

RATES 2019

www.usinenouvelle.com

L'USINE NOUVELLE

PREMIUM PLACEMENTS

Double opening page spread	37 900 €
Double page center spread	35 200 €
1 st double page	34 000 €
Back cover page AW	22 300 €
Inside front cover page AW	21 000 €
Full page (right-hand in 1 st section) AW	21 000 €
Full page (right-hand in 2 nd section) AW	20 300 €
Inside back cover AW	19 000 €

STANDARD PLACEMENTS

Double page (1 st section)	31 400 €
Double page	25 680 €
Full page (right-hand in 1 st section) AW	19 700 €
Full page (right-hand or 1 st section) AW	16 500 €
Full Page AW	14 900 €
1/2 page (right-hand in 1 st section)	9 800 €
1/2 page (right-hand or 1 st section)	7 700 €
1/2 page	7 150 €
1/4 page (vertical, facing summary/index)	5 760 €
1/4 page (vertical, right-hand or 1 st section)	5 040 €
1/4 page	4 680 €
1/4 page (right-hand or in 1 st section)	3 960 €
1/4 page	3 600 €
1/8 page (right-hand, index & listings section)	2 780 €
1/8 page (banner, index & listings section)	2 560 €
1/8 page (right-hand or in 1 st section)	2 170 €
1/8 page	1 980 €

AW : Adwall pack
(Print + online)

Black & white rates: please contact us
Duotone rates = quadri rates -25%

FORMATS (WxH in mm)

	Full page (with 5mm bleed)	Actual format (without bleed)
Double page	420 x 272	396 x 252
Page	210 x 272	186 x 252
1/2 page	210 x 130	186 x 123
1/2 page (horizontal)	100 x 272	90 x 252
1/4 page (banner)		186 x 60
1/4 page (vertical)		45 x 252
1/4 page (square)		90 x 123
1/8 page		90 x 60
1/8 page (banner)		186 x 30

SPECIAL OPERATIONS

Advertorial, cover-wrap, gatefold: please contact us

TECHNICAL SPECIFICATIONS

- Reservations deadline: 1 month prior to publication
- Cancellation deadline: 1 month prior to publication
- All materials must be submitted 2 weeks before publication
- Separate inserts: please contact us
- Secure digital files: PDF 1.3 high-resolution : 300 DPI
- Color: CMYK
- Bleed area: 5 mm.
- All files must come with digital color proof
- CD transfer: if you would like to send a CD, please contact our production department:

International Sales Assistant

+33 1 77 92 94 71- Email: salesipd@infopro-digital.com

INSERTS – PUBLICATION RIGHTS

2 pages	17 200 €
4 pages	29 000 €
6 pages	39 000 €
8 pages	46 000 €
10 pages	49 000 €
12 pages or more	51 000 €

DISCOUNTS, MARKUPS, AND ADDITIONAL COSTS

Special placements, sections, successive formats etc. + 10 %

Volume discounts

3 to 4 insertions	- 7 %
5 to 7 insertions	- 10 %
8 to 9 insertions	- 14 %
10 to 13 insertions	- 16 %
14 to 17 insertions	- 18 %
18 insertions or more	- 20 %

Cumulative mandates

Net sales >110K€ and <160K€	- 2 %
Net sales >160 K€	- 3 %

Conditions: applies to all representatives with sales higher/equal to 110 K€.
The representative must vouch for at least 2 active mandates in the brand. The discount will be calculated at the end of the fiscal year and returned after payment latest at the end of the first semester of the following year.

Professional discount

- 15 %
Applies to any advertiser going via a duly mandated professional.



MAGAZINE

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MARCHÉ DE L'INDUSTRIE SUPPLEMENT

Format number of insertions (in mm)

H x W	1 to 6	7 to 12	13 to 23	24 to 46	47 or more
29 x 62	347 €	291 €	265 €	245 €	215 €
63 x 62	699 €	582 €	530 €	495 €	429 €
97 x 62	1 046 €	873 €	796 €	745 €	638 €
131 x 62	1 393 €	1 163 €	1 061 €	995 €	852 €
199 x 62	2 091 €	1 750 €	1 591 €	1 495 €	1 281 €
233 x 62	2 790 €	2 331 €	2 122 €	1 995 €	1 709 €

Format over 2 columns: Hx127 - Format over 3 columns : H x 193 -Black & White: contact us for rates.
Technical service for manufacturing industry: +33(0)1 77 92 94 71 - Email: salesipd@info-pro-digital.com



DIGITAL

WEBSITE

	CPM
MPU 300 x 250	80 €
Leaderboard 728 x 90	80 €
Masthead / billboard 970 x 250	120 €
Double formats (Half-page, Super leaderboard)	100 €
InFeed / Native Ad	150 €
Page-Wrap	200 €
Video page-wrap	270 €
Expanding format	+20%
Homepage take-over	6 000 € net net / day

DISCOUNTS

Special discount depending on amount invested: please contact us
Professional discount: -15 %



NEWSLETTERS

DAILY

WEEKLY

L'Usine Nouvelle

Thematic

Skyscraper 120 x 600
MPU 300 x 250
Leaderboard 728 x 90
Advertorial / InFeed
Exclusivity (all formats)
Custom: all formats
+ adaptation of advertisers creatives

3 000€ / week
3 000€ / week
3 000€ / week
3 000€ / week
5 000€ / week
7 000€ / week

3 000€ / 4 weeks
3 000€ / 4 weeks
3 000€ / 4 weeks
3 000€ / 4 weeks
5 000€ / 4 weeks
7 000€ / 4 weeks

Technical contact:

salesipd@info-pro-digital.com

Rates valid for 1 insertion in 1 newsletter
chosen among our topics

TERMS AND CONDITIONS (MAGAZINE): The present rate card is applicable starting on January 1, 2019. The period of reference for calculation of discounts is the calendar year. All purchases of advertising imply agreement with and acceptance of the terms and conditions which may be obtained through our Sales Department or on our web site at www.gisi.fr/cgv.pdf.

TERMS AND CONDITIONS (WEBSITE): Deadlines: technical materials (banner and redirection URL) must be provided 7 days before publication. Reservation: as soon as your sales representative has confirmed availability of placement and dates, send your order for reservation. Cancellation deadline: four weeks before publication. The campaign may not be posted online until the ad order is received at least 2 weeks before the beginning of the campaign.

Statistics: your ad campaigns may come with an end-of-campaign statistical report, including impressions, clicks and click-through-rate.

Professional discount: -15 % upon presentation of mandate.