

PIC

Protection
Individuelle &
Collective

2026 MEDIA KIT

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

- Print
- Buyer's Guide
- Special Issue
- Digital
- Directories
- Online tradeshow
- Database
- 2026 Editorial Calendar



For further information, contact Jérôme PERROTTE
jp@pic-magazine.fr or
info@pic-magazine.fr
+ 33 6.09.17.09.50



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 2024 to 30 June 30th 2025

17.500
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!

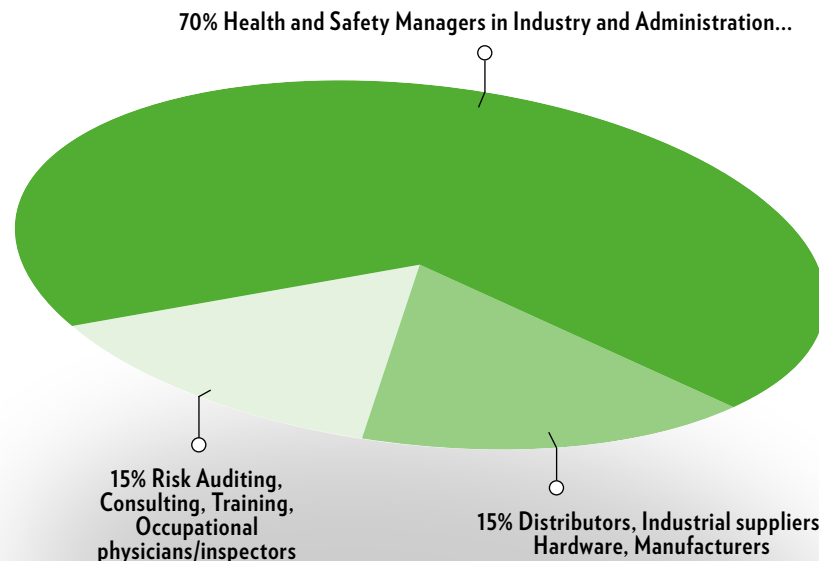
PRINT

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 50.000 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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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

**EXPO
PROTECTION**

**Société d'Ergonomie
de Langue Française**

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PRINT

2026 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	4.790 €
3rd Cover	210 x 297	4.600 €
4th Cover	210 x 297	5.200 €
Page	210 x 297	4.590 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	3.260 €
1/4 Page	91 x 124	1.890 €
Special Advertising Section	210 x 297	4.900 € (Layout and editorial: + 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.700 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.900 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		6.000 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	680 € 1.035 € 1.724 €

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 %
4.422 € au lieu de 7.370 €

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 %
5.666 € au lieu de 7.555 €

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

2026 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: 1.112 €	12.108 € instead of 24.225 €
PACKAGE B	13 x 1/4 pages + 1,5 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 1.020 €	17.112 € instead of 34.235 €
PACKAGE C	17 x 1/4 de page + 2 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 979 €	22.128 € instead of 44.245 €
PACKAGE D	21 x 1/4 de page + 2,5 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 865 €	27.132 € instead of 54.255 €
PACKAGE E	25 x 1/4 de page + 3 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 765 €	32.136 € instead of 64.265 €

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 +
EXPOPROTECTION
2025 BONUS
EXHIBITION
CIRCULATION!**



2026 CONTENTS

- Shoes: how to stay dry
- PPE: watch out for sparks!
- Construction site: the new waterproof jackets
- Shoes: working indoor, flexibility and comfort
- Workwear: pants that suits your movements
- Health professional clothing
- ...

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 on **PRÉVENTICA** and **EXPOPROTECTION Trade Shows**, 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	4.790 €
3rd Cover	297 x 420	4.600 €
4th Cover	297 x 420	5.200 €
Page	297 x 420	4.590 €
1/2 Page	Horizontal: 261 x 180 Vertical: 127 x 360	3.260 €
1/4 Page	Horizontal: 261 x 86 Vertical: 127 x 180	1.890 €
Special Advertising Section	297 x 420	4.900 € (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!



In 2025:
13.750 Unique Visitors
69.600 Viewed Pages

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** and **EXPOPROTECTION** trade shows.

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 **€ 227,5 only** per product for this bi-media offer!
- A complementary platform to your own merchant site..

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 MarketPlace + Annual Buyer's Guide 2027 bi-media (1 year - including reporting, modifications, administration)

PER PRODUCT	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	455 €
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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 €
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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 (Price not discountable)

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1.150 €
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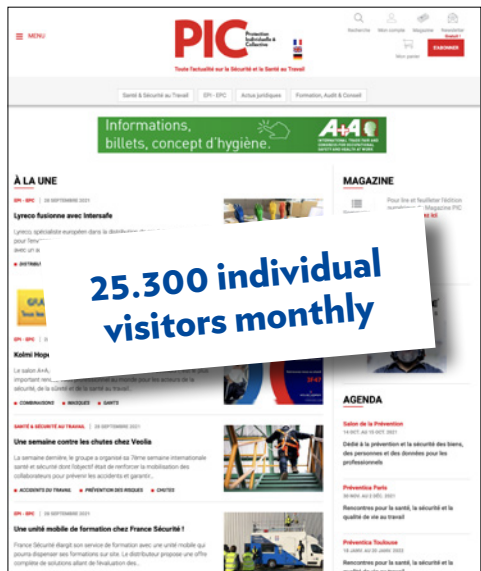
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DIGITAL

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 25)



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

2026 Digital Advertising Rates (€)

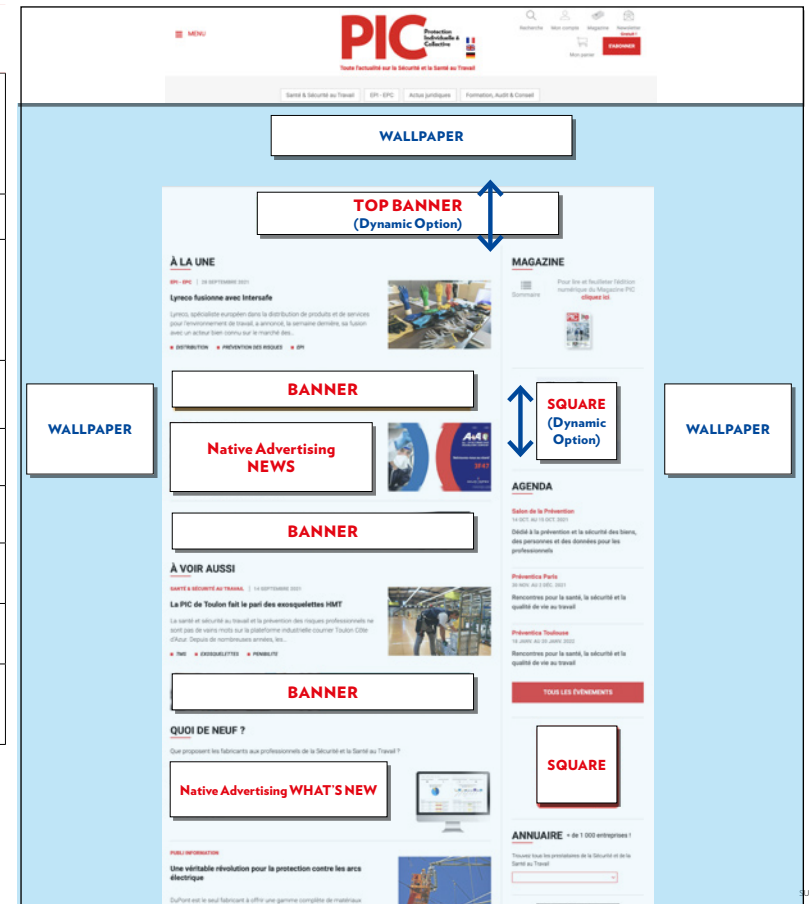
(rotating)

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	2.750 € Dynamic 3.255 €	2.000 € Dynamic 2.365 €	1.320 € Dynamic 1.575 €
Banner	728 x 90 et 320 x 100	2.315 €	1.785 €	1.155 €
Square Dynamic Option (Desktop & tablet only. Your square remains always visible when the user scrolls)	200 x 200	1.470 € Dynamic 1.733 €	1.050 € Dynamic 1.260 €	790 € Dynamic 945 €
Wallpaper (Desktop & tablet only)		5.145 €	3.675 €	2.520 €
Native Advertising News Linkedin post included!		3.675 €	2.835 €	1.945 €
Native Advertising What's New Linkedin post included!		2.835 €	2.258 €	1.628 €
Pop-Up (Desktop & tablet only)		2.625 €	2.100 €	1.470 €
Interstitial (Mobile only)		2.520 €	2.100 €	1.365 €
VideoAd Top banner & Banner (We do not host your video)	420px – 2 Mo	+998 €	+ 893 €	+578 €



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

2026 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	320 x 100	4.725 €	3.150 €	2.205 €
Banner	320 x 100	3.675 €	2.625 €	1.890 €
Square	200 x 200	2.730 €	1.995 €	1.470 €
Native Advertising News Linkedin post included!		5.670 €	3.780 €	2.625 €
Native Advertising What's New Linkedin post included!		5.355 €	3.570 €	2.520 €

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

The screenshot shows the homepage of the annuaire-securitetravail.fr website. At the top, there's a navigation bar with a menu icon, the PIC logo (Prescription Industrielle Collective), and a search bar. Below the navigation bar, there's a section titled 'ABONNEZ-VOUS À' with a '98' badge. The main content area is divided into several sections: 'MISE EN RELATION DIRECTE AVEC LES PRESTATAIRES EN SANTÉ ET SÉCURITÉ AU TRAVAIL', 'LA SÉLECTION DE LA RÉDACTION', 'MARKETPLACE', 'GROS PLAN SUR : les prestataires dans le Tarn (81)', 'GROS PLAN SUR : les prestataires en Franche-Comté (27)', and 'MAGAZINE'. Each section features logos of various companies and their contact information.

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. Simple referencing from 117,5 € for 1 year and from 177,5 € with your logo + framed for better visibility on the web site.

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...

Directories 2026 Advertising Rates (€)

Distribution Directory

Training, Risk Auditing and Consulting Directory

PER COMPANY (Price not discountable)	1 year on web site annuaire-securitetravail.fr	235 €
	1 year on web site annuaire-securitetravail.fr + framed logo + text	355 €

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 €

For further information, contact Eric Bougeault
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+33 1.45.23.33.78

2026 EDITORIAL CALENDAR

N°	SECTIONS	SPECIAL SECTION	DEADLINE
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 10
N° 157 Mar/Apr	SAFETY EQUIPMENT: Drones serving OHS RISK PREVENTION: How to limit the sedentary postures risks?	INDUSTRY SOLUTIONS: Electricians FOCUS: Communicating headsets	Safety at Work, pay attention to routine! Feb 12
N° 158 May/Jun	SAFETY EQUIPMENT: High Visibility from head to toe RISK PREVENTION: NATIONAL CONGRESS OF MEDICINE AND OCCUPATIONAL HEALTH SPECIAL SECTION (CNMST) Media Partner - Bonus congress circulation! Preventing addictive behaviors	INDUSTRY SOLUTIONS: Machine operators FOCUS: High-top shoes	PRÉVENTICA RENNES SPECIAL SECTION  Media Partner - Bonus Exhibition circulation! Cobots: opportunities and risks for operators  OCCUPATIONAL HYGIENISTS SOCIETY FORUM (SOFHYT) Media Partner - Bonus Forum circulation! Mar 14
N° 159 Jul/Aug	SAFETY EQUIPMENT: Recycling PPE RISK PREVENTION: How to reduce noise?	INDUSTRY SOLUTIONS: The carpenters FOCUS: Pedestrian - vehicle detection	Preventing stress at work Jun 11
 Sept	NEW! +FOOTWEAR WORKWEAR + FOOTWEAR SPECIAL ISSUE (Sent with n° 160 Sept-Oct issue) PRÉVENTICA LYON + EXPOPROTECTION 2026 SPECIAL SECTION Media Partner - Bonus Exhibitions circulation! Shoes: how to stay dry - PPE: watch out for sparks! - Construction site: the new waterproof jackets - Shoes: working indoor, flexibility and comfort Workwear: pants that suits your movements - Health professional clothing		  Aug 13
N° 160 Sept/Oct	SAFETY EQUIPMENT: Disposable or reusable gloves: the match! RISK PREVENTION: Slip, trip and fall accidents	INDUSTRY SOLUTIONS: NATIONAL CONGRESS OF FRENCH FIREFIGHTERS SPECIAL REPORT Media Partner - CONGRESS BONUS CIRCULATION! The firefighters FOCUS: Knee-padded pants	PRÉVENTICA LYON SPECIAL SECTION  Media Partner - Bonus Exhibition circulation! Welcoming and training young employees in OHS ERGONOMIC SOCIETY CONGRESS  Media Partner - Bonus Congress circulation! Aug 13
Nov	2027 ANNUAL BUYER'S GUIDE (Sent with Nov-Dec n° 161 issue + Bonus Exhibition circulation on EXPOPROTECTION 2026!)		Oct 15
 N° 161 Nov/Dec	SAFETY EQUIPMENT: Head protection: are your PPE compatible? RISK PREVENTION: Working in extreme cold	INDUSTRY SOLUTIONS: Cleaning professions FOCUS: Mask glasses	EXPOPROTECTION 2026 SPECIAL SECTION  Media Partner - Bonus Exhibition circulation! OHS professionals, how to convince your management? Oct 15
N° 162 Jan/Feb	SAFETY EQUIPMENT: Glasses: ventilated or non-ventilated? RISK PREVENTION: Infectious medical waste	INDUSTRY SOLUTIONS: Delivery drivers FOCUS: Construction boots	Which tools for a good field feedback? Dec 10

PROTECTION INDIVIDUELLE ET COLLECTIVE

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sp@pic-magazine.fr

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.