



2017 MEDIA KIT

THE N°1 MEDIA
FOR PROFESSIONALS
IN HEALTH AND
SAFETY AT WORK

- Magazine
- Buyer's Guide
- Directories
- Special Issue
- Web Sites
- e-newsletter
- Online tradeshow
- Database
- 2017 Editorial Calendar



For further information, contact Jérôme PERROTTE
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THE MAGAZINE

N°1 on Health and Safety at Work!



**The only magazine 100%
Health and Safety at Work!**

**N°1
on the market!**

Average circulation per issue
July 1st 2015 to 30 June 30th 2016

**9.500
copies**

The most important circulation
on the market!
Bonus circulation on trade shows.

**Circulation
65%
on Health & Safety
Managers**

A steady increase in circulation year
after year. A top quality circulation,
100% useful to a highly targeted
audience of H&S decision makers!

PIC is the n°1 active, communication tool, reaching a wide, yet targeted market in the Health and Safety at Work sector. It has provided a solution to your specific needs for over 10 years.

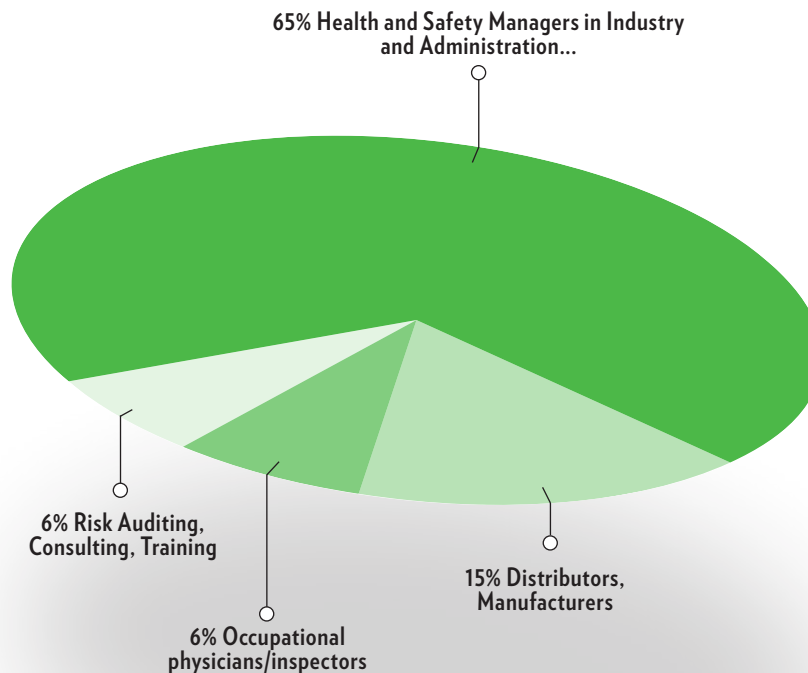
PIC is the highest circulating safety magazine in France, the leading source of information for occupational health and safety professionals and assists Health and Safety Managers in industry and administration, Occupational physicians, Distributors... in creating awareness of what's happening in the sector.

PIC is also the only magazine which addresses all relevant actors (B to B) in the industry, be they Manufacturers or Distributors, with information on the full range of health and safety compliance and best practice products, new products, new market or business...

→ The only magazine in the sector
with such a significant, prominent
circulation to both H&S Managers and
Prevention Engineers, Ergonomists...

→ Circulation covering almost all
major Distributors!

→ A readership of + de 27.500 readers,
with 2.9 readers per issue!



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THE MAGAZINE

To maximize your exposure and build brand awareness



THE NEWS PAGES, all relevant information on recent legislation, standards, examples of prevention practices, trends in work-related accidents, social and regulatory monitoring, market development, nominations, agendas... Ending with an interview with a leading player in the market.



THE SPECIAL FEATURES, general topics, cross-cutting issues in the security sector, methodologies used by Prevention Engineers... The opportunity to step back and focus on a specific topic, respond to customer needs and questions from top management in the Occupational Health and Safety sector.



SAFETY EQUIPMENT, RISK PREVENTION, QUALITY WORK LIFE... in each issue, extensive articles on trade practices, continually updated technological knowhow and field experiences, feedback and exchanges with Health and Safety Managers, Suppliers, Distributors... to assist our readers in their daily decision making.



IN WHAT'S NEW, all new products, start-ups, the latest trends and developments on the market and an exclusive interview with a manufacturer.

THE MAGAZINE

2017 Magazine Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 195 / Back 100 x 297	5.850 €
On Cover	Front 210 x 150 / Back 210 x 297	6.200 €
2nd Cover	210 x 297	4.200 €
3rd Cover	210 x 297	4.200 €
4th Cover	210 x 297	4.700 €
Page	210 x 297	3.850 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	2.600 €
1/4 Page	91 x 124	1.550 €
Special Advertising Section	210 x 297	4.100 €
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		3.950 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.050 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		4.700 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	550 € 880 € 1.450 €

SPECIAL OFFERS

Post -it
Adhesive sample
Banderole
Memento
Facsimile
Flap on 1st cover
Customized Buyer's Guide
Customized Directory
Bookmark

Contact us

BI MÉDIA PACK

Magazine + Web - 5 %

TRADESHOW PACK

Take advantage of **PIC's** large number of e-communication tools to be better positioned at tradeshows, generate more visitors and contacts, benefit from our converged media services to highlight your new products and product presentations!

- 1/2 Page 4 colour + Editorial (tradeshow dossier)
 - + Top Banner web site pic-magazine.fr 1 month before tradeshow date
 - + Top Banner e-salon-securitetravail.fr 1 month before tradeshow date
 - + Top Banner annuaire-securitetravail.fr 1 month before tradeshow date
 - + Button e-newsletter 1 month (2nd newsletter) before tradeshow date
- (Price not discountable)

- 50 %
3.200 € au lieu de 6.050 €

NEW PRODUCT & SERVICE PACK

New product or service to launch on the market?

PIC offers an effective, customized tool to ensure a successful launch!

- 1/2 Page 4 Colour + What's New Editorial magazine
- + What's New E-newsletter with a direct link to your product on e-salon-securitetravail.fr
- + Your product referenced for 1 year on e-salon-securitetravail.fr
- + Top Banner on e-salon-securitetravail.fr 1 month

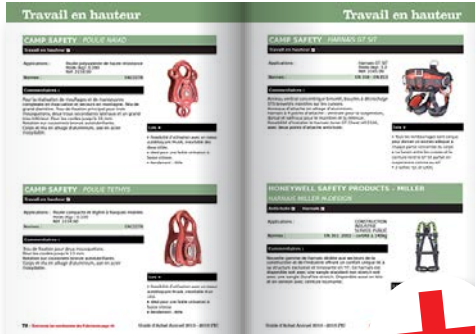
- 25 %
3.600 € au lieu de 4.600 €

Special Position: + 10% - B&W and 2 colors = 4 color -20% - Payment terms: 30 days - Policy Regulation on www.pic-magazine.fr
Mechanical Requirements: High resolution 300dpi (jpeg) or Adobe Acrobat files (pdf) - Color proof required - Provide a 5 mm overflow.

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THE BUYER'S GUIDE

To generate more demand and contacts!



THE 2018 ANNUAL BUYER'S GUIDE

The **PIC** Annual Buyer's Guide is sent to all subscribers (9.500 copies) with the **PIC** November issue and distributed at all trade shows where we are a media partner. This is an essential, indispensable work tool for our readers as it references all protection equipment on the market in the form of complete, technical data sheets, filed by topic. Keep your name in front of your customers! The Buyer's Guide is coupled with the 1st online tradeshow, e-salon-securitetravail.fr. Be sure to have all your products referenced online!



e-salon-securitetravail.fr: THE 1ST ONLINE TRADESHOW ON HEALTH AND SAFETY AT WORK !

A permanent, 365 days a year, online Trade Show!

- The only Product Guide available on the french market!
- On your stand, the specification sheet of your products: videos, more picture, contacts, technical brochure, catalogs, quotation request and prices, your distribution list, your upcoming exhibitions...
- You show how many products you want!
- A complementary marketing tool to your own website and exhibitions.



THE MAGAZINE'S BUYER GUIDE

The Magazine's Buyer Guide is a very practical section at the end of the magazine that provides complete, referential support and enables our readers to quickly locate a supplier by main category. A regular, inexpensive press coverage in the media with your logo and contacts!

At a very low cost, you will systematically be seen at the end of the magazine by our 22.000 readers. We connect you with a highly targeted audience, your clients and prospects will easily find you. An inexpensive, complementary communication tool that enhances and maximizes your visibility!



The 2018 Annual Buyer's Guide

PER PRODUCT	Specification sheet	280 €
DISCOUNT: 2 to 3 products -25% - 4 products and more -50%		
4th Cover	148 x 210 mm	3.995 €
Page	148 x 210 mm	2.900 €
1/2 Page	148 x 100 mm	2.200 €

Online tradeshow

e-salon-securitetravail.fr

1 year - including reporting, modifications, administration

No. OF PRODUCTS PER STAND	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	+ 100 €
DISCOUNT: 2 to 3 products -25% - 4 products and more -50%		
Top Banner home page - 1 month	728 x 90 pixels	950 €
Banner (all pages) - 1 month	728 x 90 pixels	1.500 €

The Magazine's Buyer Guide

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	995 €
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OUR DIRECTORIES

The most comprehensive listing in the sector!



TRAINING, RISK AUDITING AND CONSULTING DIRECTORY

In January 2017 **PIC** will publish the Training, Risk Auditing and Consulting Directory, including more than 500 service providers referenced with their contact details, classed by geographical regions. This is sent to all subscribers with the January 2017 magazine issue as well as a bonus circulation on Preventica !

DISTRIBUTION DIRECTORY

In January 2018 **PIC** will edit the Distribution Directory, almost 1.000 Distributors on the market referenced with their contact details, classed by geographical regions. This is sent to all subscribers with the January 2018 magazine issue, as well as a bonus circulation of 5.000 copies on Preventica 2018!

1 year included on the online Directory!

Both Directories are available all year on the web site annuaire-securitetravail.fr

You can benefit from a much higher visibility in these Directories with your framed logo + text at a very low cost.

annuaire-securitetravail.fr

Directories 2017 Advertising Rates (€)

Distribution Directory

Training, Risk Auditing and Consulting Directory

PER COMPANY (Price not discountable)	Framed logo + text, 1 year in the Directory website	+ 295 €
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DISCOUNT: 2 to 3 products -25% - 4 products and more -50%

4th cover	148 x 210 mm	3.995 €
Page	148 x 210 mm	2.900 €
1/2 Page	148 x 100 mm	2.200 €

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SPECIAL ISSUE

PIC WorkWear Special Issue, the only magazine dedicated to professional clothing!



2017 CONTENTS

- High Temperature WorkWear
- 2.0 WorkWear (technical and connected textiles)
- Managing occupational cloth in Hospital
- WorkWear recycling
- Workwear and uniform in the food business

The WorkWear Special Issue is the only communication medium for professionals in the occupational clothing business.

Sent with the September **PIC** issue, together with the Entretien Textile magazine, (the B to B magazine on Textile Care industry), and then distributed at both the JET EXPO 2017 and PREVENTICA trade shows, amounting to an exceptional release in 2017 of over 20.000 copies! The WorkWear Special Issue covers all the latest news on professional, protective, workwear, corporate clothing and brand image, recent trends, innovative trade practices in fabrics, new cleaning procedures, and monitoring and tracking management of clothing.

FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 120 x 313 / Back 120 x 420	5.850 €
2nd cover (facing Summary)	297 x 420	4.200 €
3rd Cover	297 x 420	4.200 €
4th Cover	297 x 420	4.700 €
Page	297 x 420	3.850 €
1/2 Page	Horizontal: 261 x 180 Vertical: 127 x 360	2.600 €
1/4 Page	Horizontal: 261 x 86 Vertical: 127 x 180	1.550 €
Special Advertising Section	297 x 420	4.100 €

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WEB

A global, digital information offer, available on all terminals!



15.000 individual visitors monthly

THE COMPANION WEBSITE pic-magazine.fr

With more than 15.000 individual visitors monthly, 60.000 pages viewed every month, the companion website, pic-magazine.fr, is clearly and by far the No 1 professional web portal in terms of audience, dedicated to Occupational Health and safety. With its News updated on a daily basis, its Archives (accessible to paying subscribers only), the Special Features, the tradeshow agenda, the classified ads, its full range of new products and links to different **PIC** sites (directories, online tradeshow...), pic-magazine.fr has definitely become the most dedicated website in the Occupational Health and Safety sector!



13.500 subscribers



THE E-NEWSLETTER

The only bi-monthly e-newsletter in the sector, keeping our readers closely connected, more efficient, breaking news... The **PIC** e-newsletter is sent to over 13.500 subscribers. This quick pace and top quality exclusive, full range of health and safety compliance and best practice products, (many of you have congratulated us on the quality of our articles) makes this an ideal source of web communication.

NATIVE ADVERTISING

Native advertising is a type of advertising online, that matches the form and function of the platform upon which it appears. In many cases, it manifests as an article produced by an advertiser with the specific intent to promote a product, while matching the form and style which would otherwise be seen in the work of the platform's editorial staff. The word «native» refers to this coherence of the content with the other media that appears on the e-newsletter or web site. Available on News or What's New section.

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WEB

2017 Web Advertising Rates (€)

THE COMPANION SITE **pic-magazine.fr** THE ONLINE TRADESHOW **e-salon-securitetravail.fr** (rotating)

	PIXELS (l x h)	3 MONTHS	2 MONTHS	1 MONTHS
Top Banners	728 x 90	2.000 €	1.400 €	950 €
Banner	728 x 90	1.700 €	1.200 €	850 €
Magazine format	200 x 398	1.400 €	950 €	750 €
Square	200 x 200	950 €	650 €	550 €
Native Advertising News		2.200 €	1.500 €	1.250 €
Native Advertising What's New		1.100 €	800 €	950 €
Video	420 px - 2 Mo	—	—	1.800 €

THE E-NEWSLETTER (Watch out! Limited advertising space!)

	PIXELS (l x h)	3 MONTHS (6 e-newsletter)	2 MONTHS (4 e-newsletter)	1 MONTHS (2 e-newsletter)
Top Banners	728 x 90	3.500 €	2.300 €	1.500 €
Banner	728 x 90	2.700 €	1.800 €	1.200 €
Square	200 x 200	1.600 €	1.100 €	700 €
Native Advertising News		3.500 €	2.300 €	1.500 €
Native Advertising What's New		2.400 €	1.600 €	1.000 €

SITE ADVERTISING FORMATS

The screenshot shows the PIC website layout with several advertising spots labeled: **TOP BANNER** at the top, **SQUARE** on the left sidebar, **MAGAZINE FORMAT** on the right sidebar, **BANNER** in the middle section, and **NATIVE ADVERTISING NEWS** and **NATIVE ADVERTISING WHAT'S NEW** integrated into the content flow.

WEB PACK

- 2 Web - 5% (ex : E-newsletter + Companion Site)
- 3 Web - 10%
- 4 Web - 15%
- 5 Web - 20%

E-NEWSLETTER ADVERTISING FORMATS

The screenshot shows the PIC e-newsletter layout with several advertising spots labeled: **TOP BANNER** at the top, **SQUARE** on the right sidebar, **BANNER** in the middle section, **NATIVE ADVERTISING NEWS** and **NATIVE ADVERTISING WHAT'S NEW** integrated into the content flow, and **MAGAZINE FORMAT** on the left sidebar.

BI MÉDIA PACK

Magazine + Web - 5%

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DATABASE



The most up to date, qualified, targeted base to maximize your multichannel marketing!

Thanks to its wide base of online users (prospects, subscribers, and those registered for the E-newsletter), **PIC** provides you with its client file.

As our database is continually updated during the year by phone calls, you are able to directly contact Occupational Health and Safety Managers, Prevention Engineers, Distributors...

A database of 65.000 nominative, postal and email addresses.

MAILING	Fixed cost: 250 €
One time rental 65.000 nominative addresses Targeting not available (price not discountable)	3.950 €

E-MAILING	Fixed cost: 250 € (1 x h)
65.000 direct email – Overall management of sending – Tracking – Targeting not available	
E-mailing without follow-up	3.790 €
E-mailing with follow-up (1 month maxi after 1st campaign)	4.990 €
The prices include: bulk emailing with one visual «ready to send» by client, format HTML or 1 image PDF, JPEG, GIF, price not discountable. Graphic design from self provided elements: 450 €	

2017 EDITORIAL CALENDAR

N°	SECTIONS	SPECIAL SECTION	DEADLINE
 Jan	THE 2017-2018 TRAINING, CONSULTING & RISK AUDITING DIRECTORY (sent with issue n° 102)		Dec 16
N° 102 Jan/Feb	SAFETY EQUIPMENT: Protect your visitors! RISK PREVENTION: Safe building evacuation QUALITY WORK LIFE: Relaxing at work	TRAINING, CONSULTING & RISK AUDITING SPECIAL SECTION First Aid Training	Dec 16
N° 103 Mar/Apr	SAFETY EQUIPMENT: Safety harnesses RISK PREVENTION: Emergency management QUALITY WORK LIFE: Less sick leave	The working place Health Services	Feb 15
N° 104 May/Jun	SAFETY EQUIPMENT: Safety shoes RISK PREVENTION: Fire protection training QUALITY WORK LIFE: Non standard working times	New laws in health at work + PREVENTICA PARIS SPECIAL SECTION Media Partner- 5.000 copies Bonus Circulation 	Apr 14
N° 105 Jul/Aug	SAFETY EQUIPMENT: Mechanic risk safety gloves RISK PREVENTION: Noise at work QUALITY WORK LIFE: Creativity	Occupational hygienists	Jun 15
 Sept	WORKWEAR SPECIAL ISSUE (Sent with issue n° 106 + Preventica Strasbourg + Entretien Textile + JET EXPO 2017) Preventica Strasbourg Special Section - Media Partner- 5.000 copies Bonus Circulation High Temperature WorkWear • 2.0 WorkWear (technical and connected textiles) Managing occupational cloth in Hospital • WorkWear recycling • Workwear and uniform in the food business		Aug 14
N° 106 Sept/Oct	SAFETY EQUIPMENT: Welder's helmet RISK PREVENTION: Handling at office QUALITY WORK LIFE: Mediation in companies	Integrating and training new employees + A+A 2017 SPECIAL SECTION Media Partner- 5.000 copies Bonus Circulation + Media Partner- Bonus Circulation: CISME Health at Wok Day (Oct. 2017) SELF Congres (Sept 2017) 	Aug 14
 Nov	2018 ANNUAL BUYER'S GUIDE (Sent with issue n° 107 and on PREVENTICA 2018)		Oct 13
N° 107 Nov/Dec	SAFETY EQUIPMENT: Secure tools RISK PREVENTION: Infectious clinical waste QUALITY WORK LIFE: Less turn-over	How to mobilize managers to risk prevention? + PREVENTICA STRASBOURG Europe SPECIAL SECTION Media Partner- 5.000 copies Bonus Circulation 	Oct 13
 Jan	2018-2019 PPE DISTRIBUTION DIRECTORY (Sent with issue n° 108 and on PREVENTICA 2018)		Dec 15
N° 108 Jan/Feb	SAFETY EQUIPMENT: Knee protection RISK PREVENTION: Road safety QUALITY WORK LIFE: Managerial suffering	Health at Work in small companies	Dec 15



www.pic-magazine.fr

PROTECTION INDIVIDUELLE ET COLLECTIVE

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