

# MEDIA KIT

## ProductionMaintenance

The magazine for Maintenance, Production and Risk prevention.

[www.production-maintenance.com](http://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

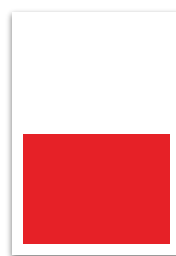
(allow 5 mm bleed)



Full page  
210\*297 mm



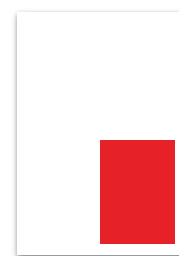
Halfpage  
90\*274 mm



Half page  
190\*125 mm

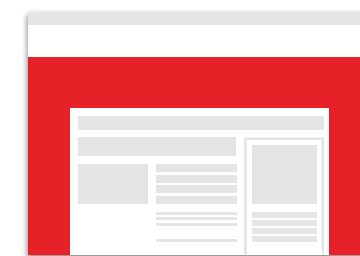


Third page  
55\*274 mm

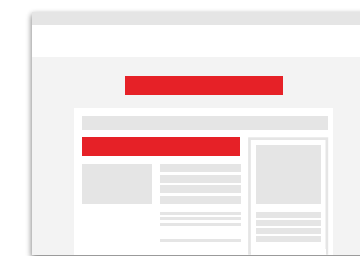


Quarter page  
90\*132 mm

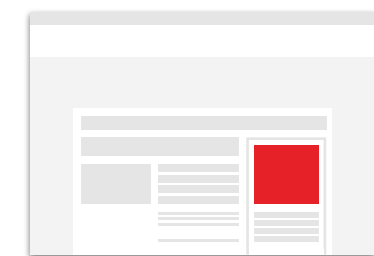
## DIGITAL DISTRIBUTION FORMATS



Interface skin  
1920\*925 pixels



Leaderboard & banner  
728\*90 pixels



In-line rectangle  
300\*250 pixels



Mobile  
320\*100 pixels

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mg  
Presse

# 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



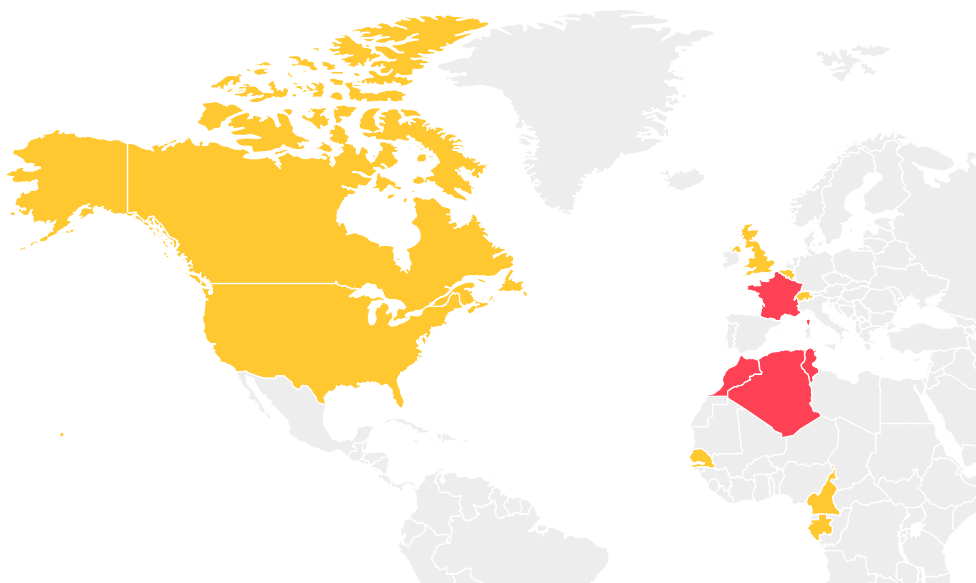
## Activity area



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
- 10% Morocco
- 7% Tunisia
- 7% Algeria
- 4% Belgium
- 3% Switzerland
- 4% Others





Magazine	Rates
<b>Inside pages</b>	
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
<b>Preferred spaces</b>	
2nd cover	€ 5 200
3rd cover	€ 4 000
4th cover	€ 5 900
<b>Special offers</b>	
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
<b>Display *</b> <small>*Display managed by Google Ad manager </small>	
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)	€ 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 ont he Agenda section	€ 300 (no end date)
<b>Newsletters</b>	
Banner in the newsletter (728*90 pixels)	€ 450 per newsletter
News in the newsletter (product/service)	€ 350 per newsletter
<b>Data</b>	
Production of the html file, Location & Routing	From € 450
<b>Brand content</b>	
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

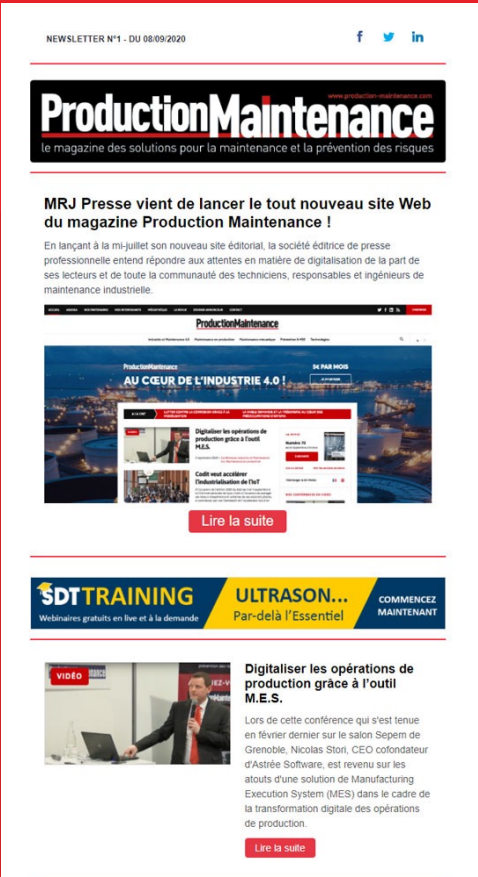
## BANNER

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

## NEWS

Title ..... 72 caracters\* maximum  
Subtitle ..... 282 caracters\* maximum  
Text ..... 943 caracters\* maximum  
Photo ..... 320 \* 240 pixels, 30 Ko maximum

*\*blanks included*



N°1	08	September	2020
N°2	17	September	2020
N°3	01	October	2020
N°4	15	October	2020
N°5	29	October	2020
N°6	12	November	2020
N°7	26	November	2020
N°8	10	December	2020
N°9	17	December	2020
N°10	05	January	2021
N°11	14	January	2021
N°12	28	January	2021
N°13	04	February	2021
N°14	18	February	2021
N°15	04	March	2021
N°16	18	March	2021
N°17	01	April	2021

N°18	15	April	2021
N°19	29	April	2021
N°20	11	May	2021
N°21	27	May	2021
N°22	10	June	2021
N°23	24	June	2021
N°24	08	July	2021
N°25	22	July	2021
N°26	02	September	2021
N°27	16	September	2021
N°28	30	September	2021
N°29	14	October	2021
N°30	28	October	2021
N°31	09	November	2021
N°32	25	November	2021
N°33	09	December	2021
N°34	21	December	2021

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QualitéRéférences

**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

ISSUE	Technologies	Maintenance in production	Management	Mechanical maintenance	Prevention & HSE	Exhibitions
<b>N 72</b> <b>FEB/MAR</b> <b>Dead-line</b> 02-15-21	<b>Special Industry 4.0</b> Maintenance is at the heart of industry 4.0: maintenance and monitoring software, digital twins, automation and sensors in the spotlight!	<b>Monitor production in real time</b> What technological and computerised means are available to provide <b>real-time monitoring</b> of production equipment, special machines and machine tools?	<b>Digitization of maintenance stations</b> In this special issue "Maintenance 4.0", a review of methods and tools/solutions to <b>support the maintenance technicians in the field and on intervention sites</b>	are essential elements for the good health of the production tool. But they still need to be maintained...	<b>Safety "4.0"</b> Connected PPE, mobility tools, remote monitoring of falls, software solutions... Which technologies now meet the <b>"connected" safety</b> needs of operators and technicians?	Sepem Lille PharmaCosmetech Innova Maintenance Production Temps Réel Préventica Lyon
<b>N 73</b> <b>MAY/JUN</b> <b>Dead-line</b> 05-04-21	<b>Maintenance in the food industry</b> During the crisis, the <b>agri-food sector</b> had to adapt to large increases in production. How can we monitor the production lines in this context?	<b>Vibration or ultrasound analysis?</b> Which technology should be used to ensure that machines are running smoothly during production? <b>Vibratory or ultrasound?</b>	<b>Towards better management of penalties</b> <b>Measuring software and instruments</b> to ensure the verification of critical installations at all points in the plant.	<b>Vibration or ultrasound analysis?</b> Which technology should be used to ensure that machines are running smoothly during production? <b>Vibratory or ultrasound?</b>	<b>PPE file</b> For the <b>Préventica</b> exhibitions, Production Maintenance highlights the PPE that must be used to protect technicians, from head to toe.  >> file produced with our partner <b>Synamap</b>	Préventica Paris Production Temps Réel CFIA Rennes Sepem Toulouse
<b>N 74</b> <b>AUG/SEP</b> <b>Dead-line</b> 07-21-21	<b>Industry 4.0 and measurement in maintenance</b> At the occasion of Measurement World 2021, this file will focus on the contribution of measurement and metrology in maintenance - monitoring/line control/detection (gas...)	<b>IR thermography</b> How can <b>infrared thermography</b> help the maintenance and production technician to quickly detect defects in industrial installations?	<b>Special M.E.S.</b> <b>Assises du M.E.S.</b> : how do M.E.S. solutions ensure continuous process monitoring? <b>Software Focus</b> For the Solutions trade fair, ERP and maintenance software share the spotlight!	<b>Mechanical transmissions</b> The technological means and solutions for monitoring and <b>maintaining mechanical transmissions</b> .  > file produced with our partner <b>Artema</b>	<b>Special Préventica</b> Safety and <b>risk prevention</b> solutions in the spotlight. Good practices to be implemented and technological solutions.  > file produced with our partner <b>Synamap</b>	Global Industrie (Industrie Lyon, Smart Industries, Midest) / Measurement World Sepem Angers Salon Solutions Assises du MES Préventica Lille Esope Asset Performance Awards (Bemas)
<b>N° 75</b> <b>NOV/DEC</b> <b>Dead-line</b> 11-02-21	<b>Monitoring of electric motors</b> The <b>maintenance of electric motors</b> and, upstream, the monitoring of their operating condition, are based on specific practices.	<b>Industrial automation</b> Honouring the <b>industrial automation and sensors</b> that make maintenance a key element of production.	<b>CAMM Special</b> Making <b>CAMM</b> the anchor of the connected factory and maintenance of the future, such is the challenge of the editors. Details in this file.	<b>Lubrication of mechanical parts</b> How to ensure the monitoring, maintenance and good health of the <b>mechanical elements and components</b> in the production tool?	<b>Machine safety: reducing risks during operations</b> Protecting against <b>electrical risks</b> during maintenance work. Technological solutions and case studies	Sepem Rouen Production Temps Réel Intermaintenance