



MEDIA KIT 2024

Advertising - Branding - Promoted Content Opportunities

Promote your products and services to put your business in front of a high-value target group of 8000+ adhesives and sealants professionals.

FEICA is dedicated to engaging with all relevant stakeholders in the adhesive and sealant industry and uses a broad range of useful information resources and platforms to help keep its members and the industry updated on key industry developments and the environment in which it operates. For advertisers seeking to publicise product innovations or business developments, FEICA offers effective channels for delivering messages and promotions to the adhesive and sealant community.



FEICA CONNECT

FEICA e-newsletter

FEICA Reports

FEICA Conferences

OPPORTUNITIES OVERVIEW

FEICA offers a range of opportunities to reach 8000+ adhesives and sealants professionals, perfect to enhance your brand awareness. Select the formula that best fits your marketing needs or contact us for a customised solution.

1 Advertise in FEICA CONNECT

FEICA CONNECT, our quarterly industry publication, has a very targeted readership of key industry professionals comprising adhesives and sealants producers, distributors, suppliers and service providers.

CONNECT is delivered to the inboxes of engaged subscribers who have opted-in to follow FEICA news and updates. Each issue of CONNECT is promoted and shared via all FEICA digital and social media channels.

Publication timing:

- February/March
- mid-May
- end of June
- October/November

BREXIT: IMPORTANT CONSEQUENCES FOR OUR INDUSTRY

Since the Brexit transition period has ended, it is important that companies take prompt action to ensure any remaining UK registrations not already transferred to EU labels are not transferred or soon to expire.

By the deadline of 31 December 2020, registrants had failed to initiate a transfer of some 2,900 registrations, leaving 140 UK companies representing some 20% of all registrants from the country in question. All substances that were not registered by a UK based company had not been transferred to the EU and the corresponding registrations will be revoked. In terms of the potential impact, it should be noted that about 40% of these were registered only for intermediate use, meaning that they are used in the manufacture of other substances and treatment uses. The European Chemical Agency (ECA) will immediately start revoking these registrations.

According to ECHA, the number of UK registrations being revoked could be as high as 10 million that had been initiated by the end of the year or not accepted by the EU successor entities by 31 March 2021.

This is in line with the EU Implementing Regulation on other sectors, which provides that companies need to update registration information, such as a change in legal entity, within three months.

A trade deal between the UK and the EU was agreed on 24 December 2020, one week before the end of the transition period. A technical annex to the deal excludes the possibility of using ECHA data for the UK-EU registration.

ECHA maintains a list of substances only registered by UK companies. This list is available on our Secretariat on ECHA's website.

Page 1

Your banner here

A

RATES (per issue)

	A/B (1/2 page)	C (1/4 page)
One issue	€ 4,000	€ 2,500
Two issues	€ 3,750	€ 2,250
Three issues	€ 3,500	€ 2,000

FEICA members and members of our National Associations receive a 10% discount on advertisements in CONNECT.

TECHNICAL SPECS

A	105 x 297 mm
B	210 x 148 mm
C	105 x 148 mm
D	210 x 74 mm



2 Your banner in the FEICA e-newsletter

FEICA e-newsletters are delivered direct to readers' inboxes, a highly powerful and direct way to connect with your target audience electronically.

RATE BANNER

€ 1,000

TECHNICAL SPECS

- 620 x 200 px
- 300 dpi

Register for the latest FEICA Webinar

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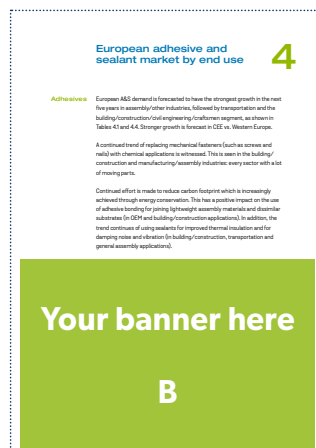
FEICA The Association of the European Adhesive & Sealant Industry

Rue Belliard 49 box 19 - B-1040 Brussels - Belgium
+32 2 896 94 00 info@feica.eu www.feica.eu

3 Advertise in FEICA Reports

FEICA regularly publishes reports.

Contact us to see which reports are coming up. Deadlines for delivery of your material vary from report to report.

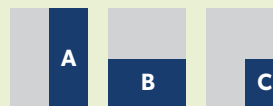


RATES (per issue)

A/B (1/2 page)	€ 1,000
C (1/4 page)	€ 600

TECHNICAL SPECS

A	105 x 297 mm
B	210 x 148 mm
C	105 x 148 mm



Audience overview

FEICA's network consists of a highly targeted audience of adhesives and sealants professionals.

TOP PROFILES

- General Management
- Procurement & Purchasing
- Business Development & Public Relations
- HES & Quality Control
- Research & Development

TOP INTERESTS

- Paper, board and related products
- Building and construction
- Transportation
- Footwear and leather
- Consumer / DIY
- Woodworking and joinery
- Assembly operations / other

4 Promote your product or service and new business developments at the FEICA conference

Showcase your product innovations at the FEICA annual conference, the most important event for the adhesive and sealant industry in Europe.

Promotional opportunities include:

- Event branding
- Conference item branding
- EXPO tables
- Dedicated email blast
- Your logo (with link) on the Conference website and app
- Your logo (with link) in the Conference Programme
- Your logo (with link) in the FEICA newsletter 'CONNECT', Conference edition
- Your logo (with link) in all pre-conference communications (social media, emails, newsletters)
- Post-event press release inclusion with quote
- etc

Please see www.feica-conferences.com for more information.



Contact us

To discuss advertising opportunities or a customised solution, please contact:

FEICA Secretariat

E-mail: info@feica.eu

Tel: +32 2 896 96 00