



# SURFACE COATINGS AUSTRALIA

JOURNAL OF THE  
SURFACE COATINGS  
ASSOCIATION AUSTRALIA

## *circulation and readership*

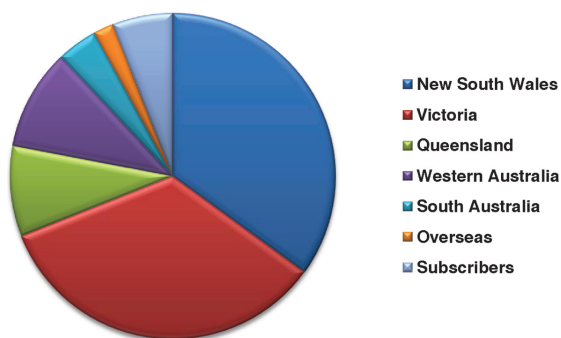
### *Circulation*

Surface Coatings Australia is mailed monthly to all members of the Surface Coatings Association, as well as to Subscribers and allied overseas organizations.

**TOTAL CIRCULATION: 700**

#### **Geographic Breakdown by States:**

- New South Wales 35%
- Victoria 34%
- Queensland 9%
- Western Australia 10%
- South Australia 4%
- Overseas 2%
- Subscribers 6%



### *Readership*

Surface Coatings Australia is read by scientists and technicians, as well as purchasing agents and those in sales and marketing in the industries of paint, polymers, printing ink, adhesives, and cosmetics. Raw materials manufacturers, importers, distributors and end users in these industries are also represented.

In addition, Surface Coatings Australia enjoys a high pass-on rate in the technical laboratories of the major paint companies.

#### **TARGET AUDIENCE:**

- Company Managing Directors
- Branch Managers
- Factory Owners and Controllers
- Formulators
- Government Research Workers
- Technologists
- Company & University Libraries
- Laboratory Personnel
- Purchasing and Supply Executives
- Research & Development Chemists

*All enquiries, advertising communications and material should be directed to:*

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