



MEDIA KIT 2019

mesures

The magazine focusing
on industrial automation
and instrumentation



NewsCo
RÉGIE

Print



DIGITAL



PRINT

WEBSITE⁽²⁾



12 952 Impressions / month
6 850 Visitors / month

MONTHLY



10 Issues / year
8 500 Copies per issue ⁽¹⁾
20 000 Professionals readers ⁽¹⁾

WEEKLY NEWSLETTERS

26 500 Newsletter's Subscribers ⁽¹⁾



THÉMATIC NEWSLETTERS

15 000 Newsletter's Subscribers ⁽¹⁾



mesures
A brand
360°



EVENT



Le Palmarès Technologique



TARGETS

Strategic decision-makers
(CEO, Manager, Department manager)

Engineers
(Executives, Project manager)

Technicians and workers

Sources : ⁽¹⁾ Editor, ⁽²⁾ Google Analytics (average 2018)



2019 EDITORIAL CALENDAR

MESURES

JANUARY

n°911

MAJOR FEATURES

QCL Gas Analysers

BUYING GUIDE

MES solutions

EXTRA CIRCULATION

ANALYSE INDUSTRIELLE (06/07.02)

FEBRUARY

n°912

MAJOR FEATURES

Maintenance 4.0

BUYING GUIDE

Level measurement

EXTRA CIRCULATION

GLOBAL INDUSTRIE LYON

(05.03 - 08.03)

CFIA (12.03 - 14.03)

MICROWAVE & RF/MtoM -
Objets connectés (20/21.03)**MARCH**

n°913

MAJOR FEATURESParticulate matter
characterization in the laboratory**BUYING GUIDE**High-speed and high-resolution
industrial cameras**EXTRA CIRCULATION**

FORUM LABO (26/28.03)

CONTAMIN EXPO (26/28.03)

ENOVA NANTES (03/04.04)

FOIRE DE HANOVRE (01/05.04)

APRIL

n°914

MAJOR FEATURESArtificial intelligence (edge
computing...) energizes the
industry**BUYING GUIDE**Vector network
analyzers vectoriels**MAY**

n°915

MAJOR FEATURES

Portable elemental analyzers

BUYING GUIDE

Industrial gateways to the cloud

EXTRA CIRCULATION

SMART ENERGIES EXPO

JUNE

n°916

MAJOR FEATURES

The place of women in industry

BUYING GUIDE

Weighing indicators

SEPTEMBER

n°917

MAJOR FEATURESLes Palmarès technologiques 2019
Awards**BUYING GUIDE**

Clamping control systems

EXTRA CIRCULATION

PALMARÈS TECHNOLOGIQUE

(19.09)

MEASUREMENT WORLD

(24.09 - 26.09)

FORUM DE L'ÉLECTRONIQUE

(24.09 - 26.09)

CIM (24.09 - 26.09)

EUROPEAN MICROWAVE WEEK

(29.09 - 04.10)

IBS

OCTOBER

n°918

MAJOR FEATURESIndustry of the future: focus on
the OPC UA standard**BUYING GUIDE**

Power analyzers

NOVEMBER

n°919

MAJOR FEATURES

Water analysis

BUYING GUIDESoftware for collecting and
analyzing machine data**DECEMBER**

n°920

MAJOR FEATURES

Time of flight sensors

BUYING GUIDE

Valve positioners



RATES AND FORMATS (W X H)

PRINT

RATES

False front cover, right and left sides	15 000 €
False front cover, right side	9 000 €
Cover 2	7 350 €
Cover 3	7 350 €
Cover 4	7 750 €
Page (210x297)	5 500 €
Double page	11 000 €
1/2 page vertical (90x256)	3 550 €
1/2 page vertical (185x130)	3 350 €
1/3 page vertical (65x+256)	2 950 €
1/4 page horizontal (125x86) or vertical (90x130)	1 950 €
Square ad RHP (for 5 corners) (57x80)	1 250 €

Opération spéciales sur devis

Palmares Technologique Sponsoring
(print + web). Consult us

INSERTS*

2 pages	5 000 €
4 pages	9 000 €
6 pages	12 000 €
8 pages	15 000 €
10 pages and more	1 700 €/page
Tech fees	Consult us

VOLUME DISCOUNTS**

2 to 5 insertions.....	5%
6 to 10 insertions.....	10%
11 insertions and more	15%

DISCOUNTS

Professional discount (applies to each advertiser using an authorized intermediary)	15%
New advertiser (apply to any new advertisers)	10%

*The discount are applied on cascade.





RATES AND FORMATS (W X H)

DIGITAL

Website

RATES & FORMATS	Week	Month
Maxi Mega leaderboard (960 x 90 px) ...	1 300 €	4 100 €
Mega banner (728 x 90 px)	1 200 €	3 900 €
Banner (468 x 60 px)	690 €	2 350 €
MPU 1 (300 x 250 px)	1 100 €	3 850 €
MPU 2 (300 x 250 px)	950 €	3 300 €
Cat fish (960 x 50 px)	1 400 €	5 000 €
Wallpaper	2 500 €	9 000 €
Interstitial (960 x 90 px)	1 230 €	4 450 €
Text ad 1	1 000 €	3 400 €



TECHNICAL CONDITIONS

Maxi leaderboard, MPU, inter-banner : jpeg or gif maximum weight 45 Ko.
 Publi-web & covering : jpeg or gif maximum weight 35 Ko.
 Files delivery PDF : By e-mail or FTP : lmetry@newscoregie.fr

MATERIAL DEADLINE :
 4 working days prior running.
 The redirect link URL must be valid upon the delivery.



RATES AND FORMATS (W X H)

DIGITAL

Weekly newsletter

RATES & FORMATS	Week	Month
Maxi Mega leaderboard (960 x 90 px)...	1 000 €	– 3 200 €
MPU (300 x 250 px)	950 €	– 3 000 €
Banner 1 (468 x 60 px).....	900 €	– 3 000 €
Banner 2 (468 x 60 px).....	820 €	– 2 900 €
Banner 3 (468 x 60 px).....	750 €	– 2 650 €
Test ad 1.....	930 €	– 3 200 €
Test ad 2.....	850 €	– 3 400 €

Thematic newsletter

RATES & FORMATS	1 post	3 post
Mega banner (728 x 90 px).....	1 100 €	– 3 000 €
MPU (300 x 250 px)	1 100 €	– 3 000 €
Banner 1 (468 x 60 px).....	1 000 €	– 2 700 €
Bannier 2 & 3 (468 x 60 px).....	1 000 €	– 2 700 €
Text ad	930 €	– 3 200 €

Sponsored newsletter

26 500 ADDRESSES*	
1 shot	4 300 € + 400 (Tech Fees)

E-mailing

26 000 ADDRESSES*	
1 shot	4 000 €

VOLUMES DISCOUNT**

3 to 5 months	10 %
6 to 11 months.....	15 %
12 months and more.....	20 %

* 2017 average figures. ** The discount are applied on cascade.



MATERIAL DEADLINE :
5 working days prior running.
The redirect link URL must be valid upon the delivery.

TECHNICAL CONDITIONS

Maxi leaderboard, MPU, inter-banner : jpeg or gif maximum weight 45 Ko.
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