

# PIC opens your door to the french market !



**The undisputed leader in Safety at work,  
Hygiene and Protection equipment news.**

**PIC - 2012 MEDIA KIT**

Member of Association for  
Business Press



# 1 Magazine – 1 Web Site – 1 Annual Buyers Guide 1 Directory – 1 Special Issue Workwear - 1 e-newsletter

# PIC

Protection Individuelle & Collective

The undisputed magazine for more than 10 years on safety at work, hygiene, and protection equipment news.

PIC is the primary information source for french Health & Safety Directors, Consultants, Facilities & Plant Managers, Sourcing and Purchasing Manager.

Informative, concise, reader friendly, strong reputation on the french market, PIC delivers quality, cutting-edge articles that keep readers up-to-date on everyday work safety issues.



Every 2 months, a complete exclusive and accurate information on news, legislation, new products, cases studies, interviews, advices on risks our readers may have to deal with.



The Annual Buyers Guide is sent to all PIC's subscribers and references all following equipments : Personal Protective Equipment, Protective Clothing, Safety Equipment, Ergonomy, Corporate Clothing, First Aid ...



2013-2014 Annual Directory for Training, Consulting and Auditing. Sent to all PIC Magazine subscribers and extra circulation on Preventica and Expoprotection.



« WorkWear » is a PIC Magazine Special Issue on workwear and corporate clothing in all industry sectors, new trends, technical textiles innovation, cleaning and tracking solutions, ... Sent to all PIC subscribers and extra circulation on Preventica and Expoprotection.



5.600 unique visitors on [www.pic-magazine.fr](http://www.pic-magazine.fr) per month, with the magazine available on VirtualDoc technology so the visitors can directly contact you on your website through your advertising pages in the magazine.



The **e-newsletter** is sent every 2 weeks to more than 5.300 subscribers you can reach in addition and more often.

## CIRCULATION

Since January 2009

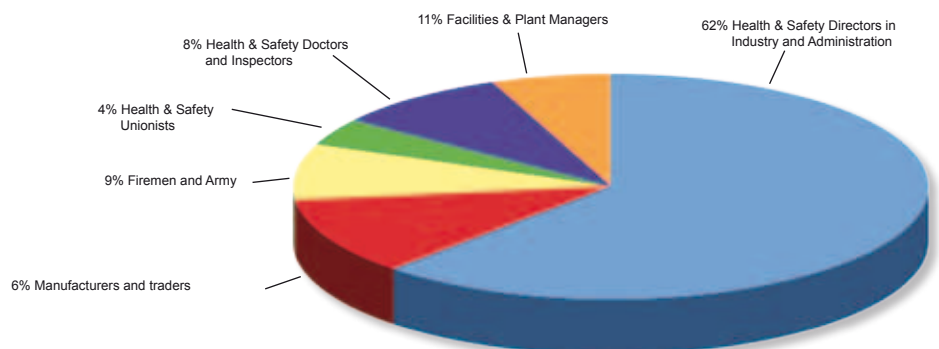
**+ 41,6 %**

## N° 1 IN CIRCULATION

**8 500 copies**

Average circulation per issue  
July. 1<sup>st</sup> 2010 to June 30<sup>th</sup> 2011

## More than 24 650 readers \*



\* Circulation rate : 2,9

## 2012 Rates (€ - 4 color)

Format	mm (l x h)	Rates
Cover gatefold	Front 150 x 228 Back 150 x 297	5.515 €
Bottom right banner on 1 <sup>st</sup> Cover	210 x 25	2.300 €
2 <sup>nd</sup> Cover	210 x 297	3.495 €
3 <sup>rd</sup> Cover	210 x 297	3.350 €
4 <sup>th</sup> Cover	210 x 297	4.420 €
Facing Summary	210 x 297	3.400 €
Page	210 x 297	3.250 €
1/2 Page	Horizontal : 181 x 126 Vertical : 91 x 257	2.150 €
1/4 Page	Horizontal : 185 x 59 Vertical : 90,5 x 130	1.250 €
What's Up	100 x 60 or 60 x 100	1 insert : 700 € 2 inserts : 1.360 € 3 inserts : 1.975 € 4 inserts : 2.500 € 5 inserts : 2.975 € 6 inserts : 3.355 €
Special Advertising Section (Technical Charges included)	210 x 297	3.400 €
Annual Buyers Guide : . Per Product Discount : 2 products : - 25% 3 products and more: - 50%	Logo + product picture + description + contact details	230 €
. 4th Cover	148 x 210	3.995 €
. Page	148 x 210	2.600 €
. 1/2 Page	148 x 100	1.900 €
Distributors Directory: . Per Distributor Discount : 2 Distrib. : - 25% 3 Distrib. and more : - 50%	Logo + frame	230 €
. 4th Cover	148 x 210	3.995 €
. Page	148 x 210	2.600 €
. 1/2 Page	148 x 100	1.900 €
Loose inserts (on the magazine, 2 or 4 p. maxi 20 gr.) <b>New! In order to increase insert efficiency, 1 free advertising page in same issue !</b>		3.400 €
Loose inserts (inside the magazine, 2 or 4 p. maxi 20 gr.) <b>New! In order to increase insert efficiency, 1 free advertising page in same issue !</b>		4.350 €
Bounded inserts (2 or 4 p. maxi 20 gr.) <b>New! In order to increase insert efficiency, 1 free advertising page in same issue !</b>		4.050 €
Catalogs Special Offer 2012	Catalog's cover + text + Email-adress & phone number	495 €
E-mail list rental 55.000 direct email (Health and Safety Directors)	E-mail without follow-up E-mail with follow-up	3.200 € 4.490 €

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

## 2012 Internet rates (€)

### Web site [www.pic-magazine.fr](http://www.pic-magazine.fr) (rotation) and e-newsletter

Web site	Pixels (l x h)	3 month	2 month	1 month
Banner	728 x 90	1.100 €	845 €	560 €

e-newsletter	Pixels (l x h)	3 month (6 e-newsletter)	2 month (4 e-newsletter)	1 month (2 e-newsletter)
Banner	728 x 90	1.900 €	1.400 €	945 €



# 2012 Editorial Calendar

N°	PPE - Health & Safety	Special Section	Close
Jan. / Feb.	<i>The 2012 Distributors Directory (sent with n° 72)</i>		Dec. 17
Jan. / Feb. N° 72	- PPE : Skin Protection - HEALTH & SAFETY : A healthy sedentary workstation	<b>Distributors : what to ask them ?</b>  <b>Préventica Bordeaux</b> <b>Official Partner - Bonus Circulation : 5.000 copies</b>	Dec. 17
March / April N° 73	- PPE : Hearing protection - HEALTH & SAFETY : Defibrillation Equipment	<b>Hardness : need for an action plan</b>	Feb. 17
May / June N° 74	- PPE : Gas detectors - HEALTH & SAFETY : Handrails	<b>What power for the Company doctor ?</b>  <b>Congrès de la Médecine du Travail Clermont Ferrand</b> <b>Official Partner - Bonus Circulation : 5.000 copies</b>  <b>Préventica Strasbourg</b> <b>Official Partner - Bonus Circulation : 5.000 copies</b>	April 13
Jul. / Aug. N° 75	- PPE : Eye protection, Safety glasses - HEALTH & SAFETY : Handling: tools to facilitate the life	<b>Performance and well-being at work</b>	June 15
Sept. / Oct. N° 76	- PPE : Protective Clothing - HEALTH & SAFETY : Equipment for air pollution control	<b>Prevention in small companies</b>	Aug. 17
Nov. / Dec.	<i>The 2012-2013 Annual Buyers Guide (sent with n° 77)</i>		Oct. 19
Nov. / Dec.	<i>WorkWear, PIC Special Issue (sent with n° 77)</i> <i>Buy or rent your worwear ? – Company Clothing : how to seduce clients... and employees</i> <i>Good cleaning is key – The new technical textiles</i>		Oct. 19
Nov. / Dec. N° 77	- PPE : Cut-resistant gloves - HEALTH & SAFETY : Noise reduction	<b>Health &amp; Safety Directors : Which future for this function ?</b>  <b>Expoprotection : all the new products !</b> <b>Official Partner - Bonus Circulation : 5.000 copies</b>	Oct. 19
Jan. / Feb.	<i>2013-2014 Directory for Training, Consulting and Auditing (sent with n° 78)</i>		Dec. 14
Jan. / Feb. N° 78	- PPE : Head protection - HEALTH & SAFETY : Hand cleansers	<b>Safety, training and audit</b>	Dec. 14

# PIC

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[www.pic-magazine.fr](http://www.pic-magazine.fr)

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