PiC

PROTECTION INDIVIDUELLE & COLLECTIVE
LE MAGAZINE DE LA SANTÉ ET DE LA SÉCURITÉ AU TRAVAIL

2027 MEDIA KIT

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

- **Print**
- **Buyer's Guide**
- **Special Issue**
- **Digital**
- **Directories**
- **Online tradeshow**
- **Database**
- **2027 Editorial Calendar**



MEDIA PARTNER
BONUS CIRCULATION!
ON THE EVENTS

Préventica · SOFHYT Société Française des HYgiénistes du Travail · A+A · Société d'Ergonomie de Langue Française

For further information, contact **Jérôme PERROTTE**
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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!

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 2025 to 30 June 30th 2026

21.843 copies

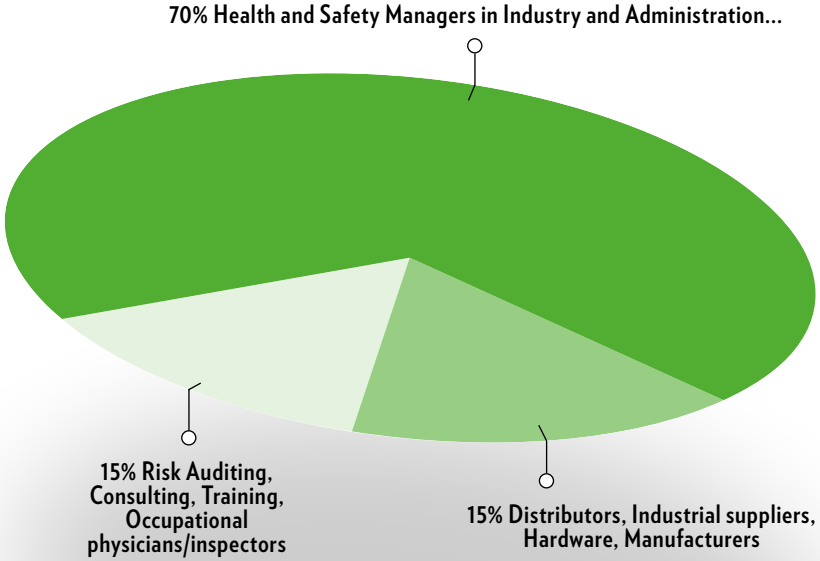
The most important circulation on the market!
Bonus circulation on trade shows.

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 20 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 63.345 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





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

SOFHYT Société Française des Hygiénistes du Travail

A+A

Société d'Ergonomie de Langue Française

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PRINT

THE LOWEST RATE ON THE MARKET!
Cost per thousand impressions (CPM):
(Page price / Circulation x 1,000)
€214 per thousand copies distributed!



2027 Print Advertising Rates (€)

FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 218 / Back 100 x 297	6.426 €
On Cover	Front 210 x 150 / Back 210 x 297	6.834 €
2nd Cover	210 x 297	4.886 €
3rd Cover	210 x 297	4.886 €
4th Cover	210 x 297	5.304 €
Page	210 x 297	4.682 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	3.325 €
1/4 Page	91 x 124	1.928 €
Special Advertising Section	210 x 297	4.998 € (Layout and editorial: + 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4 794 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		6 018 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		6 120 €
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
+ Button e-newsletter 1 month (2nd newsletter) before tradeshow date
(Price not discountable)

- 40 %
4.767 € au lieu de ~~7.945 €~~

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

- 40 %
4.624 € au lieu de ~~7.706 €~~

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

2027 SPECIAL OFFER (€)



PRINT PRIVILEGE SPECIAL CONTRACT

		+ 50% Discount !
PACKAGE A	9 x 1/4 pages + 1 Page Special Adverstising Section + 3 month companion site banner Extra 1/4 page: 1.134 €	12,360 € instead of ~~24.710 €~~
PACKAGE B	13 x 1/4 pages + 1,5 Page Special Adverstising Section + 3 month companion site banner Extra 1/4 page: 1.040 €	17,460 € instead of ~~34.920 €~~
PACKAGE C	17 x 1/4 de page + 2 Page Special Adverstising Section + 3 month companion site banner Extra 1/4 page: 998 €	22,560 € instead of ~~45.130 €~~
PACKAGE D	21 x 1/4 de page + 2,5 Page Special Adverstising Section + 3 month companion site banner Extra 1/4 page: 882 €	27,672 € instead of ~~55.340 €~~
PACKAGE E	25 x 1/4 de page + 3 Page Special Adverstising Section + 3 month companion site banner Extra 1/4 page: 780 €	32,772 € instead of ~~65.550 €~~

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 cancelation 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%.

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PRINT

PREVENTICA BONUS EXHIBITION CIRCULATION!



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



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**, **EXPOPROTECTION** and **NATIONAL CONGRESS OF FRENCH FIREFIGHTERS 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	**6.426 €**
2nd cover (facing Summary)	297 x 420	**4.886 €**
3rd Cover	297 x 420	**4.692 €**
4th Cover	297 x 420	**5.304 €**
Page	297 x 420	**4.682 €**
1/2 Page	Horizontal: 261 x 180 Vertical: 127 x 360	**3.325 €**
1/4 Page	Horizontal: 261 x 86 Vertical: 127 x 180	**1.928 €**
Special Advertising Section	297 x 420	**4.998 €** (Layout and editorial: + 250 €)

2027 CONTENTS

- A + A & PREVENTICA SPECIAL SECTION
  Media Partner – Bonus Trade Show circulation!
- Adapting PPE to extreme heat
- Safety boots in hostile territory
- Workwear: enhanced visibility
- Safety shoes: well-protected ankles
- Softshell or fleece?
- Delivery personnel, drivers, repair technicians: polish your image!

...

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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 (21.843 copies) with November issue and distributed on trade shows where we are media partner.

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



In 2026:
13.750 Unique Visitors
69.600 Viewed Pages

- 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 **€ 232,5 only** per product for this bi-media offer!
- A complementary platform to your own merchant site..

The MarketPlace + Annual Buyer's Guide 2028 bi-media

(1 year – including reporting, modifications, administration)

Per product	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	**465 €**

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

4th Cover	148 x 210 mm	**4.400 €**
Page	148 x 210 mm	**3.250 €**
1/2 Page	148 x 100 mm	**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 63.345 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 16.200 individual visitors monthly, 25.000 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!





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 22.209 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 3.600 subscribers!)

Website
+
e-Newsletter
+
LinkedIn
+
Marketplace
+
e-Directory!

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DIGITAL

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



Directories 2027 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 €**

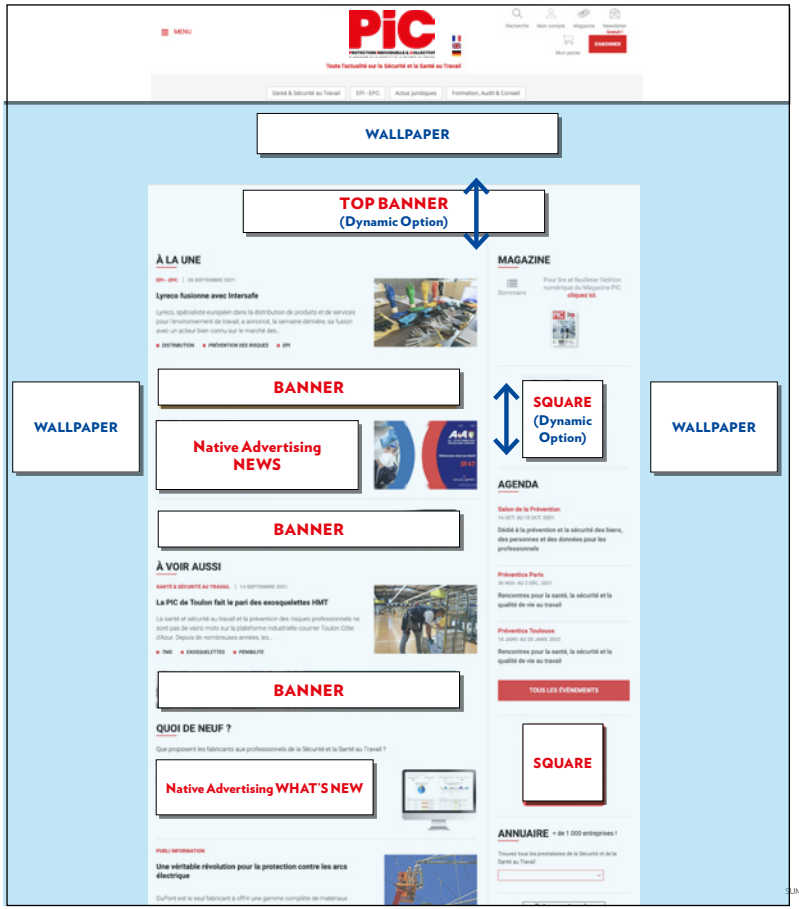
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DIGITAL

2027 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	2.805 € Dynamic 3.320 €	2.040 € Dynamic	1.346 € Dynamic 1.607 €
Banner	728 x 90 et 320 x 100	2.361 €	1.821 €	1.178 €
Square Dynamic Option (Desktop & tablet only. Your square remains always visible when the user scrolls)	200 x 200	1.499 € Dynamic 1.768 €	1.071 € Dynamic 1.285 €	806 € Dynamic 964 €
Wallpaper (Desktop & tablet only)		5.248 €	3.749 €	2.570 €
Native Advertising News Linkedin post included!		3.749 €	2.892 €	1.984 €
Native Advertising What's New Linkedin post included!		2.892 €	2.303 €	1.661 €
Pop-Up (Desktop & tablet only)		2.678 €	2.142 €	1.499 €
Interstitiel (Mobile only)		2.570 €	2.142 €	1.392 €
VideoAd Top banner & Banner (We do not host your video)	420px – 2 Mo	+1.018 €	+ 911 €	+590 €



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

2027 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	4.820 €	3.213 €	2.249 €
Banner	640 x 200	3.749 €	2.678 €	1.928 €
Square	200 x 200	2.785 €	2.035 €	1.499 €
Native Advertising News Linkedin post included!		5.783 €	3.856 €	2.678 €
Native Advertising What's New Linkedin post included!		5.462 €	3.641 €	2.570 €

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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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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2027 EDITORIAL CALENDAR

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N°	SECTIONS	SPECIAL SECTION	DEADLINE
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
N° 163 Mar/Apr	**SAFETY EQUIPMENT:** When PPE takes on the elements! **RISK PREVENTION:** Chemicals: preventing chronic exposure **INDUSTRY SOLUTIONS:** Industrial maintenance technicians **FOCUS:** Helmets for working at heights	**Safety and hybrid work** SOFHYT FORUM (OCCUPATIONAL HYGIENISTS) Media Partner – Bonus circulation!	Feb 12
N° 164 May/Jun	**SAFETY EQUIPMENT:** More technical safety shoes **RISK PREVENTION:** Working alone: stay connected to safety! **INDUSTRY SOLUTIONS:** Public works laborers **FOCUS:** Breathable clothing	**PRÉVENTICA PARIS SPECIAL SECTION** Media Partner – Bonus Trade Show circulation! **Climate: new workplace risks** **JOURNÉES NATIONALES DE SANTÉ AU TRAVAIL DANS LE BTP (Occupational Health Days in the Construction and Public Works Sector)** Media Partner – Bonus circulation!	Apr 14
N° 165 Jul/Aug	**SAFETY EQUIPMENT:** Next-generation protective gloves **INDUSTRY SOLUTIONS:** Manual handling and MSDs: what are the solutions? **RISK PREVENTION:** The welders **FOCUS:** Cut-resistant trousers	**When the danger is invisible!**	Jun 11
Sept	**WORKWEAR + FOOTWEAR SPECIAL ISSUE** (Sent with n° 166 Sept-Oct issue) **A + A & PREVENTICA SPECIAL SECTION** Media Partner – Bonus Trade Show circulation! **Adapting PPE to extreme heat – Safety boots in hostile territory - Workwear: enhanced visibility - Safety shoes: well-protected ankles - Softshell or fleece ? - Delivery personnel, drivers, repair technicians: polish your image !**		Aug 13
N° 166 Sept/Oct	**SAFETY EQUIPMENT:** Smart safety glasses **RISK PREVENTION:** Noise and vibration: underestimated common risks **INDUSTRY SOLUTIONS:** Loggers and tree surgeons **FOCUS:** Smart harnesses	**PRÉVENTICA MONTPELLIER SPECIAL SECTION** Media Partner - Bonus Trade Show circulation! **How to prevent risks associated with AI** **SELF CONGRESS (ERGONOMICS)** + **NATIONAL FIREFIGHTERS' CONGRESS** Media Partner - Bonus circulation!	Aug 13
Nov	**2028 ANNUAL BUYER'S GUIDE** (Sent with Nov-Dec n° 167 issue)		Oct 15
N° 167 Nov/Dec	**SAFETY EQUIPMENT:** Connected hearing protection **RISK PREVENTION:** At heights or underground—prevent the risk! **INDUSTRY SOLUTIONS:** The scaffolders **FOCUS:** High-Visibility PPE	**A + A SPECIAL SECTION** Media Partner – Bonus Trade Show circulation! **Mental health: prevention rather than cure**	Oct 15
N° 168 Jan/Feb	**SAFETY EQUIPMENT:** When the exoskeleton becomes a second source of strength **RISK PREVENTION:** Facing fire and electricity **INDUSTRY SOLUTIONS:** Machinists **FOCUS:** Fall or immobility detectors	**Which tools for a good field feedback?**	Dec 10

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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.