



2021 MEDIA KIT

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

NEW IN 2021!

2 new sections!
- Industry Solutions
- Focus
and as usual the **Distributor & Manufacturer Special Section**



- ➔ Magazine
- ➔ Buyer's Guide
- ➔ Special Issue
- ➔ Web Sites
- ➔ e-newsletter
- ➔ Directories
- ➔ Online tradeshow
- ➔ Database
- ➔ 2021 Editorial Calendar



For further information, contact Jérôme PERROTTE
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THE MAGAZINE



N°1 on Health & Safety at Works, PIC Magazine is the only trade publication to be at the heart of 2 targets, Distributors and Health & Safety Managers!

The only magazine that catch all market players, between Distributors, Industrial suppliers, Hardware... AND End Users!

The most important circulation in Health & Safety at Work trade press !

Average circulation per issue
July 1st 2019 to 30 June 30th 2020

16.100
copies

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

Circulation
70%
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...

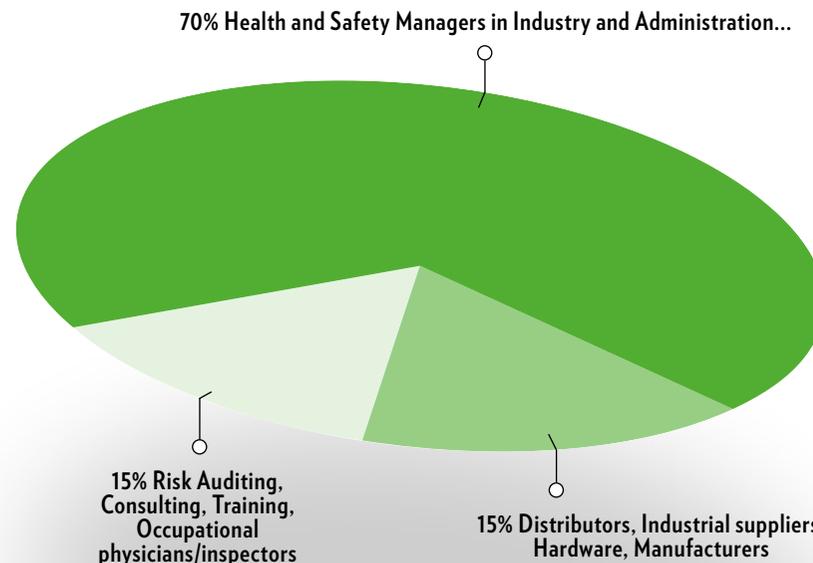
→ The only magazine in the sector with such a significant, prominent circulation to both H&S Managers and Prevention Engineers, Ergonomists...

→ Circulation covering almost all major Distributors, Industrial suppliers, Hardware, Manufacturers!

→ A readership of + de 47.000 readers, with 2.9 readers per issue!

→ DISTRIBUTOR (Industrial suppliers, Hardware, ...) & MANUFACTURERS SPECIAL SECTION!

**A double exclusive audience
Distributor/H&S Manager
you will you will find
nowhere else!**



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THE MAGAZINE

To maximize your exposure and build brand awareness

2 new sections!

- Industry Solutions
- Focus

and as usual the **Distributor & Manufacturer Special Section**



THE DISTRIBUTOR & MANUFACTURER SPECIAL SECTION cover all information and news on what is going in business with Distributors, Industrial Suppliers, Hardware... and Manufacturers.



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.



SAFETY EQUIPMENT, RISK PREVENTION, INDUSTRY SOLUTIONS, FOCUS... 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.



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.



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

2021 Magazine Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 195 / Back 100 x 297	6.100 €
On Cover	Front 210 x 150 / Back 210 x 297	6.500 €
2nd Cover	210 x 297	4.550 €
3rd Cover	210 x 297	4.400 €
4th Cover	210 x 297	4.950 €
Page	210 x 297	4.200 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	2.900 €
1/4 Page	91 x 124	1.700 €
Special Advertising Section	210 x 297	4.500 € (Layout and editorial: + 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.275 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.500 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		5.100 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	640 € 960 € 1.600 €

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 %
3.780 € au lieu de 6.300 €

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 %
4.774 € au lieu de 6.365 €

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 MAGAZINE

2021 SPECIAL OFFER (€)



MAGAZINE PRIVILEGE SPECIAL CONTRACT

+ 50% Discount!

PACKAGE A	9 x 1/4 pages + 1 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 1000 €	10.896 € instead of 21.800 €
PACKAGE B	13 x 1/4 pages + 1,5 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 940 €	15.420 € instead of 30.850 €
PACKAGE C	17 x 1/4 de page + 2 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 880 €	19.956 € instead of 39.900 €
PACKAGE D	21 x 1/4 de page + 2,5 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 780 €	24.480 € instead of 48.950 €
PACKAGE E	25 x 1/4 de page + 3 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 690 €	29.004 € instead of 58.000 €

You may use your 1/4 pages as you want (1/4 page or 2 for 1/2 page or 4 for 1 page), except for Covers, and when you want (inside 1 year after signature or acceptance of Order).

Single invoice at time of signature or acceptance of Order.
 Full cash payment before 1st insertion.
 Net prices, not discountable or commissionable.

If cancellation before the end of the contract, price will be recalculated according to standard price minus following discount:

- 1 to 2 insertions = -10%,
- 3 to 4 insertions = -15%,
- > 4 insertions = -20%.

THE BUYER'S GUIDE

To generate more demand and contacts!



THE 2022 ANNUAL BUYER'S GUIDE

The **PIC** Annual Buyer's Guide is sent to all subscribers (16.100 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!

The 2022 Annual Buyer's Guide

(Price not discountable)

PER PRODUCT	Specification sheet	315 €
DISCOUNT: 2 to 3 products -25% - 4 products and more -50%		
4th Cover	148 x 210 mm	4.200 €
Page	148 x 210 mm	3.100 €
1/2 Page	148 x 100 mm	2.350 €



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.

In 2020 :
10.900 Unique Visitors
51.200 Viewed Pages

Online tradeshow e-salon-securitetravail.fr

1 year - including reporting, modifications, administration
(Price not discountable)

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 €
Top Banner your space - 1 year	728 x 90 pixels	1.600 €

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 47.000 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 Magazine's Buyer Guide

(Price not discountable)

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1.100 €
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SPECIAL ISSUE

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



2021 CONTENTS

- Softshells
- Hotel & Restaurant uniforms
- Arcing protection
- Waterproof jackets
- Biological risk
- WorkWear automatic dispensers machines
- ...

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 **PREVENTICA LYON** and trade shows, amounting to an exceptional release in 2020 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	6.100 €
2nd cover (facing Summary)	297 x 420	4.500 €
3rd Cover	297 x 420	4.400 €
4th Cover	297 x 420	4.950 €
Page	297 x 420	4.200 €
1/2 Page	Horizontal: 261 x 180 Vertical: 127 x 360	2.900 €
1/4 Page	Horizontal: 261 x 86 Vertical: 127 x 180	1.700 €
Special Advertising Section	297 x 420	4.500 € (Layout and editorial: + 250 €)

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WEB

A global digital information offer!

THE COMPANION WEBSITE **pic-magazine.fr**

With more than 19.700 individual visitors monthly, 78.000 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!

19.700 individual visitors monthly

The screenshot shows the homepage of pic-magazine.fr, featuring various news articles, product listings, and navigation menus. A prominent callout box in the foreground displays the statistic '19.700 individual visitors monthly'.

PIC e-NEWSLETTER
Toute l'actualité de la Sécurité et de la Santé au Travail
LETTRE BIMENSUELLE - N°1398 - 06/09/2018 pour vous (PRENOM) (NOM)

actus
Santé au travail
Le rapport Lecocq enfin publié
Tous les acteurs de la santé au travail et de la prévention des risques professionnels s'attendaient. C'est désormais chose faite. Le 28 août, le rapport Lecocq sur l'état des lieux de la santé au travail est enfin publié.

SST
Euroda organise le diagnostic des sites
Afin d'effectuer le diagnostic de culture relatif dans le B1

Usure professionnelle
Un kit de l'Anact pour agir
Pour lutter contre l'usure professionnelle, l'Anact propose un kit en 4 étapes, comprenant une série d'outils pratiques pour prévenir l'usure professionnelle...

Santé et Prévention
Safeexo, rdv bretons des acteurs de la prévention
Les 27 & 28 septembre prochains, une centaine d'exposants investira Brest Expo dans le cadre de la 1^{ère} édition du...

Retrouvez toute la communauté de la Santé & de la Sécurité au Travail sur LinkedIn

16.000 subscribers
34,88% average opening rates

AVERAGE OPENING RATIO: 34,88%
AVERAGE CLIC RATIO: 8,49%
AVERAGE RESPONSE RATIO: 24,34%
(Average ratio between Jan 20 & June 20)

The screenshot shows the content of the PIC e-newsletter, including various articles and a LinkedIn link. A callout box in the foreground displays performance metrics: '16.000 subscribers' and '34,88% average opening rates'. Another callout box lists 'AVERAGE OPENING RATIO: 34,88%', 'AVERAGE CLIC RATIO: 8,49%', and 'AVERAGE RESPONSE RATIO: 24,34%' with a note '(Average ratio between Jan 20 & June 20)'.

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 16.000 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, for more efficiency!



Website



e-Newsletter



LinkedIn



e-Trade show



e-Directory!

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WEB

2021 Web Advertising Rates (€)

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

	PIXELS (l x h)	3 MONTHS	2 MONTHS	1 MONTH
Top Banners	728 x 90 et 320 x 100	2.350 €	1.700 €	1.100 €
Banner	728 x 90 et 320 x 100	2.000 €	1.500 €	980 €
Square	200 x 200	1.200 €	880 €	650 €
Native Advertising News		3.100 €	2.400 €	1.600 €
Native Advertising What's New		2.400 €	1.900 €	1.300 €
Video	420 px - 2 Mo	-	-	2.000 €

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	4.000 €	2.650 €	1.850 €
Banner	320 x 100	3.100 €	2.150 €	1.550 €
Square	200 x 200	2.250 €	1.650 €	1.200 €
Native Advertising News		4.400 €	3.050 €	2.250 €
Native Advertising What's New		3.800 €	2.650 €	1.900 €

WEB PACK

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

BI MÉDIA PACK

Magazine + Web - 5%

SITE ADVERTISING FORMATS

The screenshot shows the website layout with several advertising spots highlighted with red boxes and labels:

- TOP BANNER**: Located at the top of the page.
- BANNER**: Located below the top banner.
- SQUARE**: Located on the left side of the page.
- Native Advertising NEWS**: Located in the main content area.
- SQUARE**: Located on the right side of the page.
- BANNER**: Located at the bottom of the page.

E-NEWSLETTER ADVERTISING FORMATS

The screenshot shows the e-newsletter layout with several advertising spots highlighted with red boxes and labels:

- TOP BANNER**: Located at the top of the newsletter.
- BANNER**: Located below the top banner.
- SQUARE**: Located on the right side of the newsletter.
- Native Advertising NEWS**: Located in the main content area.
- BANNER**: Located at the bottom of the newsletter.
- SQUARE**: Located at the bottom right of the newsletter.

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OUR ONLINE DIRECTORIES



The most comprehensive listing in the sector! annuaire-securitetravail.fr

DISTRIBUTION DIRECTORY

With almost 1.000 companies registered, the Distribution Directory is the one and only listing in the sector! Includes contact details, classified by geographical regions.

TRAINING, RISK AUDITING AND CONSULTING DIRECTORY

The Training, Risk Auditing & Consulting Directory includes more than 500 service providers referenced with their contact details, classed by geographical regions.



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.

Directories 2021 Advertising Rates (€) Distribution Directory Training, Risk Auditing and Consulting Directory

PER COMPANY (Price not discountable)	1 year on web site annuaire-securitetravail.fr	200 €
	1 year on web site annuaire-securitetravail.fr + framed logo + text	330 €

For higher visibility!

DISCOUNT: 2 to 3 products -25% - 4 products and more -50%

Top Banner home page - 1 month	728 x 90 pixels	1.100 €
Top Banner your page - 1 year	728 x 90 pixels	1.600 €

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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...

A database of 45.000 nominative, postal and email addresses.

MAILING	Fixed cost: 250 €
One time rental 45.000 nominative addresses Targeting: Staff number + Area (price not discountable)	4.150 €

E-MAILING	Fixed cost: 250 €
45.000 direct email – Overall management of sending – Tracking – Targeting: Staff number + Area	
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 €	

**BOOST YOUR GROWTH
AND INCREASE YOUR
CUSTOMER PORTFOLIO**

thank's to:

Our subscribers

+

**E-newsletter readers
database**

+

**Qualified Health & Safety
Managers leads in companies
(> 100 employees) and
annually updated.**

2021 EDITORIAL CALENDAR

N°	SECTIONS	SPECIAL SECTION	DEADLINE	
N° 126 Jan/Feb	SAFETY EQUIPMENT: Gaz detectors RISK PREVENTION: Road risk NEW! INDUSTRY SOLUTIONS: Electrician NEW! FOCUS: Handling & Lifting	Artificial Intelligence (AI) in Safety & Security at Work	Dec 15	
N° 127 Mar/Apr	SAFETY EQUIPMENT: Ear protectors RISK PREVENTION: Vibration NEW! INDUSTRY SOLUTIONS: Engineering & Building NEW! FOCUS: Cut resistance gloves	Psychosocial risk	Feb 12	
N° 128 May/June	SAFETY EQUIPMENT: All-terrain shoes RISK PREVENTION: Extreme heat risk NEW! INDUSTRY SOLUTIONS: Logistic NEW! FOCUS: Safety tools	PRÉVENTICA LYON SPECIAL SECTION Media Partner- Bonus exhibition circulation! Muscular and skeletal disorders SECURITY & SAFETY MEETINGS CONGRÈS DE SANTÉ ET MÉDECINE AU TRAVAIL Media Partner- Bonus exhibition circulation!	 	April 14
N° 129 Jul/Aug	SAFETY EQUIPMENT: Handling gloves RISK PREVENTION: Explosion NEW! INDUSTRY SOLUTIONS: Chemical Industry NEW! FOCUS: Safety boots	Dealing with addiction at work	Jun 11	
Sept	WORKWEAR SPECIAL ISSUE (sent with issue n° 130 Sept-Oct et sur Preventica Paris) A+A SPECIAL SECTION PRÉVENTICA LILLE & PARIS SPECIAL SECTION Media Partner- Bonus exhibitions circulation! Softshells • Hotel & Restaurant uniforms • Arcing protection • Waterproof jackets • Biological risk • WorkWear automatic dispensers machines		 	Aug 13
N° 130 Sept/Oct	SAFETY EQUIPMENT: Lone-worker protection (LWP) RISK PREVENTION: CMRs chemical risk NEW! INDUSTRY SOLUTIONS: Mechanics & Car industry NEW! FOCUS: Health & Safety at Work software	PRÉVENTICA LILLE SPECIAL SECTION A+A SPECIAL SECTION Media Partner- Bonus exhibitions circulation! Working with Occupational Health & Safety Department JOURNÉES SANTÉ TRAVAIL FORUM DE LA SOFHYT Media Partner- Bonus exhibition circulation!	 	Aug 13
Nov	2022 ANNUAL BUYER'S GUIDE (Sent with issue n° 131 Nov/Dec issue)		Oct 15	
N° 131 Nov/Dec	SAFETY EQUIPMENT: High Visibility WorkWear RISK PREVENTION: Asbestos-related risks NEW! INDUSTRY SOLUTIONS: Warehouse handler NEW! FOCUS: Guard rails	PRÉVENTICA PARIS SPECIAL SECTION Media Partner- Bonus exhibition circulation! Connected PPE		Oct 15
N° 132 Jan/Feb	SAFETY EQUIPMENT: Construction helmets RISK PREVENTION: Collision risk NEW! INDUSTRY SOLUTIONS: Steelworkers NEW! FOCUS: Dust masks	Ageing employees	Dec 10	

PROTECTION INDIVIDUELLE ET COLLECTIVE

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IF YOU WISH TO INTERVENE ON A SUBJECT, DO NOT HESITATE TO CONTACT US.



We can then work with you on a joint deal editorial/advertising which will increase your exposure and achieve your goals within your budget.

