

PIC

Protection
Individuelle &
Collective

2025 MEDIA KIT

THE LEADING FRENCH
MEDIA FOR HEALTH &
SAFETY AT WORK
DECISION-MAKERS!

- Print
- Buyer's Guide
- Special Issue
- Digital
- Directories
- Online tradeshow
- Database
- 2025 Editorial Calendar



 **Préventica**

 **SCFHYT**
SOCIÉTÉ FRANÇAISE DES HYGIÉNISTES DU TRAVAIL



For further information, contact Jérôme PERROTTE
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The only magazine that catch all market players, Distributors, Industrial suppliers, Hardware... and all sectors of activity !

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

Average circulation per issue
July 1st 2023 to 30 June 30th 2024

19.044
copies

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

Circulation
70%
on Health & Safety Managers

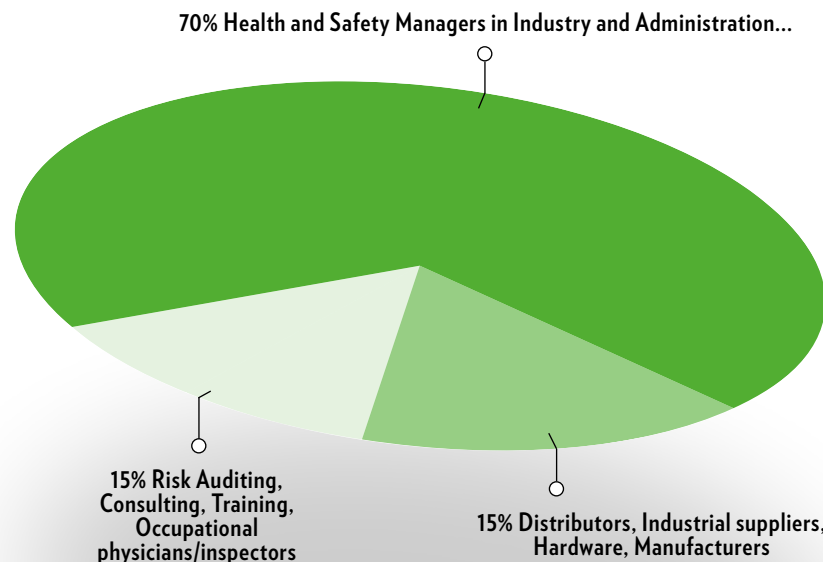
A steady increase in circulation year after year. A top quality circulation, 100% useful to a highly targeted audience of H&S decision makers!

PRINT

N° 1 media brand 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!

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, whatever their sectors of activity, construction, industry, food processing, chemistry, energy, etc..., 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, whatever their sectors of activity !...

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

➤ A readership of + de 55.100 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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PRINT

To maximize your exposure and build brand awareness

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.

**MEDIA PARTNER
BONUS
CIRCULATION!
ON THE EVENTS**

Préventica

(SCFHYT)
Société Française des Hygiénistes du Travail

A+4

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SUMMARY RETURN

PRINT

2025 Print Advertising Rates (€)



| FORMAT | MM (L X H) | RATES |
|---|--|--|
| Gatefold Cover | Front 100 x 218 / Back 100 x 297 | 6.300 € |
| On Cover | Front 210 x 150 / Back 210 x 297 | 6.700 € |
| 2nd Cover | 210 x 297 | 4.700 € |
| 3rd Cover | 210 x 297 | 4.550 € |
| 4th Cover | 210 x 297 | 5.100 € |
| Page | 210 x 297 | 4.500 € |
| 1/2 Page | Horizontal: 181 x 126 / Vertical: 91 x 257 | 3.200 € |
| 1/4 Page | 91 x 124 | 1.850 € |
| Special Advertising Section | 210 x 297 | 4.850 € (Layout and editorial: + 250 €) |
| Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable) | | 4.600 € |
| Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable) | | 5.800 € |
| Bounded inserts (4 pages, maximum 20 gr. Price not discountable) | | 5.500 € |
| Classified ads: 1 module, 2 modules, 3 modules | 1 module : 85 x 58 | 670 € 1.015 € 1.690 € |

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

Print + Digital - 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 Marketplace e-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 %
4.250 € au lieu de ~~7.100 €~~

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 Marketplace e-securitetravail.fr
- + Your product referenced for 1 year on e-securitetravail.fr
- + Top Banner on e-salon-securitetravail.fr 1 month

- 25 %
5.475 € au lieu de ~~7.300 €~~

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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PRINT

2025 SPECIAL OFFER (€)



PRINT 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: 1.090 € | 11.856 € instead of 23.765 € |
| PACKAGE B | 13 x 1/4 pages + 1,5 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 1.000 € | 16.764 € instead of 33.530 € |
| PACKAGE C | 17 x 1/4 de page + 2 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 960 € | 21.672 € instead of 43.355 € |
| PACKAGE D | 21 x 1/4 de page + 2,5 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 848 € | 26.592 € instead of 53.180 € |
| PACKAGE E | 25 x 1/4 de page + 3 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 750 € | 31.500 € instead of 63.005 € |

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%.

PRINT

**NEW!
+FOOTWEAR**

PIC WorkWear -FootWear Special Issue, the only magazine dedicated to professional clothing and safety shoes !

**PREVENTICA
2025 BONUS
EXHIBITION
CIRCULATION!**



2025 CONTENTS

- High-Visibility parka
- Chemical protection: textile or single use?
- Pants that fit women
- The bodywarmer
- The S3 safety shoes
- Ladies safety footwear
- ...

The **Workwear-FootWear** Special Issue is the only communication medium for professionals in the occupational clothing and safety shoes business !

Sent with the September **PIC** issue, and then distributed at **PRÉVENTICA** amounting to an exceptional release in 2025 of over 22.000 copies! the WorkWear-FootWear Special Issue covers all the latest news on professional, protective, workwear, corporate ...clothing, brand image and safety shoes, recent trends, innovative trade practices in fabrics.

| FORMAT | MM (L X H) | RATES |
|-----------------------------|--|--|
| Gatefold Cover | Front 120 x 313 / Back 120 x 420 | 6.300 € |
| 2nd cover (facing Summary) | 297 x 420 | 4.700 € |
| 3rd Cover | 297 x 420 | 4.550 € |
| 4th Cover | 297 x 420 | 5.100 € |
| Page | 297 x 420 | 4.500 € |
| 1/2 Page | Horizontal: 261 x 180 Vertical: 127 x 360 | 3.200 € |
| 1/4 Page | Horizontal: 261 x 86 Vertical: 127 x 180 | 1.850 € |
| Special Advertising Section | 297 x 420 | 4.850 € (Layout and editorial: + 250 €) |

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PRINT + DIGITAL

The MarketPlace + Annual Buyer's Guide bi-media offer: generate more demands and contacts for your products!



The combined offer **MarketPlace + Annual Buyer's Guide** allows you to properly showcase your products to buyers in the sector, whether digitally or on paper. This bi-media exhibition allows you to fully cover the market with these two media.

The Annual Buyers' Guide, with its complete technical data sheets, filed by topics, is sent to all subscribers (19.044 copies) with November issue and distributed on trade shows where we are media partner, and especially **PRÉVENTICA** trade show.

As for the **MarketPlace e-securitetravail.fr**, it is the 1st Health & Safety at Work MarketPlace in France.

- The industry's only platform, connecting buyers and sellers!
- In your customer zone the specification sheet of your products: videos, more picture, contacts, technical brochure, catalogs, quotation request and prices, your distribution list, your upcoming exhibitions...
- Your products and videos are regularly highlighted throughout the year on this site and on the magazine's companion site.
- You present as many products as you want, you can modify them during the year whenever you want!
- Starting **€ 225 only** per product for this bi-media offer!
- A complementary platform to your own merchant site..

The MarketPlace + Annual Buyer's Guide 2025 bi-media (1 year - including reporting, modifications, administration)

| PER PRODUCT | Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures... | 450 € |
|-------------|--|-------|
|-------------|--|-------|

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

| | | |
|-------------------------------|--|-------------------------------|
| 4th Cover Page 1/2 Page | 148 x 210 mm 148 x 210 mm 148 x 100 mm | 4.400 € 3.250 € 2.450 € |
|-------------------------------|--|-------------------------------|

| | | |
|-----------------------------------|-----------------|---------|
| Top Banner home page - 1 month | 728 x 90 pixels | 1.200 € |
| Top Banner your space - 1 year | 728 x 90 pixels | 1.800 € |

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 52.405 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 | 1.150 € |
|-------------------|---|---------|

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DIGITAL

A global digital information offer!

THE COMPANION WEBSITE pic-magazine.fr

With more than 25.300 individual visitors monthly, 103.500 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!



AVERAGE OPENING RATIO: 29,55%
AVERAGE CLIC RATIO: 8,10%
AVERAGE RESPONSE RATIO: 23%
 (Average ratio between Jan & June 24)



18.492 subscribers
29,55% average opening rates



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 18.492 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 with the tone of the section in which it appears: News (company information) or What's New (product information), for more efficiency! Whether it's News or What's New, this Native Advertising will also be featured on a LinkedIn post (over 2.600 subscribers!)



Website



e-Newsletter



LinkedIn



Marketplace



e-Directory!

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DIGITAL

2025 Digital Advertising Rates (€)

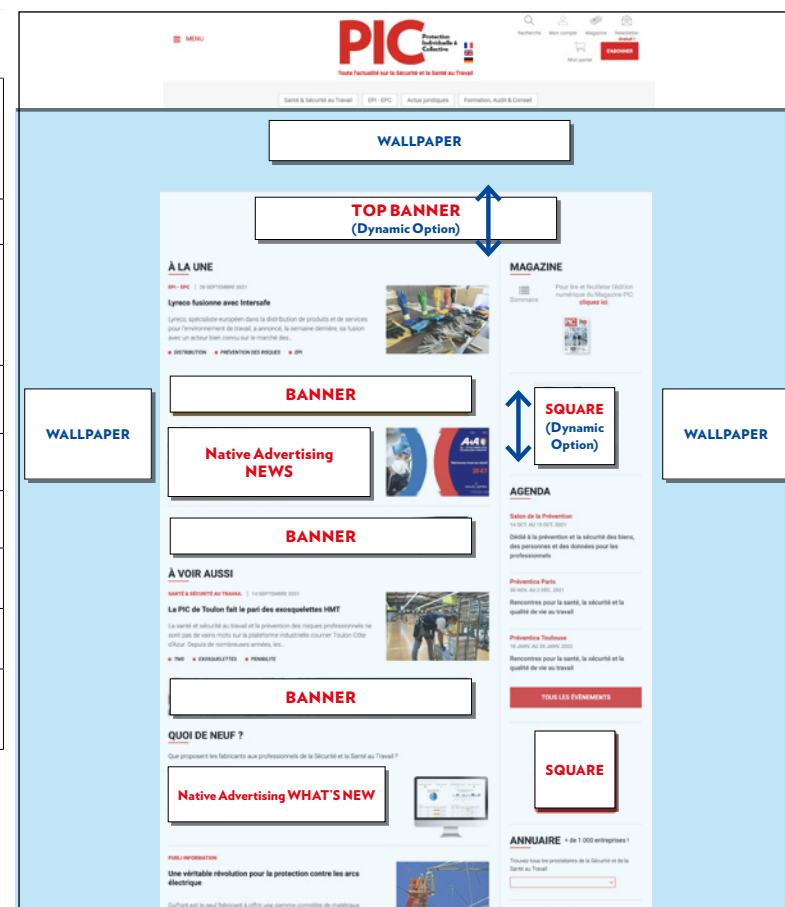
(rotating)

THE COMPANION SITE pic-magazine.fr

THE MARKETPLACE e-securitetravail.fr

THE ONLINE DIRECTORY annuaire-securitetravail.fr

| | PIXELS (l x h) | 3 MONTHS | 2 MONTHS | 1 MONTHS |
|---|-----------------------|---|---|---|
| Top Banner Dynamic Option (Desktop & tablet only. Your banner remains always visible when the user scrolls) | 728 x 90 et 320 x 100 | 2.600 € Dynamic 3.100 € | 1.900 € Dynamic 2.250 € | 1.250 € Dynamic 1.500 € |
| Banner | 728 x 90 et 320 x 100 | 2.205 € | 1.700 € | 1.100 € |
| Square Dynamic Option (Desktop & tablet only. Your square remains always visible when the user scrolls) | 200 x 200 | 1.400 € Dynamic 1.650 € | 1.000 € Dynamic 1.200 € | 750 € Dynamic 900 € |
| Wallpaper (Desktop & tablet only) | | 4.900 € | 3.500 € | 2.400 € |
| Native Advertising News Linkedin post included! | | 3.500 € | 2.700 € | 1.850 € |
| Native Advertising What's New Linkedin post included! | | 2.700 € | 2.150 € | 1.550 € |
| Pop-Up (Desktop & tablet only) | | 2.500 € | 2.000 € | 1.400 € |
| Interstitial (Mobile only) | | 2.400 € | 2.000 € | 1.300 € |
| VideoAd Top banner & Banner (We do not host your video) | 420px – 2 Mo | +950 € | + 850 € | +550 € |



BI MÉDIA PACK

Print + Digital - 5 %

DIGITAL PACK

2 Digital - 5 % (ex : E-newsletter + Companion Site)

3 Digital - 10 %

4 Digital - 15 %

5 Digital - 20 %

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DIGITAL

2025 Digital Advertising Rates (€)

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 | 640 x 200 | 4.500 € | 3.000 € | 2.100 € |
| Banner | 640 x 200 | 3.500 € | 2.500 € | 1.800 € |
| Square | 200 x 200 | 2.600 € | 1.900 € | 1.400 € |
| Native Advertising News Linkedin post included! | | 5.400 € | 3.600 € | 2.500 € |
| Native Advertising What's New Linkedin post included! | | 5.100 € | 3.400 € | 2.400 € |

BI MÉDIA PACK

Print + Digital - 5 %

DIGITAL PACK

2 Digital - 5 % (ex : E-newsletter + Companion Site)

3 Digital - 10 %

4 Digital - 15 %

5 Digital - 20 %



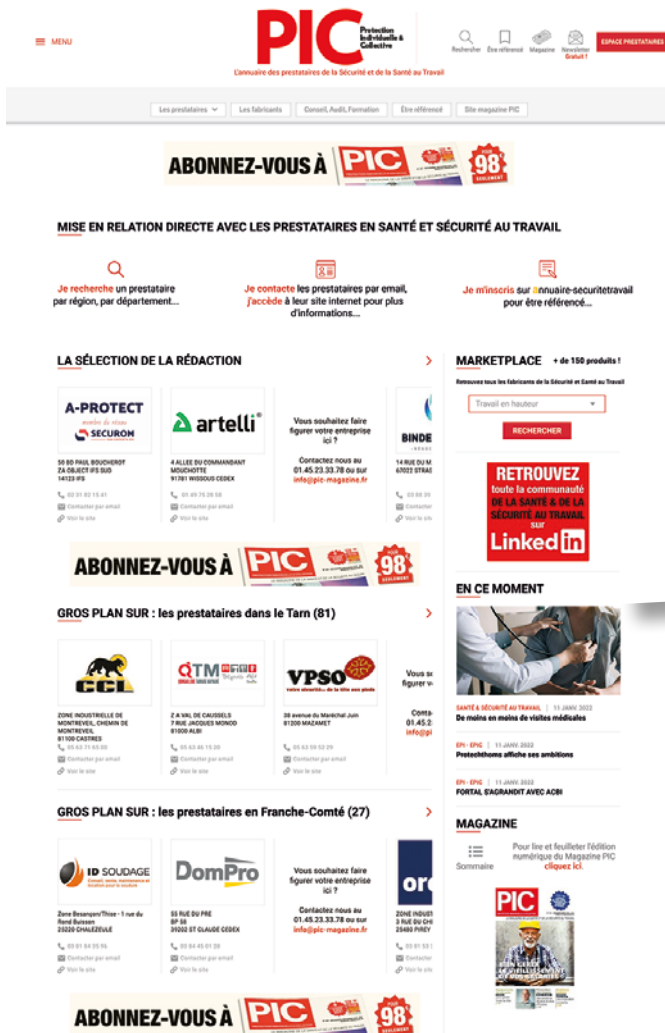
DIGITAL

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

 Je recherche un prestataire par région, par département...

 Je contacte les prestataires par email, j'accède à leur site internet pour plus d'informations...

 Je m'inscris sur annuaire-securitetravail.fr pour être référencé...



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 and 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. Simple referencing from 115€ for 1 year and from 175€ with your logo + framed for better visibility on the web site.

Directories 2025 Advertising Rates (€) Distribution Directory Training, Risk Auditing and Consulting Directory

| PER COMPANY (Price not discountable) | 1 year on web site annuaire-securitetravail.fr | 230 € |
|---|--|-------|
| | 1 year on web site annuaire-securitetravail.fr + framed logo + text | 350 € |

For higher visibility!

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

| Top Banner home page - 1 month | 728 x 90 pixels | 1.200 € |
|-----------------------------------|-----------------|---------|
| 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 40.000 direct email and 29.000 nominative postal addresses.

With its new sponsored e-mailing offer, PIC allows you to publish an e-mailing using the magazine's brand, for an interview, a white paper, a file, or the presentation of a new product. Includes a 1 year online publication on the magazine's website and a 1 month digital push via its e-newsletter (Square)



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.**

| E-MAILING | | Fixed cost: 250 € |
|---|--|-------------------|
| 40.000 direct email – Overall management of sending – Tracking Targeting: Staff number + Area | | |
| E-mailing without follow-up | | 4.150 € |
| E-mailing with follow-up (1 month maxi after 1st campaign) | | 5.350 € |
| PIC sponsored e-mailing (Interview / Expert advice, White paper, News / Technical file, What's New) Included 1 year on the site + 2 push (e-newsletter Square for 1 month) | | 5.800 € HT |
| 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 € | | |

| MAILING | | Fixed cost: 250 € |
|--|--|-------------------|
| One time rental 29.000 nominative addresses Targeting: Staff number + Area (price not discountable) | | 4.150 € |

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2025 EDITORIAL CALENDAR

| N° | SECTIONS | SPECIAL SECTION | DEADLINE |
|---|---|--|--|
| N° 150 Jan/Feb | SAFETY EQUIPMENT: Single-use masks RISK PREVENTION: The biological risk | INDUSTRY SOLUTIONS: The carpenters FOCUS: The light and rolling safety & security platforms | Safety & Security at Work external partners/stakeholders Dec 5 |
| N° 151 Mar/Apr | SAFETY EQUIPMENT: Safety knives RISK PREVENTION: Vehicle-pedestrian co-activity | INDUSTRY SOLUTIONS: Operators in the food industry FOCUS: Lockout & tagout | How to maintain a safety culture? FORUM SOFHYT Media Partner – Bonus Exhibition circulation!  Feb 12 |
| N° 152 May/Jun | SAFETY EQUIPMENT: Harness RISK PREVENTION: PFAS | INDUSTRY SOLUTIONS: Wind turbine maintenance technicians FOCUS: Safety helmets | PRÉVENTICA PARIS SPECIAL SECTION Media Partner – Bonus Exhibition circulation!  How AI is impacting Safety at Work JOURNÉES NATIONALES DE SANTÉ AU TRAVAIL DANS LE BTP (CONSTRUCTION SAFETY SEMINAR) Media Partner – Bonus circulation! April 9 |
| N° 153 Jul/Aug | SAFETY EQUIPMENT: Recycled single-use protective clothing RISK PREVENTION: Road safety | INDUSTRY SOLUTIONS: Waste sorting workers FOCUS: CPE fall protection | Shared vigilance: myth or reality? Jun 11 |
|  Sept | NEW! +FOOTWEAR WORKWEAR + FOOTWEAR SPECIAL ISSUE (Sent with n° 154 Sept-Oct issue) PRÉVENTICA BORDEAUX ET A+A SPECIAL SECTION   Media Partner – Bonus Exhibition circulation! High-Visibility parka - Chemical protection: textile or single use? – Pants that fit women - The bodywarmer – The S3 safety shoes – Ladies safety footwear | | Aug 13 |
| N° 154 Sept/Oct | SAFETY EQUIPMENT: Safety shoes, leather or synthetic? RISK PREVENTION: Rope access work | INDUSTRY SOLUTIONS: The movers FOCUS: Welding PPE | PRÉVENTICA BORDEAUX SPECIAL SECTION Media Partner- Bonus Exhibition circulation!  Exoskeletons, is this the solution ? CONGRÈS NATIONAL DES SAPEURS-POMPIERS (FIREFIGHTERS CONGRESS) Media Partner- Bonus Exhibition circulation! Aug 13 |
|  Nov | 2026 ANNUAL BUYER'S GUIDE (Sent with n° 155 Nov-Dec issue) | | Oct 8 |
| N° 155 Nov/Dec | SAFETY EQUIPMENT: Tactile protective gloves RISK PREVENTION: Confined spaces | INDUSTRY SOLUTIONS: The pruners FOCUS: The security boots | A+A SPECIAL SECTION Media Partner - Bonus Exhibition circulation!  New prevention training tools Oct 8 |
| N° 156 Jan/Feb | SAFETY EQUIPMENT: Half face cartridge masks RISK PREVENTION: Management of dangerous products | INDUSTRY SOLUTIONS: Roofers FOCUS: Anti-cut gloves | OHS, overcoming reluctance to change Dec 5 |

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.