



2020 MEDIA KIT

THE N°1 MEDIA FOR PROFESSIONALS IN HEALTH AND SAFETY AT WORK

- ➔ Magazine
- ➔ Buyer's Guide
- ➔ Special Issue
- ➔ Web Sites
- ➔ e-newsletter
- ➔ Directories
- ➔ Online tradeshow
- ➔ Database
- ➔ 2020 Editorial Calendar



DISTRIBUTOR & MANUFACTURER SPECIAL SECTION!



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

THE MAGAZINE

N°1 on Health and Safety at Work!



The only magazine 100% Health and Safety at Work!
The only magazine that reach all market players, Distributors, Industrial suppliers, Hardware, ... AND End Users !

N°1 on the market!

Average circulation per issue
July 1st 2018 to 30 June 30th 2019

14.669
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 10 years.

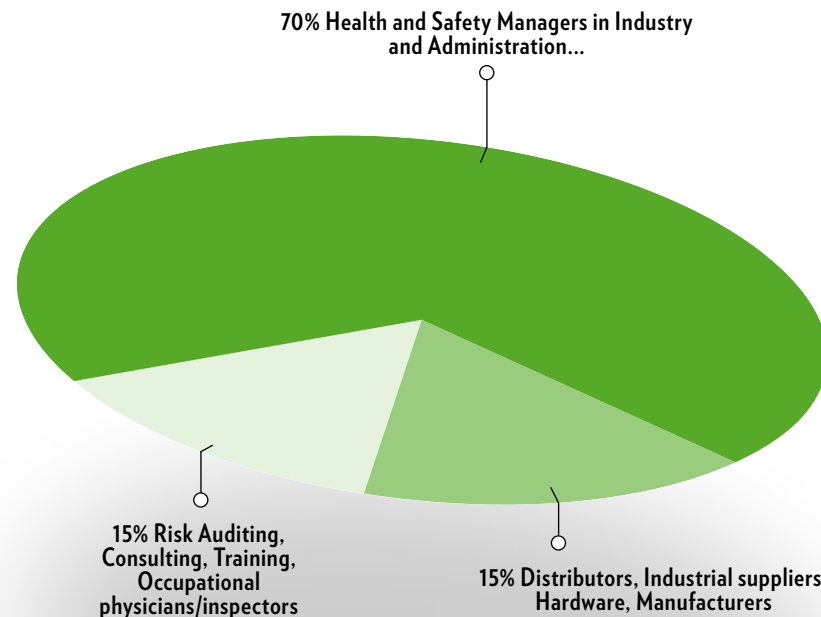
PIC is the highest circulating safety magazine in France, the leading source of information for occupational health and safety professionals and assists Health and Safety Managers in industry and administration, Occupational physicians, Distributors... in creating awareness of what's happening in the 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...

→ 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!



An exclusive audience you will find nowhere else!

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THE MAGAZINE

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, QUALITY WORK LIFE... 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.



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THE MAGAZINE

2020 Magazine Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 195 / Back 100 x 297	6.100 €
On Cover	Front 210 x 150 / Back 210 x 297	6.500 €
2nd Cover	210 x 297	4.550 €
3rd Cover	210 x 297	4.400 €
4th Cover	210 x 297	4.950 €
Page	210 x 297	4.200 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	2.900 €
1/4 Page	91 x 124	1.700 €
Special Advertising Section	210 x 297	4.500 € (Layout and editorial: + 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.275 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.500 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		5.100 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	640 € 960 € 1.600 €

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

Magazine + Web - 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 e-salon-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 %
3.780 € au lieu de 6.300 €

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

- 25 %
4.774 € au lieu de 6.365 €

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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THE BUYER'S GUIDE

To generate more demand and contacts!



THE 2021 ANNUAL BUYER'S GUIDE

The **PIC** Annual Buyer's Guide is sent to all subscribers (14.669 copies) with the **PIC** November issue and distributed at all trade shows where we are a media partner, including **EXPOPROTECTION 2020**. This is an essential, indispensable work tool for our readers as it references all protection equipment on the market in the form of complete, technical data sheets, filed by topic. Keep your name in front of your customers! The Buyer's Guide is coupled with the 1st online tradeshow, e-salon-securitetravail.fr. Be sure to have all your products referenced online!

In 2019 :
10.414 Unique Visitors
48.841 Viewed Pages

e-salon-securitetravail.fr: THE 1ST ONLINE TRADESHOW ON HEALTH AND SAFETY AT WORK !

A permanent, 365 days a year, online Trade Show!

- The only Product Guide available on the french market!
- On your stand, the specification sheet of your products: videos, more picture, contacts, technical brochure, catalogs, quotation request and prices, your distribution list, your upcoming exhibitions...
- You show how many products you want!
- A complementary marketing tool to your own website and exhibitions.

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 50.000 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 2021 Annual Buyer's Guide

(Price not discountable)

PER PRODUCT	Specification sheet	315 €
DISCOUNT: 2 to 3 products -25% - 4 products and more -50%		
4th Cover	148 x 210 mm	4.200 €
Page	148 x 210 mm	3.100 €
1/2 Page	148 x 100 mm	2.350 €

Online tradeshow e-salon-securitetravail.fr

1 year - including reporting, modifications, administration
(Price not discountable)

NO. OF PRODUCTS PER STAND	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	+ 100 €
DISCOUNT: 2 to 3 products -25% - 4 products and more -50%		
Top Banner home page - 1 month	728 x 90 pixels	1.000 €
Top Banner your space - 1 year	728 x 90 pixels	1.600 €

The Magazine's Buyer Guide

(Price not discountable)

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1.100 €
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SPECIAL ISSUE

PIC WorkWear Special Issue, the only magazine dedicated to professional clothing!



2020 CONTENTS

- How to dress millennials
- All season fleeces
- ATEX protection cloth cleaning
- Driver and Delivery corporate clothes
- Chemical protection disposable
- ...

The **WorkWear** Special Issue is the only communication medium for professionals in the occupational clothing business.

Sent with the September **PIC** issue, and then distributed at both the **EXPOPROTECTION 2020** and **PREVENTICA LYON & FRANCE NORD 2020** and trade shows, amounting to an exceptional release in 2020 of over 22.000 copies! The WorkWear Special Issue covers all the latest news on professional, protective, workwear, corporate clothing and brand image, recent trends, innovative trade practices in fabrics, new cleaning procedures, and monitoring and tracking management of clothing.

FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 120 x 313 / Back 120 x 420	6.100 €
2nd cover (facing Summary)	297 x 420	4.500 €
3rd Cover	297 x 420	4.400 €
4th Cover	297 x 420	4.950 €
Page	297 x 420	4.200 €
1/2 Page	Horizontal: 261 x 180 Vertical: 127 x 360	2.900 €
1/4 Page	Horizontal: 261 x 86 Vertical: 127 x 180	1.700 €
Special Advertising Section	297 x 420	4.500 € (Layout and editorial: + 250 €)

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WEB

A global, digital information offer, available on all terminals!

THE COMPANION WEBSITE **pic-magazine.fr**

With more than 19.000 individual visitors monthly, 75.000 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!



19.000 individual visitors monthly



16.000 subscribers



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 16.000 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 of the content with the other media that appears on the e-newsletter or web site. Available on News or What's New section.

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WEB

2020 Web Advertising Rates (€)

THE COMPANION SITE pic-magazine.fr
THE ONLINE TRADESHOW e-salon-securitetravail.fr
THE ONLINE DIRECTORY annuaire-securitetravail.fr
 (rotating)

	PIXELS (l x h)	3 MONTHS	2 MONTHS	1 MONTH
Top Banners	728 x 90 et 320 x 100	2.350 €	1.700 €	1.100 €
Banner	728 x 90 et 320 x 100	2.000 €	1.500 €	980 €
Square	200 x 200	1.200 €	880 €	650 €
Native Advertising News		2.800 €	2.100 €	1.400 €
Native Advertising What's New		2.100 €	1.600 €	1.100 €
Video	420 px - 2 Mo	-	-	2.000 €

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	4.000 €	2.650 €	1.850 €
Banner	320 x 100	3.100 €	2.150 €	1.550 €
Square	200 x 200	2.250 €	1.650 €	1.200 €
Native Advertising News		4.100 €	2.750 €	1.950 €
Native Advertising What's New		3.500 €	2.350 €	1.600 €

WEB PACK

- 2 Web - 5% (ex : E-newsletter + Companion Site)
- 3 Web - 10%
- 4 Web - 15%
- 5 Web - 20%

BI MÉDIA PACK

Magazine + Web - 5%

SITE ADVERTISING FORMATS

The screenshot shows the homepage of pic-magazine.fr with several advertising spots highlighted by red boxes and labels:

- TOP BANNER:** Located at the top of the page.
- BANNER:** Located below the top banner, featuring an article about chemical risks.
- SQUARE:** Located on the left side of the page, near the 'Agenda' section.
- Native Advertising NEWS:** Located in the center of the page, integrated into the main content flow.
- SQUARE:** Located on the right side of the page, near the 'Rechercher' search bar.
- Video:** Located at the bottom of the page, near the 'Quoi de neuf ?' section.

E-NEWSLETTER ADVERTISING FORMATS

The screenshot shows the e-newsletter interface with several advertising spots highlighted by red boxes and labels:

- TOP BANNER:** Located at the top of the newsletter.
- BANNER:** Located below the top banner, featuring an article about occupational safety.
- SQUARE:** Located on the right side of the newsletter, near the 'SST' section.
- Native Advertising NEWS:** Located in the center of the newsletter, integrated into the main content flow.
- SQUARE:** Located at the bottom of the newsletter, near the 'quoi de neuf ?' section.

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OUR ONLINE DIRECTORIES



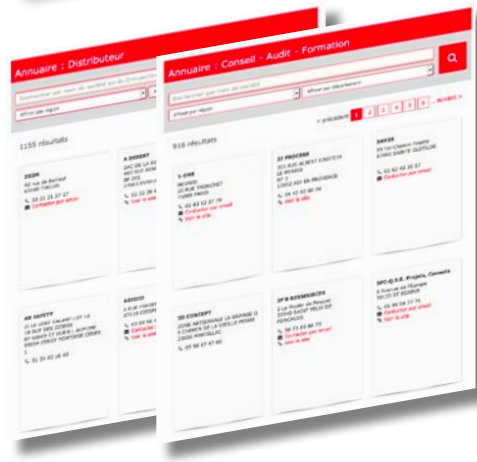
The most comprehensive listing in the sector!

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

In January 2021 **PIC** will publish The Training, Risk Auditing & Consulting Directory includes more than 500 service providers referenced with their contact details, classed by geographical regions.



2 years included on the online Directory!

Both Directories are available all year on the web site annuaire-securite-travail.fr
You can benefit from a much higher visibility in these Directories with your framed logo + text at a very low cost.

annuaire-securite-travail.fr

Directories 2020 Advertising Rates (€) Distribution Directory Training, Risk Auditing and Consulting Directory

PER COMPANY (Price not discountable)	In the paper Directory + 2 years on web site annuaire-securite-travail.fr	200 €
	In the paper Directory + 2 years on web site annuaire-securite-travail.fr + framed logo + text	330 €

For higher visibility!

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

Top Banner home page - 1 month	728 x 90 pixels	1.100 €
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 45.000 nominative, postal and email addresses.

MAILING	Fixed cost: 250 €
One time rental 45.000 nominative addresses Targeting not available (price not discountable)	4.150 €

E-MAILING	Fixed cost: 250 € (1 x h)
45.000 direct email – Overall management of sending – Tracking – Targeting not available	
E-mailing without follow-up	3.950 €
E-mailing with follow-up (1 month maxi after 1st campaign)	5.200 €
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 €	

2020 EDITORIAL CALENDAR

N°	SECTIONS	SPECIAL SECTION	DEADLINE
N° 120 Jan/Feb	SAFETY EQUIPMENT: Thermic safety gloves RISK PREVENTION: Ionizing radiation	QUALITY WORK LIFE: Mediation in Quality Worklife WHAT'S NEW PRODUCTS: Feet, Hand, Head, Height, WorkWear	2020 DISTRIBUTION DIRECTORY (Sent with issue n° 120 - Jan) Dec 15
N° 121 Mar/Apr	SAFETY EQUIPMENT: Safety boots RISK PREVENTION: Sexual harassment	QUALITY WORK LIFE: A competitive leverage WHAT'S NEW PRODUCTS: Feet, Hand, Head, Height, WorkWear	Chemical risk How to finance Health& Safety at Work prevention? SECURITY SAFETY MEETINGS Media Partner- Bonus exhibition circulation! Feb 15
N° 122 May/Jun	SAFETY EQUIPMENT: Safety goggles RISK PREVENTION: Slips & Falls	QUALITY WORK LIFE: Introducing a barometer WHAT'S NEW PRODUCTS: Feet, Hand, Head, Height, WorkWear	PREVENTICA LILLE SPECIAL SECTION Media Partner- Bonus exhibition circulation! 5.000 copies! Security for women Apr 15
N° 123 Jul/Aug	SAFETY EQUIPMENT: Dust masks RISK PREVENTION: Electrical risk	QUALITY WORK LIFE: Comfort at work WHAT'S NEW PRODUCTS: Feet, Hand, Head, Height, WorkWear	Security and atypical working times Jun 15
Sept	WORKWEAR SPECIAL ISSUE (Sent with issue n° 124) EXPOPROTECTION 2020 & PREVENTICA LYON & FRANCE NORD 2020 SPECIAL SECTION Media Partner- Bonus exhibition circulation! How to dress millennials • All season fleeces • ATEX protection cloth cleaning • Driver and Delivery corporate clothes • Chemical protection disposable		 Aug 16
N° 124 Sept/Oct	SAFETY EQUIPMENT: Safety harnesses RISK PREVENTION: Cold weather condition	QUALITY WORK LIFE: Sport WHAT'S NEW PRODUCTS: Feet, Hand, Head, Height, WorkWear	PREVENTICA LYON + NORD FRANCE 2020 SPECIAL SECTION Media Partner- Bonus exhibition circulation! 5.000 copies! JOURNEES SANTE TRAVAIL DU CISME CONGRES DE LA SELF FORUM DE LA SOFHYT Media Partner- Bonus exhibition circulation! Exoskeletons Aug 16
Nov	2021 ANNUAL BUYER'S GUIDE (Sent with issue n° 125 and bonus circulation on EXPOPROTECTION 2020)		 Oct 2
N° 125 Nov/Dec	SAFETY EQUIPMENT: Security sneakers RISK PREVENTION: Waves exposure	QUALITY WORK LIFE: How to negotiate an agreement? WHAT'S NEW PRODUCTS: Feet, Hand, Head, Height, WorkWear	EXPOPROTECTION 2020 SPECIAL SECTION Media Partner- Bonus exhibition circulation! 5.000 copies! Health & Safety Managers : How to network ? Oct 2
N° 126 Jan/Feb	SAFETY EQUIPMENT: Gaz detectors RISK PREVENTION: Road risk	QUALITY WORK LIFE: How to support the process of change? WHAT'S NEW PRODUCTS: Feet, Hand, Head, Height, WorkWear	Security and AI Dec 15

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.