



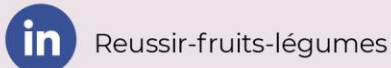
The brand of **buyers and sellers** of agricultural commodities and food commodities

3,500 Hard copies each month

7,719 Subscribers to the weekly newsletter

2,062 LinkedIn followers

Figures as of 01/11/2021



reussir.fr/fruits-legumes



Claire TILLIER
Editor-in-Chief

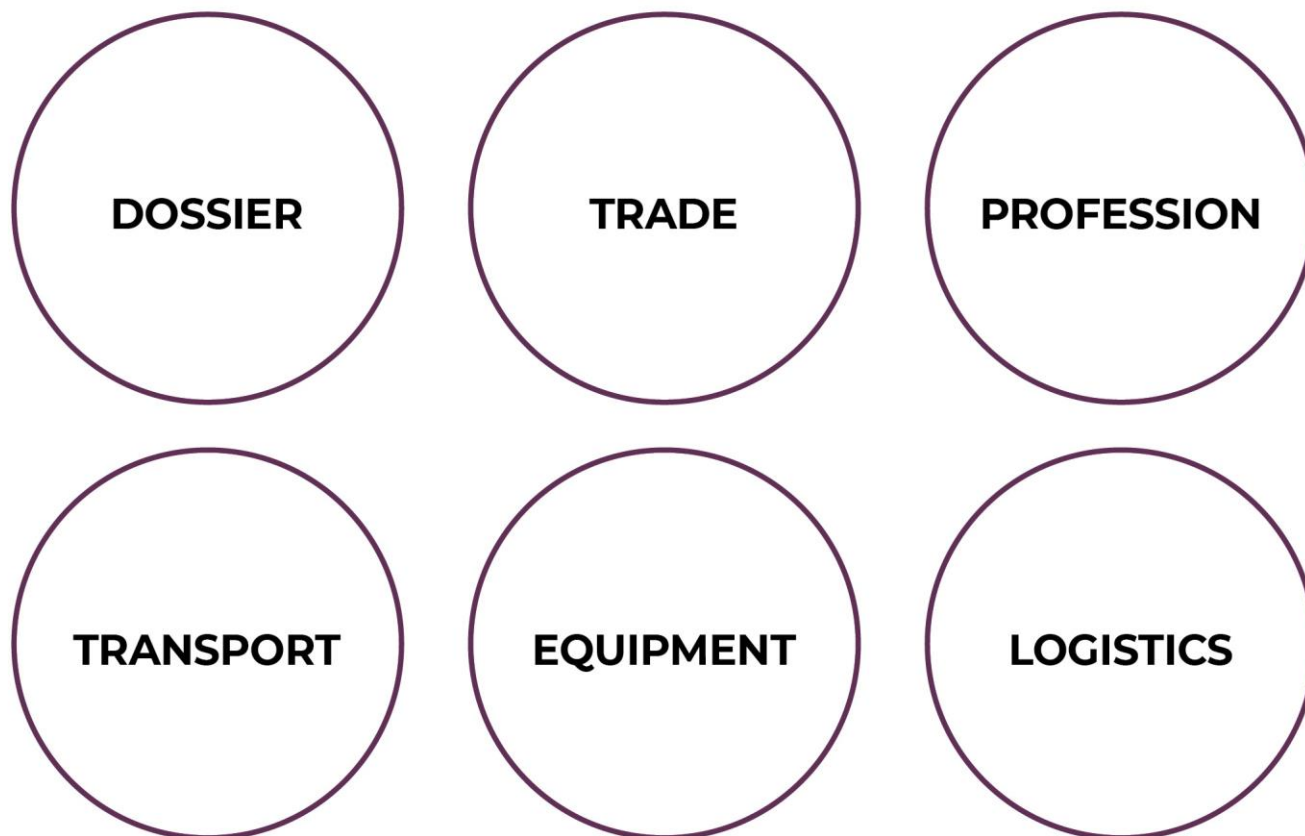
@reussir-fruits-légumes

FLD, a three-step information

Daily updated website, weekly newsletter and monthly printed magazine: FLD is a three-step information system to help professionals downstream of the fruit and vegetable sector to make the right decisions in their business, whether they work in cooperatives, wholesalers, shippers, exporters, importers or in BtoC.

- **On the website** real time news, verified and commented with reactions on the spot; and always an access to the fruit and vegetable quotations for which you can create your histories, averages and comparisons;
- Every Tuesday at 8am, a **newsletter** picks up the most important information of the week, the ones that can directly impact your activity;
- **A monthly magazine** of about fifty pages to help you take a step back and anticipate the changes that affect your business.

The headings



In-depth topics (issues, trends and weak signals) with analyses, testimonials and reports from you, your competitors or your customers, but also the latest innovations.

Our audience





3,000
monthly
hard copies
10 i/year

Included 2 paired-up: January February
and July-August

ALIMFORCE

Force 2	2 titles	25%
Force 3	3 titles	30%

Same format (from 1/2 page), same date,
same product presented, same campaign
theme.
Only REUSSIR determines the campaign themes
accepted in this offer.

Consult us for all other operations:
advertising-reports, regionalized
advertisements, regionalized
and/or selective inserts, operations
on the front cover, offprints...

**Our complementary
communication solutions:**

REUSSIR Data

relationship marketing

REUSSIR Vidéo

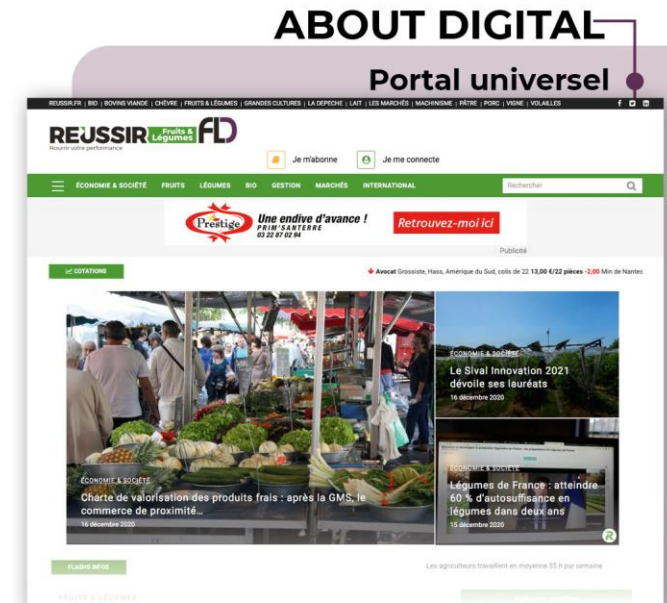
field reportage, motion design,
tutorials

REUSSIR Content

print and web

REUSSIR Webinaire

à la carte webinars



Newsletters



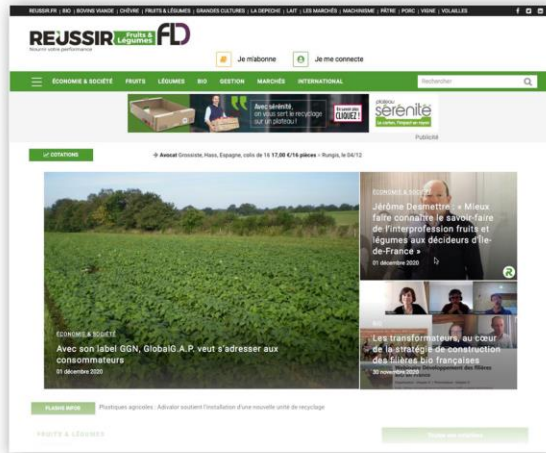
FORMATS	BLACK €	PROCESS COLOR €
1/8 de page	680	980
1/4 de page	...	
1/3 de page		
1/2 page horizontal		
1 full page		
Full page spread		
2 nd cover		
3 rd cover page		
Back cover		

INSERTS € (Base A4)	
Double sided (printed)	4,540
4 pages	...
6 pages	
8 pages	
Please contact/consult us for	
Formats	
Inserting costs	
Postage costs	

SURCOUVERTURES €	
1/2 pages	4,820
pages	...

Extra charge for the location: + 10% per criterion requested (maximum 2 criteria).
An environmental contribution of 15 € will be deducted from each invoice issued as part
of the actions implemented by Réussir to reduce its environmental impact.

Rates applicable from March 1, 2022

Portal world

Weekly newsletter


PAGES VIEWED		46,291
Monthly average*		
Formats	PDV	Prices in €
Leaderboard	33%	470
Billboard	...	
Large rectangle		
Half Page		
Site covering		
Inline videos		
Native		

NUMBER OF MAILINGS,		7,719
SHIPMENTS		
Formats	PDV	Prices in €
Megabanner top	100%	300
Megabanner in-read	100%	...
Large rectangle	100%	
Native	100%	

Average attendance from 01/12/2020 to 30/11/2021
Rates valid from 1 September 2022

Our complementary communication solutions:

REUSSIR Data relationship marketing
REUSSIR Vidéo field reportage, motion design, tutorials

REUSSIR Content print and web
REUSSIR Webinaire à la carte webinars

Think about our cumulations

Other worlds and industry newsletters

The site Pleinchamp


Packaged offer and discount: contact us

REUSSIR

Affinity offer by production sector

