



2022 MEDIA KIT

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

- Print
- Buyer's Guide
- Special Issue
- Marketplace **NEW!**
- e-newsletter
- Digital **NEW** Web Site!
- Directories
- Online tradeshow
- Database
- 2022 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 End Users!**

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

Average circulation per issue July 1st 2020 to 30 June 30th 2021

18.071 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, Occupational physicians, Distributors... in creating awareness of what's happening in the sector.

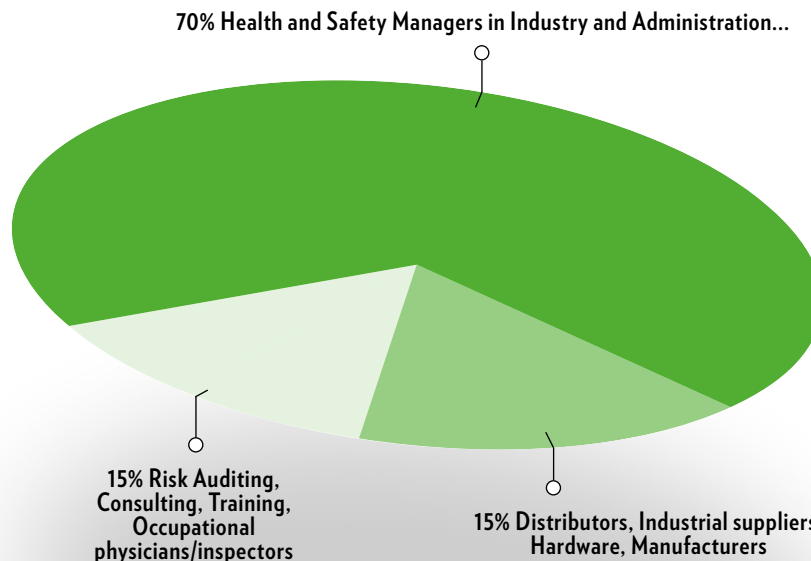
PIC is also the only magazine which addresses all relevant actors (B to B) in the industry, be they Manufacturers or Distributors, with information on the full range of health and safety compliance and best practice products, new products, new market or business...

→ 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 52.405 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!

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

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.



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 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.



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



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

PRINT

2022 Print Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 218 / 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

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 %
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 Marketplace e-securitetravail.fr
- + Your product referenced for 1 year on e-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.

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

PRINT

2022 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: 1000 €	10.896 € instead of 21.800 €
PACKAGE B	13 x 1/4 pages + 1,5 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 940 €	15.420 € instead of 30.850 €
PACKAGE C	17 x 1/4 de page + 2 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 880 €	19.956 € instead of 39.900 €
PACKAGE D	21 x 1/4 de page + 2,5 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 780 €	24.480 € instead of 48.950 €
PACKAGE E	25 x 1/4 de page + 3 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 690 €	29.004 € instead of 58.000 €

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%.

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

PRINT

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



2022 CONTENTS

- Down jackets
- Used textiles
- Thermic risk WorkWear
- Corporate clothing
- WorkWear RFID technology
- ...

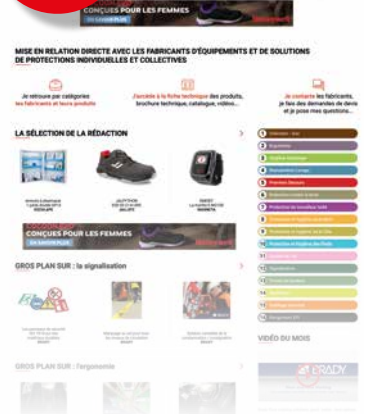
The **WorkWear** Special Issue is the only communication medium for professionals in the occupational clothing business. Sent with the September **PIC** issue, and then distributed at both the **PREVENTICA & EXPOPROTECTION** and trade shows, amounting to an exceptional release in 2021 of over 22.000 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 €)

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

PRINT + DIGITAL

Annual Buyer's Guide + Marketplace: generate more demands and contacts for you products!



THE 2023 ANNUAL BUYER'S GUIDE

The **PIC** Annual Buyer's Guide is sent to all subscribers (18.071 copies) with the **PIC** November issue and distributed at all trade shows where we are a media partner. 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!

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

- 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 € 207.50 only per product for the whole year! **Includes the Annual Buyer's Guide!**
- A complementary platform to your own merchant site.

In 2021:
12.000 Unique Visitors
56.000 Viewed Pages

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 2023 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 Page	148 x 210 mm	4.200 €
1/2 Page	148 x 210 mm	3.100 €
	148 x 100 mm	2.350 €



Marketplace e-securitetravail.fr

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

PER PRODUCT	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 €
-------------------	--	---------

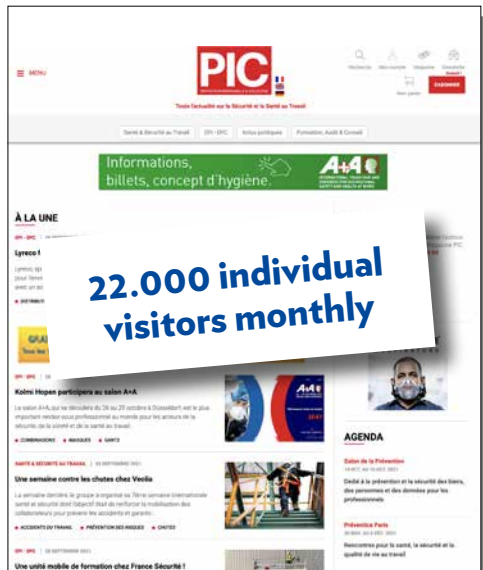
For further information, contact Jérôme PERROTTE
jp@pic-magazine.fr or
info@pic-magazine.fr
+ 33 6.09.17.09.50

DIGITAL

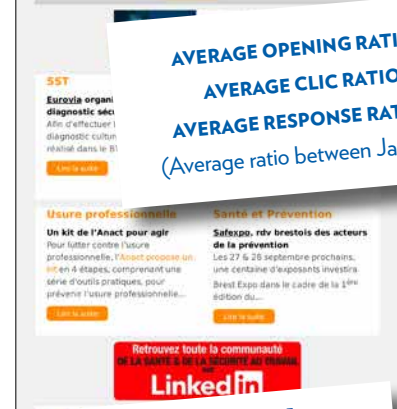
A global digital information offer!

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

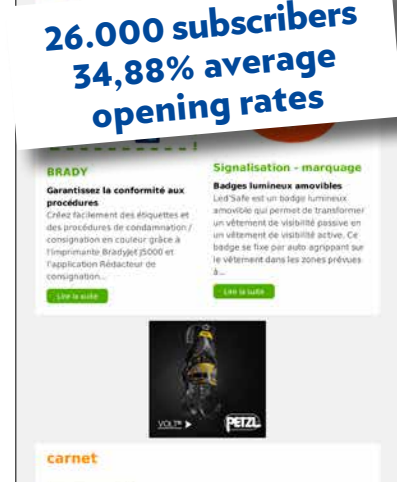
With more than 22.000 individual visitors monthly, 86.000 pages viewed every month, the companion website, pic-magazine.fr, is clearly and by far the No 1 professional web portal in terms of audience, dedicated to Occupational Health and safety. With its News updated on a daily basis, its Archives (accessible 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!



AVERAGE OPENING RATIO: 34,88%
AVERAGE CLIC RATIO: 8,49%
AVERAGE RESPONSE RATIO: 24,34%
(Average ratio between Jan 20 & June 21)



26.000 subscribers
34,88% 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 26.000 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, for more efficiency!



Website



e-Newsletter



LinkedIn



Marketplace



e-Directory!

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

DIGITAL

2022 Digital Advertising Rates (€)

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

	PIXELS (1x 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		3.100 €	2.400 €	1.600 €
Native Advertising What's New		2.400 €	1.900 €	1.300 €
Video	420 px - 2 Mo	-	-	2.000 €

THE E-NEWSLETTER (Watch out! Limited advertising space!)

	PIXELS (1x 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		4.400 €	3.050 €	2.250 €
Native Advertising What's New		3.800 €	2.650 €	1.900 €

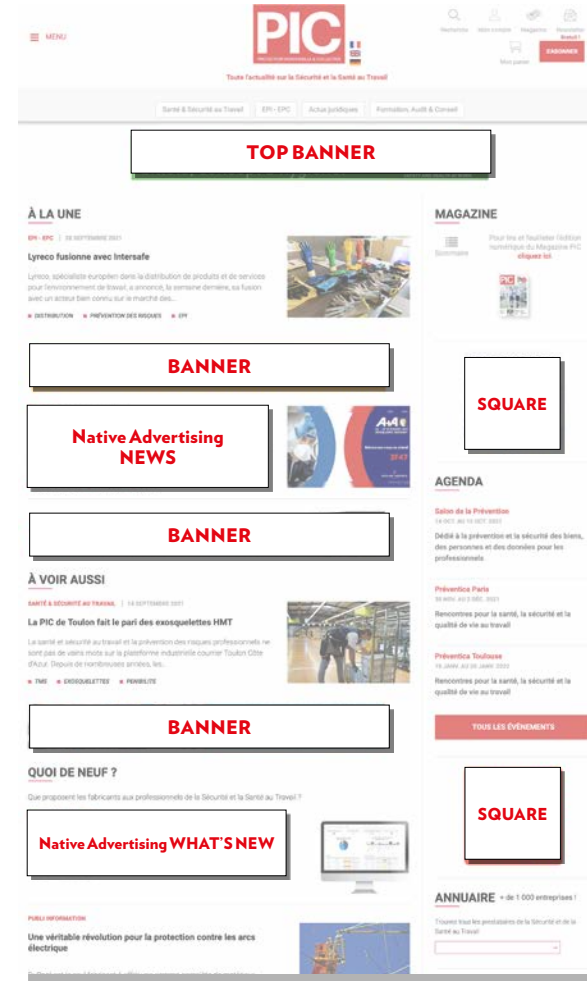
DIGITAL PACK

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

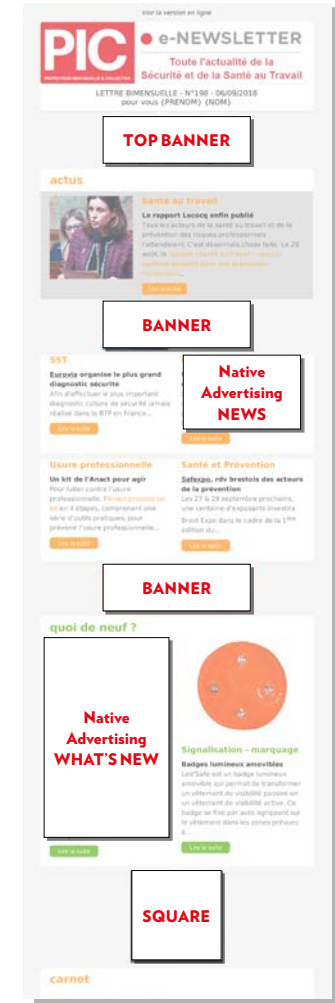
BI MÉDIA PACK

Print + Digital - 5%

SITE ADVERTISING FORMATS



E-NEWSLETTER ADVERTISING FORMATS



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

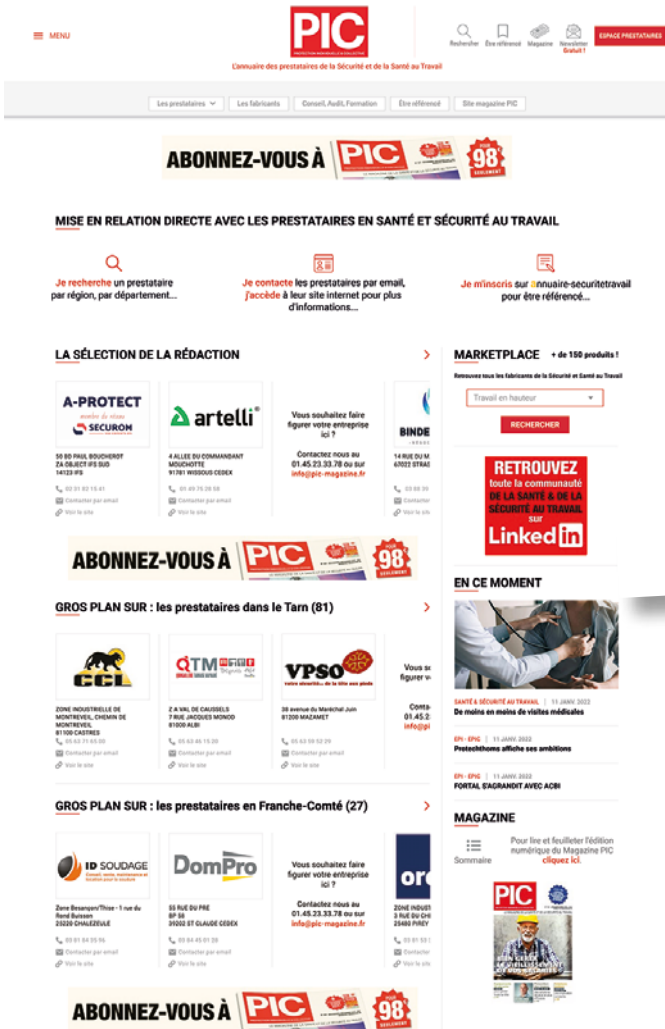
DIGITAL

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 & Consulting Directory includes more than 500 service providers referenced with their contact details, classed by geographical regions.

1 year included on the online Directory!

Directories 2022 Advertising Rates (€)

Distribution Directory

Training, Risk Auditing and Consulting Directory

PER COMPANY (Price not discountable)	1 year on web site annuaire-securitetravail.fr	200 €
	1 year on web site annuaire-securitetravail.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 €

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.

ÊTRE RÉFÉRENCÉ

Si vous souhaitez faire figurer votre entreprise dans cet Annuaire, contactez nous

NOUS CONTACTER

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

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: Staff number + Area (price not discountable)	4.150 €

E-MAILING	Fixed cost: 250 €
45.000 direct email – Overall management of sending – Tracking – Targeting: Staff number + Area	
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 €	

**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.**

2022 EDITORIAL CALENDAR

N°	SECTIONS	SPECIAL SECTION	DEADLINE
N° 132 Jan/Feb	SAFETY EQUIPMENT: Construction helmets RISK PREVENTION: Collision risk INDUSTRY SOLUTIONS: Steelworkers FOCUS: Dust masks	PRÉVENTICA TOULOUSE SPECIAL SECTION Media Partner- Bonus Trade fair circulation! Artificial Intelligence (AI) in Safety & Security at Work 	Dec 10
N° 133 Mar/Apr	SAFETY EQUIPMENT: Safety goggles with view correction RISK PREVENTION: Confined spaces INDUSTRY SOLUTIONS: Machine operators FOCUS: Thermal protection gloves	Safety at Work hardware and software SECURITY & SAFETY MEETINGS Media Partner- Bonus Trade fair circulation! 	Feb 12
N° 134 May/Jun	SAFETY EQUIPMENT: Made-to-measure ear protectors RISK PREVENTION: Nanoparticles INDUSTRY SOLUTIONS: Welders FOCUS: High-visibility PPE	PRÉVENTICA SPECIAL SECTION Media Partner- Bonus Trade fair circulation! How to evaluate your employees Safety at Work skills? CONGRÈS DE SANTÉ ET MÉDECINE AU TRAVAIL FORUM DE LA SOFHYT Media Partner- Bonus Trade fair circulation! 	Apr 14
N° 135 Jul/Aug	SAFETY EQUIPMENT: Multi-norm WorkWear RISK PREVENTION: Psychosocial risks INDUSTRY SOLUTIONS: Green spaces FOCUS: Safety at Work signalling	Robotic and Safety at Work CONGRES DE LA SELF Media Partner- Bonus Trade fair circulation! 	Jun 11
Sept	WORKWEAR SPECIAL ISSUE (Sent with Sept-Oct issue n° 136 and circulation on PREVENTICA + EXPOPROTECTION 2022) PREVENTICA + EXPOPROTECTION 2022 SPECIAL SECTION Media Partner- Bonus Trade fair circulation! Down jackets • Used textiles • Thermic risk WorkWear • Corporate clothing • WorkWear RFID technology 		Aug 13
N° 136 Sept/Oct	SAFETY EQUIPMENT: Gaz detectors RISK PREVENTION: Noise INDUSTRY SOLUTIONS: Construction FOCUS: Powered Air Purifying Respirators	PRÉVENTICA SPECIAL SECTION Media Partner- Bonus Trade fair circulation! Virtual Reality & Augmented Reality: how does it improve Safety at Work? JOURNEES SANTE TRAVAIL Media Partner- Bonus Trade fair circulation! 	Aug 13
Nov	2023 ANNUAL BUYER'S GUIDE (Sent with Nov-Dec issue n° 137 + circulation on EXPOPROTECTION 2022) 		Oct 15
N° 137 Nov/Dec	SAFETY EQUIPMENT: Women safety shoes RISK PREVENTION: Fall-preventers equipments INDUSTRY SOLUTIONS: Food Industry FOCUS: Handling protective gloves	EXPOPROTECTION 2022 SPECIAL SECTION Media Partner- Bonus Trade fair circulation! Safety at Work & 4.0 factories 	Oct 15
N° 138 Jan/Feb	SAFETY EQUIPMENT: Breathing masks RISK PREVENTION: Working in cold INDUSTRY SOLUTIONS: Delivery drivers FOCUS: Scratch resistant safety goggles	Exoskeletons	Dec 10

PROTECTION INDIVIDUELLE ET COLLECTIVE

20, rue des Petites Écuries
75010 Paris - France
Tel: +33 1 45 23 33 78
Fax: +33 1 48 00 05 03
e-Mail: info@pic-magazine.fr

ADVERTISING:
Jérôme PERROTTE:
+33 6.09.17.09.50
jp@pic-magazine.fr

TECHNICAL SERVICE:
Janys SEBILLO:
+33 1 45 23 33 78
js@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.

