



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: new

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 the world of Mechanics and Transmissions

2 numbers (March, September) 37000 ex

Newsletter the world of motors and drive

2 numbers (April, October) 37000 ex

Newsletter the world of industrial safety:

2 numbers (June and November) 39000 ex

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 emailings 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 details interested for a commercial recovery industry

SCHEDULES REDACTIONNELS 2018

The world of the industry newsletter

Month	NO.	Records	Focus	Salons
JANUARY	136	Automation, PLC control desks		Industrial analysis from 6 February to 7 February 2018 Great space Ark - Paris La Défense
FEBRUARY	137	Measure, control, instrumentation	Optical encoders	CFIA from March 13 to March 15, 2018 Reindeer Embedded Systems MtoM & objects from 21 March to March 22, 2018 Paris Expo Porte de Versailles
MARCH	138	Sensors, detectors and transmitters	Blocks input/output	Industry Paris March 27 to March 30, 2018 Paris North Villepinte Midest from 27 to 30 March 2018 Paris Nord Villepinte
APRIL	139	Solutions real time computing and embedded systems		Hanover fair from 23 April to 27 April 2018 Hanover
MAY	140	Power dressing, cupboards, cabinets boxes, command buttons	Power connectors	
JUNE	141	Industrial vision		
SEPTEMBER	142	PC and industrial computing	Infrared cameras	Enova Paris 2018 from 23 October to October 24, 2018 Paris expo door of Versailles, Paris
OCTOBER	143	Measurement of temperature and humidity control and regulation of the fluid		EXPOPROTECTION from 06 November to 08 November 2018
NOVEMBER	144	Cables, connectors	Rotary Encoders	
DECEMBER	145	Pumps, valves and industrial valves		

(*) Provide a link (URL) or an e-mail with each ad

Newsletters on the world of Mechanics and Transmissions

Months	N°	Records	Focus	Salons
MARCH	1	Transmissions, Bearings and Linear guidance	Hydraulique, Pneumatique	
SEPTEMBER	2	Fasteners, Seals and couplings Clutches	Brakes and Engines	

Newsletters on the world of Motorization and Workouts

Months	N°	Records	Focus	Salons
APRIL	1	Motors, Geared Motors, speed variators	Electrical protection	
OCTOBER	2	Motor Cards and Controls Drives	Speed variators	

Newsletters on the world of Industrial Safety

Months	N°	Records	Focus	Salons
MAY	1	Protection and Safety of Machines	Barriers and Security Sensors	
NOVEMBER	2	Barriers and Security Sensors	Protection of the premises Alarms and Environment	

ADVERTISING RATES

ADVERTISING RATES					
BANNERS	FORMATS	LOCATIONS	BROADCAST SITE + NEWSLETTERS	NEWSLETTERS Industrial purchases	NEWSLETTERS Off-series themes
BANNER in head 1	468 X 60 pixels	Top-right side logo LMDI	1 newsletter + 1 month on site on all pages	€1500	€1400
BIG BANNER	728 X 90 pixels	Under the top	1 + 1 month on site newsletter	€ 1800	€1600
BANNERS 2 and 3	468 X 60 pixels	Under the top	1 newsletter + 15 days on site	€1200	€ 1100
BANNERS 4 and 5	468 X 60 pixels	The middle column	1 newsletter + 15 days on site	€1000	€900
VERTICAL BANNER	150 X 550 pixels	Right column	1 + 1 month on site newsletter	€1800	€1600
THUMBNAILS	150 X 150 pixels	Right column	1 + 1 month on site newsletter on site only 1 year subscription	€600 €2500	€500
SQUARE (Video, showcase)	250 X 250 pixels	Left column	1 + 1 month on site newsletter Subscription on site only 1 year	€1000 €3500	€900
LOGOS	JPEG /PDF logos	Left column	3 months on site 1 year on site	€250 €800	€150
CATALOG	Format PDF 10 MB	Space catalogs	3 shipments newsletters + 1 year on site	€900	€700
INFO PRODUCTS	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 €1500	€350 €800 €1400
PUBLISHED REPORTS	Pictures in JPEG + text in WORD the middle column	Left column		€500	€450

PREMIUM PACKAGE	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
CLASS PACK	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
PACK GOLD	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

E-MAILING	Sent : 50 000ex	Technical informations : HTML file 10/20 ko Reporting : <ol style="list-style-type: none"> number of views, number of clicks contacts mails 	1 e-mail : 2300€ 2 e-mail : 4100€ 3 e-mails : 5800€
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