



SITE INTERNET

The World of Industry is above all:

An online magazine that tracks news in real time: new developments, upcoming technologies, exclusive offers, changing markets, business movements, as well as key business events.

A directory to reference your products and connect buyers and industrial prescribers with major equipment suppliers and service providers.

A catalogue space to present all your products in one place.

Newsletters

The World of Industry also publishes:

The World of Industry Newsletter:

The **Newsletter Industrial Purchasing** is a tool that allows you to regularly receive a summary of industry news. The World of Industry newsletters contain industry news, product news, thematic files, and trade shows.

Thematic newsletters:

Thematic off-series that allow you to get in touch with all integrators and manufacturers who have already expressed an interest in these products.

Newsletters on the world of Industry 4.0

2 issues: February – September

Newsletters the world of motors, drives and components. Mechanical

1 issue: March

Newsletters the world of measurement, sensors and vision

2 issues: April - November

Newsletters the world of safety and the environment

2 issues: May - December

Newsletters the world of IT and electronics

Industrial NEW

2 issues: June - October

SOLO MAILINGS

A sales tool: for your direct marketing actions and launches of your new products. Take advantage of our database (thematic newsletter subscribers and website) to launch targeted e-mailing actions.

Full statistics: You will get statistics with the number of openings, the number of clicks and the full list of contacts.

The benefits: the only communication tool that measures real-time returns on investment and recovers the full contact information of interested industrialists

PLANNING 2025 monthly and thematic newsletters

Month	No	NEWSLETTERS	FILES	FOCUS	EXHIBITIONS
JANUARY	232	The World of Industry	Measurement, Control, Instrumentation		<u>Global industrie Lyon</u> 11-14 March 2025
FEBRUARY	233	Off-series Industry 4.0	Automation and Control	Data transmissions and Wireless communications	<u>CFIA</u> 4-5-6 March 2025 Parc des expositions Rennes
MARCH	234	Off-series engines	Transmissions, Bearings, Guidance	Engines, motors, Speed variators	<u>Analyse industrielle</u> 14-15 May 2025 Paris porte de Champerret <u>Hanover Messe</u> 31 march-04 April 2025 Hanovre, Allemagne
APRIL	235	Out-of-series Measurement, Sensors, and Vision	Smart Sensors	Fluid Control and Regulation	
MAY	236	Out-of-series security	Machine Protection and Safety	Identification Systems and Security Barriers	<u>Préventica France</u> Paris 10-12 June 2025
JUNE	237	Special Computer Science and Electronics Industry	Cables & Connectors	Electrical protection Surge arresters' equipment Surge Control	
SEPTEMBER	238	The World of Industry	Industrial PC		
	239	Off-series Industry 4.0	Automation and Robotics	Men/Machine interface, IoT	<u>Préventica Bordeaux</u> 14 au 16 october 2025
OCTOBER	240	Special Computer Science and Electronics Industry	Electrical equipment and Industrial Buildings		<u>SEMIOCN EUROPE</u> 18/21 november 2025 Munich
NOVEMBER	241	Out-of-series Measurement, Sensors, and Vision	Vision Control	Measuring temperature and humidity	<u>IBS</u> November 2025 Paris Porte de Versailles
DECEMBER	242	Out-of-series Security	Men/machine Safety	Protecting Premises and Electrical Equipment's	

ADVERTISING RATES 2025

ADVERTISING SPACES

Banners	Formats	Locations	WEBSITE - NEWSLETTERS	LETTERS LMDI OUT-SERIES Price HT
Banner Top 1	468 X 60 pixels	Top right face LMDI logo	1 newsletter 1 month on site on all pages	1500€
LARGE BANNER	728 X 90 pixels	Under the lead	1 newsletter - 1 month on site	1800€
BANNIERES 2 and 3	468 X 60 pixels	Under the lead	1 newsletter - 15 days on site	1200€
BANNIERES 4 and 5	468 X 60 pixels	Middle column	1 newsletter - 15 days on site	1000€
VERTICAL BANTER	250 X 550 pixels	Right column	1 newsletter - 1 month on site	1800€
VIGNETTE	250 X 150 pixels	Right column	1 newsletter - 1 month on site Subscription on site only 1 an	600€ 2500€
CARRE <i>(Video, showcase)</i>	250 X 250 pixels	Left column	1 newsletter - 1 month on site Subscription on site only 1 year	1000€ 3500€
LOGO	Logos JPEG /PDF	Left column	3 months on site 1 year on site	250€ 800€
CATALOG	Format PDF 10Mo	Catalogue space	3 newsletters - 1 year on site	900€
INFORMATION PRODUCTS	Photos under JPEG Text under WORD Middle column	Middle column	1 newsletter - 15 days on site 3 newsletters - 15 days on site 5 newsletters - 15 days on site	400€ 900€ 1500€

PACK WEB

Pack LMDI premium	1 banner 5 products 1 catalogue 1 logo	1 LMDI newsletter - 15 days on site 1 year in product directory 1 year in catalogue space 2 months on site	1500€ HT
LMDI pack class	2 banners 10 products 1 catalogue 1 logo	2ndNvois newsletters LMDI – 15 days on site 1 year in product directory 1 year in catalogue space 2 months on site	2000€ HT
Pack or LMDI	3 banners 10 products 1 catalogue 1 Logo	3 LMDI newsletters - 15 days on site 1 year in product directory 1 year in catalogue space 2 months on site	2500€ HT

SOLO MAILINGS

LMDI solo couriers	The World of Industry	30,000ex	1 shipment: 1900€ HT 2 shipments: 3000€ HT 3 shipments: 3500€ HT
Full statistics: Number of openings Number of clicks Email list of contacts obtained. (Open - clicked)	Technical items to provide: URL provided with file. HTML built. Technical costs: Accommodation: 100€ HT Page design HTML - accommodation: 250€ HT		