CoatingsTech

CoatingsTech is the first choice for professionals in the paint and coatings industry.

CoatingsTech is the flagship publication of the American Coatings Association (ACA). Published 11X per year, it is the premier technical magazine in the paint and coatings industry. Feature articles in each issue focus on technology in practice and innovative solutions in critical market areas.

ACA members manufacture over 90% of the total national volume of coatings.

Key Benefits

- Only paid subscriber magazine in the industry
- Only peer-reviewed magazine in the industry
- Print Circulation: 11,000 ACA members and subscribers
- Digital Circulation: 10,000 ACA members and subscribers
- Total Combined Print/Digital Circulation: 21,000 ACA members and subscribers*
- Reaches technology directors, chemists, formulators, purchasing agents, and business leaders
- Exclusive content from the American Coatings Conference
- Official magazine of the CoatingsTech Conference
- Official Magazine of the American Coatings Show (ACS) and the American Coatings Conference (ACC) and reaches all ACS/ACC registrants
- Bonus distribution at all major industry conferences
- Two-thirds of readers spend 30 minutes or more reading each print issue
- CoatingsTech digital distribution drives one-third of the traffic to the ACA website paint.org

What Readers Say

"CoatingsTech has the right balance of new science, applied science, coatings technology, and new offerings from suppliers."

"Excellent source for learning new coatings technologies."

"Good mix of both technical information and company/industry information."

*ACA internal data, reporting on total audience gross number. No attempt has been made to eliminate any duplication. Circulation includes ACA members, qualified print subscribers, qualified digital-only subscribers, requested subscriptions.
Advertising Opportunities at a Glance

Build your promotional campaigns using the full range of print and digital advertising and lead-generating offerings

Print  CoatingsTech sets the standard for editorial excellence in areas of importance to coatings professionals, engaging readers and prompting them toward action. As the industry’s only peer-reviewed magazine, CoatingsTech covers the spectrum of coatings and allied industries, focusing on traditional and emerging technologies. CoatingsTech delivers access to 11,000 key industry professionals—the people who have the most direct impact on purchasing. Check our editorial calendar for topics that fit your advertising message, and let us work with you to build a powerful strategic campaign.

Digital  Reach our readers any time, any place with your ad on CoatingsTech’s digital issue. A wide variety of digital enhancements, such as videos, blow-ins, leaderboards, etc., add interest and excitement and build on the message of your print ad. Our cross-platform digital issue puts CoatingsTech at our readers’ fingertips.

Website  ACA’s website, paint.org, has long been a valued resource for the industry. The site offers a wealth of information, attracting greater attention and traffic to your banner ad.

CoatingsTech Direct e-Newsletter  CoatingsTech Direct biweekly enewsletter keeps a finger on the pulse of the industry, expanding the coverage of the magazine with a focus on the latest industry highlights, event previews, and article links. Offered twice monthly to 10,000 highly engaged readers, the first issue of each month delivers the digital issue of CoatingsTech.

BrandBuilder™ Program  The CoatingsTech BrandBuilder program offers free exclusive value-added items that give you important exposure to your most profitable potential customers to build your brand. For details contact Carolyn Ward at cward@paint.org or 704.660.6530.