

MEDIAKIT

ESSAIS & SIMULATIONS

Environmental sciences and techniques for laboratories and industry.

www.essais-simulations.com



Benefit from the aura of a unique brand on the market for your multi-channel communication.



32 000
copies
per year



120 000
visitors
per year



6 000
industry contacts
receiving the
newsletter




1 000
followers on
social media



15
partner trade shows

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mg
Presse

CREATE OR MAINTAIN THE LINK WITH YOUR TARGET

« aste

Symop
Membre de la FIM

CFM
L'ASSOCIATION
MESURE
INDUSTRIELLE

cofrend

Réseau
Mesure

NAFEMS

Teratec

OUR PARTNERS

Multi-channel Communication



Print magazine, digital magazine, website, Apple and Google
Essais & Simulations is present on all media with
professionals from the sector in order to provide you with
true multi-channel communication with players in the sector.

CONTRÔLEUR DE POTS VIBRANTS

DERNIÈRE GÉNÉRATION DE SYSTÈMES DE CONTRÔLES POUR POTS VIBRANTS

- ✓ Essais en balayage sinus
- ✓ Essais aléatoire
- ✓ Essais de chocs
- ✓ Edition de rapports

CRYSTAL
INSTRUMENTS

ACTUALITES



À la une : faire face à la crise par la technologie p. 8 à 18

De la crise sanitaire et du confinement le monde a connu la récession économique la plus brutale jamais connue. Après la mise en hibernation de l'économie vient le rebond. Mais la chose n'est pas aisée et exige de la part de tous des efforts considérables. En commun des forces vives : acteurs financiers, technologies et mise en réseau des moyens d'essai, de la recherche et des compétences.

MESURES



Covid-19 : comment la mesure répond à la crise ? p. 20 à 31

S'il y a bien un domaine qui a été fortement chahuté par la crise sanitaire, c'est celui de l'hospitalier et plus généralement le monde de la santé. Or dans ces pans d'activité, la qualité occupe une place centrale. Et ce n'est qu'un des arguments en faveur des acteurs de la mesure et de la démonstration du rôle majeur qu'ils jouent au quotidien.

ESSAIS ET MODÉLISATION

Events



As a partner of nearly 20 trade shows each year, **Essais & Simulations** helps you strengthen your attendance at the sector's events, or even replace it by being present in the issues distributed physically and free of charge to visitors and exhibitors.

Cobranding



Highlight your expertise by associating your brand with that of a publication recognised in your market: in addition to the news, practical solutions and expert opinions in each issue, the in-depth reports on current market trends help make **Essais & Simulations** a genuine business partner for its readers. The articles published on the magazine's website and on social media also ensure permanent contact with readers.

PRINT AUDIENCE



4

issues per year



8 000

copies per issue



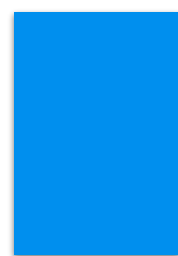
3 000

extra-diffusion*
per issue

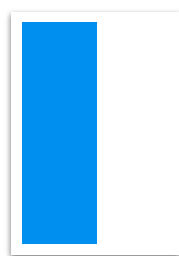
*Global Industrie, Measurement World, Mondial de l'automobile, ...

PRINT DISTRIBUTION FORMATS

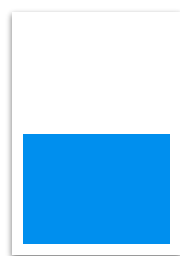
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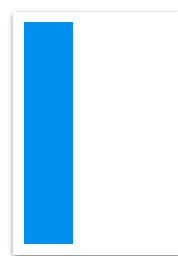
Full page
210*297 mm



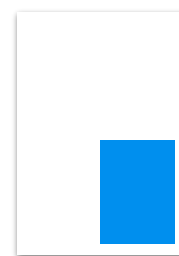
Half page
90*274 mm



Half page
190*125 mm



Third page
55*274 mm



Quarter page
90*132 mm

DIGITAL AUDIENCE



16 000

visitors
per month



20 000

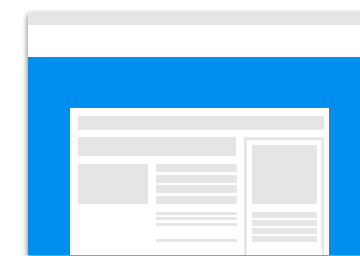
Qualified e-mails
on our database



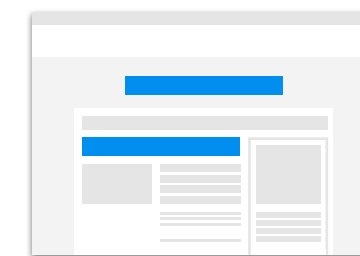
1 000

followers on
social media

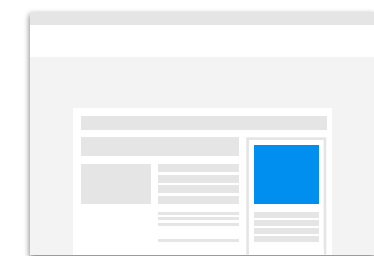
DIGITAL DISTRIBUTION FORMATS



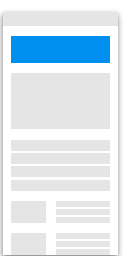
Interface skin
1920*925 pixels



Leaderboard & banner
728*90 pixels



Inline Rectangle
300*250 pixels



Mobile
320*100 pixels

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CONTACT A TARGETED AUDIENCE

A circulation targeted at professionals

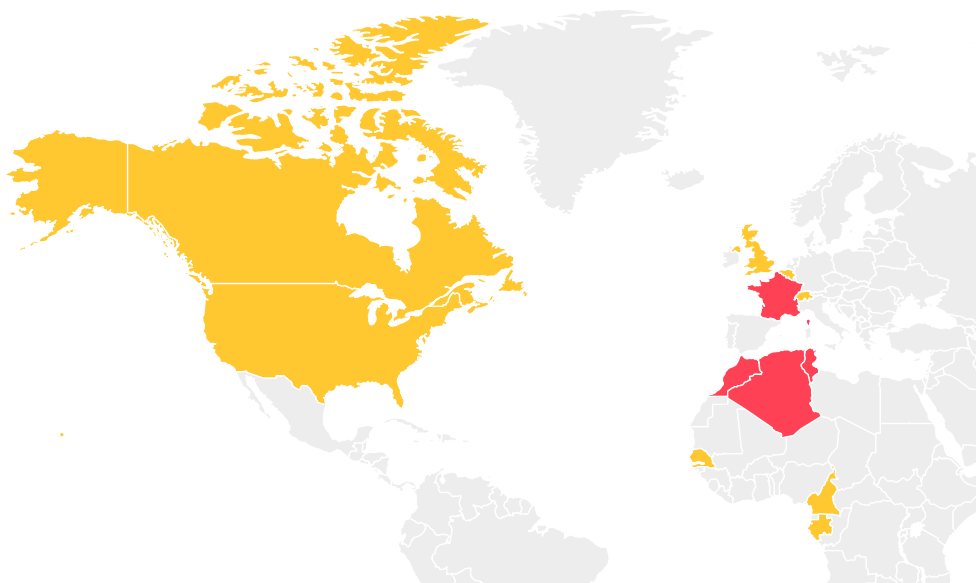
Distribution by subscription 10 000 copies

- 30% Metrology and testing
- 20% R&D
- 20% Laboratories
- 20% Production and methods
- 8% General manager
- 2% Others



An international readership

- 65% France
- 10% Maroc
- 7% Tunisie
- 7% Algérie
- 4% Belgique
- 3% Suisse
- 4% Autres



Activity area



Aeronautic	17%
Automotive	15%
Mechanical engineering	14%
Electrical - Energy	14%
Electronics - Optical	13%
Defence - Armement	12%
Building industry	7%
Environment	6%
Others	2%

Magazine	Rates
Inside pages	
Front cover	€ 8 500
Full page (210*297 mm)	€ 3 600
Half page vertical (90*274 mm)	€ 2 800
Half page horizontal (190*125 mm)	€ 2 500
Third of a page (55*274 mm)	€ 2 100
Quarter page (90*132 mm)	€ 1 900
Employment section: half page (190*125 mm)	€ 1 500
Employment section: quarter page (190*125 mm)	€ 1 000
Preferred spaces	
2nd cover	€ 5 500
3rd cover	€ 4 800
4th cover	€ 6 500
Special offers	
Insert: right of asylum of your document (printing and routing costs on quotation)	€ 3 900
Communication on the back of our offers for subscription or re-subscription	1 500 € par numéro

New customer- 4%


Loyalty- 6%

Broker agency- 15%

2 parutions- 4%

3 parutions- 7%

4 parutions- 9%

Website, social media, apps and digital magazine	Rates
Display * *Display managed by Google Ad manager 	
Site design as home after 1 300 pixels (1920*925 pixels)	€ 2 500 for 1 month
Large leaderboard on the website (970*90 pixels)	€ 2 000 for 1 month
Bannière on the web site (728*90 et 320*100 pixels)	€ 1 500 for 1 month
In line rectangle on the web site (300*250 pixels)	€ 1 000 for 1 month
News on the website (text + photo)	€ 450 (no end date)
Video on the website (embedded Youtube format)	€ 450 (no end date)
White paper on the website	€ 450 (no end date)
	€ 300 (no end date)
Newsletters	
Banner in the newsletter (728*90 pixels)	€ 450 per newsletter
News in the newsletter (product/service)	€ 350 per newsletter
Data	
Production of the html file, Location & Routing	From € 450
Brand content	
	€ 0,5 per e-mail sent
Sponsored news of 3,000 characters (written by a specialist journalist and published on the website and in a newsletter)	€ 3 000

Our art studio can give you a quote for the production of your advertisement on simple request.

Rates in € HT without taxes
(TVA : 20%)

PLANNING NEWSLETTER

SPECIFICATIONS

BANNER

Size 728 * 90 pixels
Type jpeg ou png
Weight..... 30 Ko max

NEWS

Title 72 caractê s* maximum
Subtitle 282 caractê s* maximum
Text 943 caractê s* maximum
Photo 320 * 240 pixels, 30 Ko maximum

**blanks included*



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Follow us on social media



Since 2006, our vocation has been to inform professionals about their profession through our magazines, our websites and our social networks. We publish 5 print and digital magazines, 2 applications and 3 online directories for connecting B2B professionals.

EVERY YEAR, MRJ PRESSE IS :

160 000

copies distributed

400 000

visitors on our websites

800 000

seen pages

600 000

e-mails sent

50

trade fairs

REALISED BY TAKASIT

N°	News	Testing & Modeling	Measures / Control / Quality	File	Exhibitions
N° 148 JAN/MAR Deadline 21-02-22	Focus All the news of the market, companies and products of industrialists and laboratories in testing, testing and measurement.	<u>Testing, simulation and measurement in hydrogen</u> Test equipment and techniques, simulation and modelling software and measuring instruments in the field of hydrogen EMC Focus Update on the control and reliability of electronic equipment	<u>Measurement, Metrology and Vision of the Future</u> Special report on the technologies of the future for measurement, metrology and vision in <u>production, control and testing</u> . <u>Special software</u> What metrology software should be used to perform measurement operations?	<u>SPECIAL MEANS & SOLUTION FOR QUALITY CONTROL</u> Overview of tools/means for production quality control , on the eve of the Global Industrie show: software, automated solutions, testing and inspection with or without contact.	Global Industrie Paris Measurement World Gas Analysis Control Stuttgart
N° 149 APR/JUN Deadline 23-05-22	Focus All the news of the market, companies and products of industrialists and laboratories in testing, testing and measurement.	<u>SPECIAL MEANS & TEST EQUIPMENT</u> Guide to technologies/machines/equipment and their applications <u>mechanical environment</u> Focus on mechanical environmental testing (fluids, materials, vibrations, tribology, thermal, etc.)	<u>Measurement of surface conditions</u> How to ensure a good surface condition of its mechanical parts? <u>Industrial vision and tomography</u> From tomography to optical measurement: what equipment should be used for quality control?	<u>Defence Sector Test Facilities and Laboratories</u> Respond to defence issues (air, land and marine) : technologies and means of testing, measuring and simulation.	Eurosatory Forum Teratec Astelab Congrès Français de Mécanique Micronora
N° 150 JUI/SEP Deadline 14-09-22	Focus All the news of the market, companies and products of industrialists and laboratories in testing, testing and measurement.	<u>Special Calibration</u> Good practices and means of calibrating the means of testing <u>data acquisition</u> What solutions (hardware and software) for the recovery and processing of test and measurement data?	<u>SPECIAL MESURES SOLUTIONS EXPO</u> Overview of all the instrumentation needed by the measurement technician <u>NDT means for quality control</u> What NDT tools and best practices to ensure the perfect quality of parts?	<u>World Motor Show Special</u> Means of testing, measuring and numerical simulation to meet the challenges of <u>autonomous, connected, electric or hydrogen vehicles</u> .	Mondial de l'Auto Mesures Solutions Expo Sido (Paris)
N° 151 OCT/DEC Deadline 14-11-22	Focus All the news of the market, companies and products of industrialists and laboratories in testing, testing and measurement.	<u>SPECIAL DESIGN OFFICES</u> On the occasion of this guide of the Design Offices , focus on <u>BE, key computing and engineering centers related to industrial testing</u> .	<u>Vibration and acoustic measurements</u> What vibro-acoustic measurement solutions should be implemented in laboratories and workshops? <u>three-dimensional measurement</u> MMT machines in the spotlight	<u>Special Metrology 4.0</u> How does digitisation of measurement and testing operations reduce lead times and optimise product quality ?	Conférence Nafems France ASD Days

*Provisional schedule subject to change without notice

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Essais & Simulations is a publication of the MRJ Presse Group