



2018 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
- 2018 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 2016 to 30 June 30th 2017

**10.400
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.

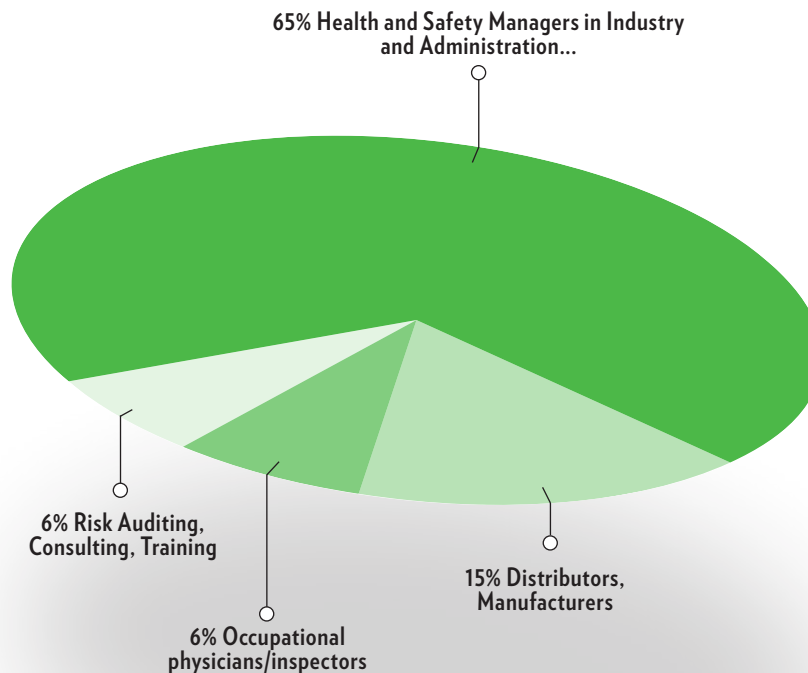
PIC is the highest circulating safety magazine in France, the leading source of information for occupational health and safety professionals and assists Health and Safety Managers in industry and administration, Occupational physicians, Distributors... in creating awareness of what's happening in the 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 30.000
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.

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THE MAGAZINE

2018 Magazine Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 195 / Back 100 x 297	5.950 €
On Cover	Front 210 x 150 / Back 210 x 297	6.350 €
2nd Cover	210 x 297	4.300 €
3rd Cover	210 x 297	4.300 €
4th Cover	210 x 297	4.800 €
Page	210 x 297	3.950 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	2.700 €
1/4 Page	91 x 124	1.600 €
Special Advertising Section	210 x 297	4.200 € (Layout and editorial: + 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.050 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.150 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		4.800 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	600 € 900 € 1.500 €

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)

- 40 %
3.300 € au lieu de 5.200 €

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

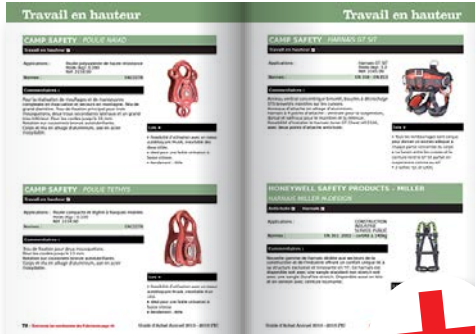
- 25 %
3.700 € au lieu de 5.000 €

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 2019 ANNUAL BUYER'S GUIDE

The **PIC** Annual Buyer's Guide is sent to all subscribers (10.400 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 30.000 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 2019 Annual Buyer's Guide

PER PRODUCT	Specification sheet	290 €
DISCOUNT: 2 to 3 products -25% - 4 products and more -50%		
4th Cover	148 x 210 mm	4.100 €
Page	148 x 210 mm	3.000 €
1/2 Page	148 x 100 mm	2.300 €

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	1.000 €
Banner (all pages) - 1 month	728 x 90 pixels	1.600 €

The Magazine's Buyer Guide

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1.020 €
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OUR DIRECTORIES

The most comprehensive listing in the sector!



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!

TRAINING, RISK AUDITING AND CONSULTING DIRECTORY

In January 2019 **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 2019 magazine issue as well as a bonus circulation on Preventica !

Directories 2018 Advertising Rates (€)

Distribution Directory

Training, Risk Auditing and Consulting Directory

PER COMPANY (Price not discountable)	Framed logo + text, 1 year in the Directory website	310 €
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DISCOUNT: 2 to 3 products -25% - 4 products and more -50%

4th cover	148 x 210 mm	4.100 €
Page	148 x 210 mm	3.000 €
1/2 Page	148 x 100 mm	2.300 €

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



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SPECIAL ISSUE

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



2018 CONTENTS

- High Visibility protective clothes
- Facing very bad weather!
- Workwear automatic distribution machines
- Retail corporate clothing
- Workwear end of cycle

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

Sent with the September **PIC** issue, and then distributed at both the EXPOPROTECTION 2018 and PREVENTICA BORDEAUX trade shows, amounting to an exceptional release in 2017 of over 22.000 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	5.950 €
2nd cover (facing Summary)	297 x 420	4.300 €
3rd Cover	297 x 420	4.300 €
4th Cover	297 x 420	4.800 €
Page	297 x 420	3.950 €
1/2 Page	Horizontal: 261 x 180 Vertical: 127 x 360	2.700 €
1/4 Page	Horizontal: 261 x 86 Vertical: 127 x 180	1.600 €
Special Advertising Section	297 x 420	4.200 €

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WEB

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



16.500 individual visitors monthly



THE COMPANION WEBSITE pic-magazine.fr

With more than 16.500 individual visitors monthly, 65.000 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!



14.000 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 14.000 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

2018 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	2.200 €	1.600 €	1.000 €
Banner	728 x 90	1.900 €	1.400 €	900 €
Magazine format	200 x 398	1.600 €	1.100 €	800 €
Square	200 x 200	1.100 €	800 €	600 €
Native Advertising News		2.600 €	1.950 €	1.300 €
Native Advertising What's New		1.900 €	1.500 €	1.000 €
Video	420 px - 2 Mo	—	—	1.900 €

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	320 x 100	3.800 €	2.500 €	1.700 €
Banner	320 x 100	2.950 €	2.000 €	1.400 €
Square	200 x 200	2.100 €	1.500 €	1.100 €
Native Advertising News		3.900 €	2.600 €	1.800 €
Native Advertising What's New		3.300 €	2.200 €	1.500 €

BI MÉDIA PACK

Magazine + Web - 5 %

SITE ADVERTISING FORMATS

The screenshot shows the PIC website interface with several advertising slots labeled: TOP BANNER, BANNER, SQUARE, MAGAZINE FORMAT, and Native Advertising NEWS. The website content includes news articles and product listings related to safety and health at work.

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 interface with several advertising slots labeled: TOP BANNER, BANNER, SQUARE, Native Advertising NEWS, and Native Advertising WHAT'S NEW. The newsletter content includes news articles and product listings related to safety and health at work.

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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)	4.150 €

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	3.950 €
E-mailing with follow-up (1 month maxi after 1st campaign)	5.200 €
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 €	

2018 EDITORIAL CALENDAR

N°	SECTIONS	SPECIAL SECTION	DEADLINE
 Jan	2018 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
N° 109 Mar/Apr	SAFETY EQUIPMENT: Safety goggles RISK PREVENTION: Gaz danger QUALITY WORK LIFE: Hygiene at work	Made in France PPE & Workwear	Feb 16
N° 110 May/Jun	SAFETY EQUIPMENT: High Security shoes RISK PREVENTION: Heat working condition QUALITY WORK LIFE: Disconnecting	PREVENTICA LYON SPECIAL SECTION + HEALTH AT WORK MEDICINE CONVENTION MediaPartner- Bonus exhibition circulation! Health & Safety at Work and Personnel Representative	Apr 13
N° 111 Jul/Aug	SAFETY EQUIPMENT: Safety gloves for electric risk RISK PREVENTION: Fall prevention QUALITY WORK LIFE: Collective dispute	Dealing with Labour inspectors	Jun 15
 Sept	WORKWEAR SPECIAL ISSUE (Sent with issue n° 112) EXPOPROTECTION 2018 + PREVENTICA BORDEAUX SPECIAL SECTION Media Partner- Bonus exhibition circulation! High Visibility protective clothes • Facing very bad weather! • Workwear automatic distribution machines Retail corporate clothing • Workwear end of cycle		Aug 17
N° 112 Sept/Oct	SAFETY EQUIPMENT: Handling, Lifting and Stocking RISK PREVENTION: Atex (Explosive atmosphere) QUALITY WORK LIFE: Happiness managers	PREVENTICA BORDEAUX SPECIAL SECTION MediaPartner- Bonus exhibition circulation! Risk assessment and measurement	Aug 17
 Nov	2019 ANNUAL BUYER'S GUIDE (Sent with issue n° 113 and on EXPOPROTECTION 2018)		Oct 13
N° 113 Nov/Dec	SAFETY EQUIPMENT: Safety helmet RISK PREVENTION: Confined spaces QUALITY WORK LIFE: A nap for more safety	EXPOPROTECTION 2018 SPECIAL SECTION MediaPartner- Bonus exhibition circulation! Smart and connected PPE	Oct 12
 Jan	2018-2019 TRAINING, CONSULTING & AUDITING DIRECTORY (Sent with issue n° 114 and on PREVENTICA 2019)		Dec 14
N° 114 Jan/Feb	SAFETY EQUIPMENT: Chemical risk RISK PREVENTION: Addictions QUALITY WORK LIFE: Which measuring tools for Quality at Work?	TRAINING SPECIAL SECTION Improving Health & Safety Managers skills	Dec 14



www.pic-magazine.fr

PROTECTION INDIVIDUELLE ET COLLECTIVE

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