



## 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 2024 monthly and thematic newsletters

Month	No	NEWSLETTERS	FILES	FOCUS	EXHIBITIONS
JANUARY	221	The World of Industry	Measurement, Control, Instrumentation		<b>Global industrie Lyon</b> 25-28 March 2024
FEBRUARY	222	Off-series Industry 4.0	Automation and Control	Data transmissions and Wireless communications	<b>CFIA</b> 12-12-14 March 2024 Parc des exposition Rennes
MARCH	223	Off-series engines	Transmissions, Bearings, Guidance	Engines, motors, Speed variators	<b>Analyse industrielle</b> 3 & 4 April 2024 Paris porte de Champerret  <b>Hanover Messe</b> 22-26 April 2024 Hanovre, Allemagne
APRIL	224	Out-of-series Measurement, Sensors, and Vision	Smart Sensors	Fluid Control and Regulation	
MAY	2225	Out-of-series security	Machine Protection and Safety	Identification Systems and Security Barriers	<b>Préventica France</b> Strasbourg 18/20June 2024
JUNE New	226	Special Computer Science and Electronics Industry	Cables & Connectors	Electrical protection Surge arresters' equipment Surge Control	
SEPTEMBER	227	The World of Industry	Industrial PC		<b>Mesures Solutions Expo</b> October 16/17/2024 Lyon France  
	218	Off-series Industry 4.0	Automation and Robotics	Men/Machine interface, IoT	
OCTOBER New	229	Special Computer Science and Electronics Industry	Electrical equipment and Industrial Buildings		
NOVEMBER	230	Out-of-series Measurement, Sensors, and Vision	Vision Control	Measuring temperature and humidity	<b>IBS</b> November 13/14/2024 Paris Porte de Versailles
DECEMBER	231	Out-of-series Security	Men/machine Safety	Protecting Premises and Electrical Equipment's	

# ADVERTISING RATES 2024

## ADVERTISING SPACES

Banners	Formats	Locations	WEBSITE - NEWSLETTERS	LETTERS LMDI OUT-SERIES Price HT
<b>Banner Top 1</b>	468 X 60 pixels	Top right face LMDI logo	1 newsletter 1 month on site on all pages	<b>1500€</b>
<b>LARGE BANNER</b>	758 X 90 pixels	Under the lead	1 newsletter - 1 month on site	<b>1800€</b>
<b>BANNIERES 2 and 3</b>	468 X 60 pixels	Under the lead	1 newsletter - 15 days on site	<b>1200€</b>
<b>BANNIERES 4 and 5</b>	468 X 60 pixels	Middle column	1 newsletter - 15 days on site	<b>1000€</b>
<b>VERTICAL BANTER</b>	250 X 550 pixels	Right column	1 newsletter - 1 month on site	<b>1800€</b>
<b>VIGNETTE</b>	250 X 150 pixels	Right column	1 newsletter - 1 month on site Subscription on site only 1 an	<b>600€</b> <b>2500€</b>
<b>CARRE</b> <i>(Video, showcase)</i>	250 X 250 pixels	Left column	1 newsletter - 1 month on site Subscription on site only 1 year	<b>1000€</b> <b>3500€</b>
<b>LOGO</b>	Logos JPEG /PDF	Left column	3 months on site 1 year on site	<b>250€</b> <b>800€</b>
<b>CATALOG</b>	Format PDF 10Mo	Catalogue space	3 newsletters - 1 year on site	<b>900€</b>
<b>INFORMATION PRODUCTS</b>	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	<b>400€</b> <b>900€</b> <b>1500€</b>

## PACK WEB

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

## SOLO MAILINGS

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