b>Materials:</b> 8/21/20	<b>Space:</b> 9/18/20 <b>Materials:</b> 9/25/20	<b>Space:</b> 10/16/20 <b>Materials:</b> 10/23/20	CLOSINGS





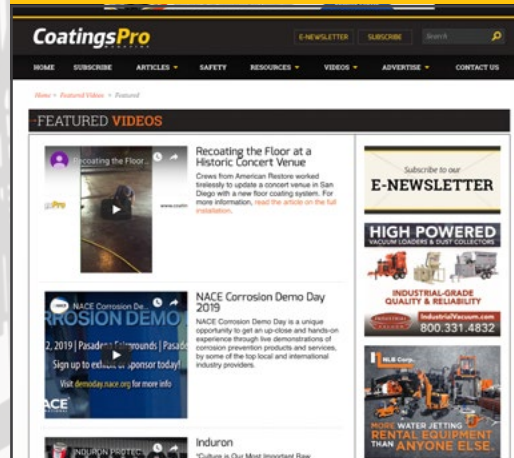
## Other CoatingsPro Marketing Solutions

Switch up your marketing mix with these content marketing options.  
Download our eBooks from [adsolutions.nace.org](https://adsolutions.nace.org) to learn more!

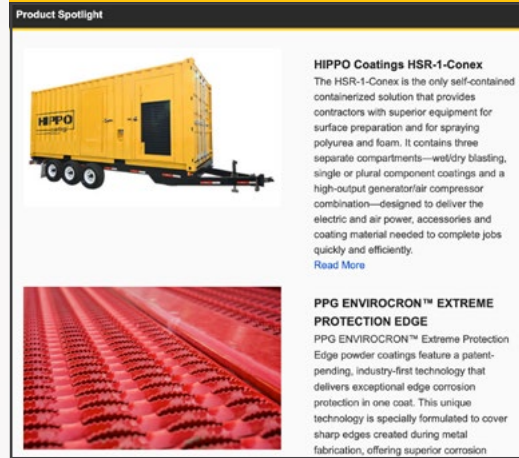
### White Papers



### Videos



### Product Spotlights



### Webcasts



### Native Advertising

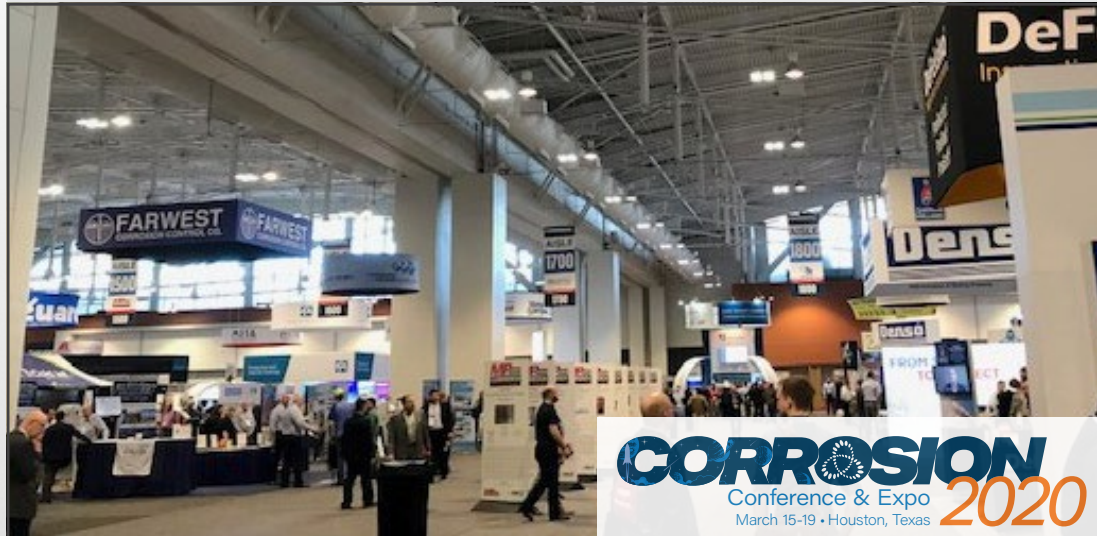




## More ways to reach influential coatings customers

### Conference/Face-to-Face Marketing

The Premier Protective Coatings and Corrosion Event



### NACE Publications



### NACE Newsletters & Industry Editions





## Your NACE Publications Sales Team

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*To view the full 2020 Media File  
visit [Adsolutions.nace.org](https://adsolutions.nace.org)!*