



## WEBSITE

■ **The world of industry** is:

■ **A Magazine** online that allows you to follow the news in real time: new, future, technology offers exclusive, the evolution of markets, movements in companies, as well as the main appointments of the profession.

■ **A directory** to list your products and implement relationship of buyers and specifiers industrial with the main suppliers of equipment and service providers

■ **A space catalog** to present all of your products in one place.

## NEWSLETTERS

■ **The world of industry** also publishes:

### The world of the industry newsletter:

Monthly 50,000 copies its **newsletter industrial purchases**, a tool that allows you to regularly receive a summary of the news of the industry. Sent to our subscribers, it allows you to learn about new products, thematic files and reports on trade shows.

### Thematic newsletters:

Off-series theme that allow to get in touch with: All integrators and manufacturers of machinery and industrial equipment directly concerned by these sectors and manufacturers who have already shown an interest in these products.

**Newsletters on the world of Industry 4.0 New**  
2 issues (January, September) broadcasting 36000ex

**Newsletters on the world of mechanics and engines and Communications**  
2 issues (March, October) distribution 37000ex

**Newsletters on the world of measurement of Control and vision: *New***  
2 issues (April, November) broadcasting 38000ex

**Newsletters on the world of safety and the Environment: 2 issues (May, December) diffusion 39000ex**

## SOLO MAILINGS

■ **A tool for sale:** for your actions of direct marketing and your new product launches. Take advantage of our database (newsletter and website subscribers) to launch e-mailings targeted action.

■ **Complete statistics:** statistics you will be provided with: the number of openings, the number of clicks and the full list of contacts.

■ **Benefits:** the only communication tool that allows to measure returns on investment in real time and retrieve full detail

## SCHEDULES REDACTIONNELS 2019

### Newsletters the world of industry

Month	N°	Files	Trade shows
January	147	Programmable controllers, control desks	<b>Industrial analysis</b> From 5 to 6 February 2019 forecourt of Defense <b>CFIA</b> From 12 to 13 March 2019 Parc expThe dAnd Rennlt
February	148	Computer and Communication without wires	<b>Industry LYON</b> <b>Midest</b> From 5 to 9 March 2019 Eurexpo Lyon
March	150	Sensors, detectors, transmitters	<b>Display MtoM</b> <b>Rts embedd systems</b> <b>Connected objects</b> Du 20 To March 21, 2019 Paris Porte de Versailles
April	152	Display and industrial Vision	<b>Hanover Fair</b> from 01 to 5 April 2019
May	154	Measurement, control, instrumentation	<b>PREVENTICA</b> From 21 to 23 May 2019 Paris
September	156	PC and Industrial Computing	<b>ENOVA Paris</b> From 23 to 24 October 2019 Paris Porte de Versailles <b>International Congress of Metrology</b> From 24 to 26 September Paris Expo Porte de Versailles <b>APS - Alarms Safety PROTECTION</b> from 01 to 03 October 2019 Versailles <b>PREVENTICA</b> From 8 to 10 October 2019 Marseille
October	158	Cables, industrial connections and Electrical equipment	<b>IBS Intelligent Building Systems</b> From 6 to 7 November 2018 Paris Expo Porte de Versailles <b>Be 4.0 Salon Industries of the future</b> From 20 to 21 November 2018 Parc Expo de Mulhouse
November	160	Pumps, valves and industrial valves Fluid Control and regulation	<b>INTERCLIMA+ELEC</b> from 05 to 08 November Paris Nord Villepinte

## Newsletters the world of Industry 4.0

<i>New</i>	N°	Files	Focus
February	148	Automatism and automation	Computer science, software and assisted programming
September	156	Connected objects The Internet of objects (IoT)	Artificial intelligence

## Newsletters the world of engines and mechanical components

Month	N°	Files	Focus
March	151	transmissions, bearings and guides Linear	Motors, Gearmotors, speed controllers
October	159	Motor Maps and controls	Hydraulique, Pneumatique

## Newsletters the world of measurement, control and vision

<i>New</i>	N	Files	Focus
April	153	Vision Control	Temperature and humidity measurement
November	161	Measuring fluid control and regulation	Physical measurement

## Newsletters the world of security and the environment

	N°	Files	Focus
May	155	Machine Protection and safety	Safety Barriers and sensors
December	162	Protection of premises, alarms and the environment	Electrical protections, lightning arresters and surge equipment

# ADVERTISING RATES

ADVERTISING RATES				
BANNERS	FORMATS	LOCATIONS	BROADCAST SITE + NEWSLETTERS	NEWSLETTERS Industrial purchases +Off-series themes
<b>BANNER in head 1</b>	468 X 60 pixels	Top-right side logo LMDI	1 newsletter + 1 month on site on all pages	€1500
<b>BIG BANNER</b>	728 X 90 pixels	Under the top	1 + 1 month on site newsletter	€ 1800
<b>BANNERS 2 and 3</b>	468 X 60 pixels	Under the top	1 newsletter + 15 days on site	€1200
<b>BANNERS 4 and 5</b>	468 X 60 pixels	The middle column	1 newsletter + 15 days on site	€1000
<b>VERTICAL BANNER</b>	150 X 550 pixels	Right column	1 + 1 month on site newsletter	€1800
<b>THUMBNAILS</b>	150 X 150 pixels	Right column	1 + 1 month on site newsletter on site only 1 year subscription	€600 €2500
<b>SQUARE (Video, showcase)</b>	250 X 250 pixels	Left column	1 + 1 month on site newsletter Subscription on site only 1 year	€1000 €3500
<b>LOGOS</b>	JPEG /PDF logos	Left column	3 months on site 1 year on site	€250 €800
<b>CATALOG</b>	Format PDF 10 MB	Space catalogs	3 shipments newsletters + 1 year on site	€900 €700
<b>INFO PRODUCTS</b>	Pictures in JPEG + text in WORD the middle column	The middle column	1 newsletter + 15 days on site 3newsletters + 15 days on site 5 newsletters + 15 days on site	€400 €900 €1400
<b>PUBLISHED REPORTS</b>	Pictures in JPEG + text in WORD the middle column	Left column		€500 €450
<b>PREMIUM PACKAGE</b>	1 banner 10 products 1 catalog1 logo		1 mailing newsletter + 15 days on site + 1 year in products directory catalogues + 1 year in space + 2 months on site	€1900
<b>CLASS PACK</b>	2 banners 10 products 1 catalog 1 logo		1 mailing newsletter + 15 days on site + 1 year in products directory catalogues + 1 year in space+ 2 months on site	€2500
<b>PACK GOLD</b>	3 banners 10 products 1 catalog 1 logo		1 mailing newsletter + 15 days on site + 1 year in products directory + 1 year in space catalog + 2 months on site	€3700

<b>E-MAILING</b>	<b>Sent : 50 000ex</b>	<b>Technical informations :</b> HTML file 10/20 ko  <b>Reporting :</b> 1 number of views, 2 number of clicks 3 contacts mails	<b>1 e-mail : 2300€</b> <b>2 e-mail : 4100€</b> <b>3 e-mails : 5800€</b>
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