

MEDIA KIT

ProductionMaintenance

The magazine for Maintenance, Production and Risk prevention.

www.production-maintenance.com



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



40 000
copies per
year



200 000
visitors per
year



6 000
industry contacts
receiving the newsletter



3 000
followers on
social media



30
partner trade shows

CREATE OR MAINTAIN THE LINK WITH YOUR TARGET



OUR PARTNERS

Multi-channel communication



Print magazine, digital magazine, website, Apple and Google mobile applications, newsletters.... **Production maintenance** 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.

MAINTENANCE EN PRODUCTION

PAROLE D'EXPERT

Le M.E.S. comme soutien devenu incontournable dans l'agroalimentaire

Dans cet interview, Sébastien Delisle, expert MES chez intégrateur de solutions industrielles OET, explique comment le Manufacturing Execution System (MES) s'est imposé dans le secteur de l'agroalimentaire, répondant à aux besoins absolus de traçabilité du secteur.



Sébastien Delisle
Expert MES
chez OET



Events



As a partner of nearly 20 trade shows each year, **Production maintenance** 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 **Production maintenance** 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



10 000

copies per year



5 000

Extra-diffusion copies per issue

*Global Industrie, Sepem Industries, Production Temps Réel, Preventica, ...

DIGITAL AUDIENCE



16 000

visitors per year



20 000

Qualified e-mails on our database



3 000

followers on social media

PRINT DISTRIBUTION FORMATS

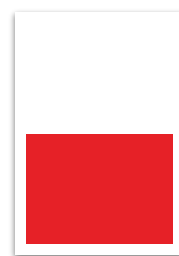
(allow 5 mm bleed)



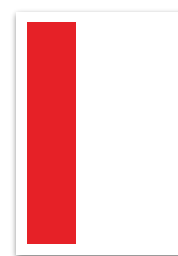
Full page
210*297 mm



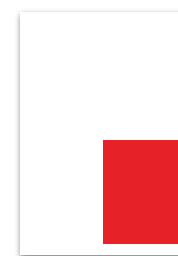
Halfpage
90*274 mm



Half page
190*125 mm

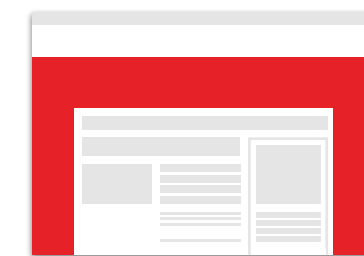


Third page
55*274 mm

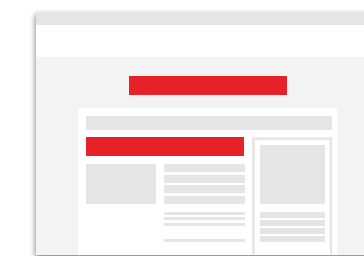


Quarter page
90*132 mm

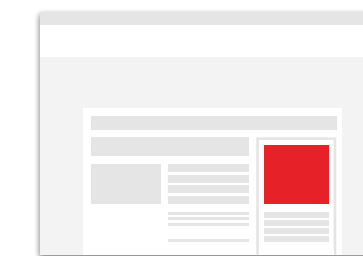
DIGITAL DISTRIBUTION FORMATS



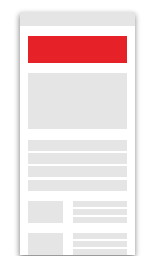
Interface skin
1920*925 pixels



Leaderboard & banner
728*90 pixels



In-line rectangle
300*250 pixels



Mobile
320*100 pixels

COMMUNICATE TO A TARGETED AUDIENCE

A circulation targeted at professionals

Distribution by subscription 10.000 copies

- 39% Maintenance
- 30% Production / Technic / Fabrication
- 11% Methods
- 8% Security / Environment
- 6% Purchase / General services
- 3% Logistic
- 3% Others



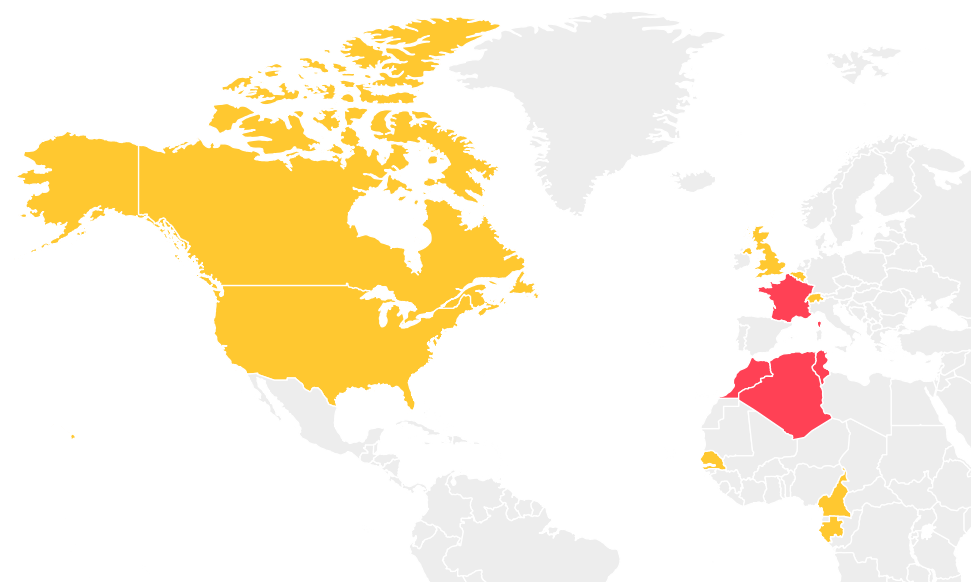
Activity area



| | |
|---|-------|
| Fabrication de machines et équipement | 18.7% |
| Auto manufacturing, aeronautic, railway and naval | 15.6% |
| Mechanical industries metallurgy | 12.8% |
| Electric and electronic industries | 11.7% |
| Food industries | 10.8% |
| Environment / Energy | 8.9% |
| Chemistry / Health | 8.2% |
| Services | 7.1% |
| Building / Public works | 4.8% |
| Others | 1.4% |


An International readership

- | | |
|-------------|----------------|
| 65% France | 4% Belgium |
| 10% Marocco | 3% Switzerland |
| 7% Tunisia | 4% Others |
| 7% Algeria | |



| Magazine | Rates |
|---|-------------------|
| Inside pages | |
| Front cover | € 5 200 |
| Full page (210*297 mm) | € 3 200 |
| Half page vertical (90*274 mm) | € 2 100 |
| Half page horizontal (190*125 mm) | € 2 100 |
| Third of a page (55*274 mm) | € 1 800 |
| Quarter page (90*132 mm) | € 1 200 |
| Employment section: half page (190*125 mm) | € 1 500 |
| Employment section: quarter page (90*132 mm) | € 1 000 |
| Preferred spaces | |
| 2nd cover | € 5 200 |
| 3rd cover | € 4 000 |
| 4th cover | € 5 900 |
| Special offers | |
| Insert: right of asylum of your document (printing and routing costs on quotation) | € 3 500 |
| Communication on the back of our offers for subscription or re-subscription | € 1 500 per issue |

| | | | | | |
|----------------|------|----------------|------|---------------|-------|
| New customer | - 4% | Loyalty | - 6% | Broker agency | - 15% |
| 2 publications | - 4% | 3 publications | - 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) |
| Webinar, conferences, training, et. announced on the Agenda section | € 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 | |
| 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

| | | | |
|------|----|----------|------|
| N°74 | 05 | October | 2023 |
| N°75 | 19 | October | 2023 |
| N°76 | 02 | November | 2023 |
| N°77 | 16 | November | 2023 |
| N°78 | 14 | December | 2023 |
| N°79 | 04 | January | 2024 |
| N°80 | 18 | January | 2024 |
| N°81 | 01 | February | 2024 |
| N°82 | 15 | February | 2024 |
| N°83 | 29 | February | 2024 |
| N°84 | 14 | March | 2024 |
| N°85 | 28 | March | 2024 |
| N°86 | 11 | April | 2024 |
| N°87 | 25 | April | 2024 |
| N°88 | 07 | May | 2024 |
| N°89 | 23 | May | 2024 |
| N°90 | 06 | June | 2024 |

| | | | |
|-------|----|-----------|------|
| N°91 | 20 | June | 2024 |
| N°92 | 04 | July | 2024 |
| N°93 | 18 | July | 2024 |
| N°94 | 05 | September | 2024 |
| N°95 | 19 | September | 2024 |
| N°96 | 03 | October | 2024 |
| N°97 | 17 | October | 2024 |
| N°98 | 31 | October | 2024 |
| N°99 | 14 | November | 2024 |
| N°100 | 28 | November | 2024 |
| N°101 | 12 | December | 2024 |
| N°102 | 02 | January | 2025 |
| N°103 | 16 | January | 2025 |
| N°104 | 30 | January | 2025 |
| N°105 | 13 | February | 2025 |
| N°106 | 27 | February | 2025 |
| N°107 | 10 | April | 2025 |

BANNER

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

NEWS

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

**blanks included*



ProductionMaintenance

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Follow us on social media



ESSAIS&SIMULATIONS

Qualité Références

ProductionMaintenance

MAINTENANCE&ENTREPRISE



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 :

200 000

copies distributed

400 000

visitors on our websites

800 000

seen pages

600 000

e-mails sent

50

trade fairs

Realised by takasit

MAINTENANCE&CO

MESURES&TESTS

QUALITY&CO

TRAMETAL

| Number | Technologies | Production maintenance | Management | Energy efficiency | Tertiary/Utilities | Hygiene & Security | Fairs |
|--|--|--|---|---|--|---|--|
| N° 84 FEB/MAR Closure 13-02-24 | Industry 4.0 What MES systems are needed to better monitor the production process? | Measurement Special What measurement instruments and solutions are available to the maintenance department to improve production monitoring? | Maintenance 4.0 Train and implement the tools and technologies needed to manage teams in the digital transition | Reducing machine consumption What solutions and methods can be implemented on production equipment to reduce energy consumption? | Thermal analysis of the building What solutions can be used to carry out a thermal analysis of your industrial building? | PPE for industry Special Overview of personal protective equipment (PPE) for production and maintenance Focus on industrial cleaning Protection and hygiene solutions | Global Industry special report: share your range of solutions and services in this new edition, in which Production Maintenance magazine is one of the long-standing partners CFIA Rennes |
| N° 85 MAY/JUNE Closure 25-04-24 | IoT Special All you need to know about sensors on-board systems for maintenance | Maintenance shutdowns Special Preparing for major maintenance shutdowns (and restarting the factory after the annual break) | CMMS Special As in previous years, CMMS publishers continue to innovate. Market overview and feedback | Decarbonisation Special Aiming to decarbonise the factory, but how do you go about it? From lighting management to solar panels via maintenance operations | BMS/CTM How do you manage energy in a factory using BMS and CTM tools? | Atex Special Technological solutions and methods for ensuring safety in Atex zones | Sepem Colmar special report: share your offer at Sepem Colmar, of which Production Maintenance is a partner (exhibition and conference area) FTCM/Esope, Real-Time Production |
| N° 86 AUG/SEP Closure 25-07-24 | Mechanical Maintenance Lubrication against corrosion, industrial industrial tightening mechanical components to prevent breakage | Stock management Solutions and methods for better managing and optimising your spare parts warehouse | Rental and service provider Special on rental of equipment and vehicles for maintenance | Engines and Compressors Special The role of the maintenance of engines and compressors but also the solutions to be integrated to reduce the workshop's consumption | HVAC / Aeraulics Maintenance, repair and troubleshooting solutions for HVAC and air distribution systems | Maintenance of industrial premises An update on the measures and solutions to be integrated to ensure hygiene and safety when maintaining premises | Sepem Toulouse special report: share your offer at Sepem Toulouse, of which Production Maintenance is a partner (fair and conference area) Real-Time Production, SIDO |
| N° 87 NOV/DEC Closure 24-10-24 | Remote maintenance Tools for remote maintenance, control and supervision to intervene at any time | ERP and Maintenance Special What advances does ERP software offer maintenance departments? | Mobility in maintenance Mobility, geolocation, optimisation and organisation of maintenance rounds | Steam/gas/fluid networks What solutions can be implemented to reduce energy bills? What measurement tools/instrumentation should be used? | Electrical installations How do you properly monitor and maintain your electrical installations and cabinets? | Machine Safety Beyond the machine safety standard, how can we go further? What solutions can be put in place? | Sepem Grenoble special report: share your offer at Sepem Grenoble, of which Production Maintenance is a partner (fair and conference area) Real-Time Production, Sepem Douai |

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