

The reference
for professionals
in the **grain trade**

3,500 hard copies each
month

7,380 subscribers
to the weekly
newsletter

2,062 LinkedIn followers

Figures as of 01/11/2021



Les Marchés

reussir.fr/lesmarches



Rodolphe DE CÉGLIE
Editor-in-Chief

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La Dépêche-Le petit Meunier reinvents itself with a complete information system offering responsiveness and more depth!

This new information system will offer you from January 2022:

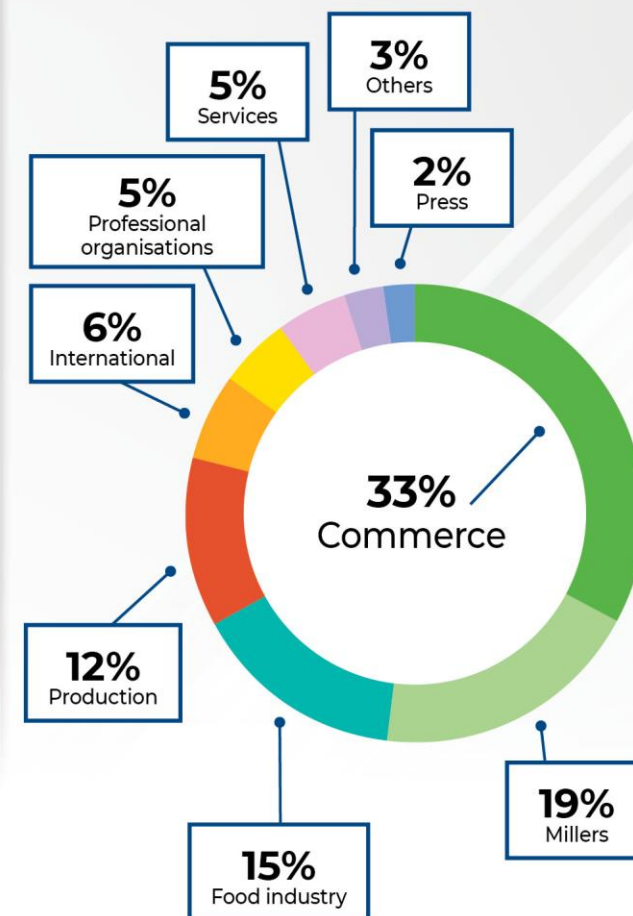
- **On a daily basis, hundreds of physical market quotations and reference prices** with access to historical data, averages and comparisons through the website: <http://depeche.cotations.reussir.fr/Home/Index>
- **Every week, the COTdienne** sent by e-mail: the quotations of the old (cereals, oilseeds and ecoproducts) and the analyses explaining their evolution.
- **Every week, on Thursdays** in the digital kiosk, **La Dépêche Cot'Hebdo** gives the Thursday prices for the whole of France and analyses explaining the evolution of the conventional and organic markets.
- **A first! A weekly newsletter** with news on **Tuesday**.
- **A first! A quarterly magazine** distributed during the sector's high points to help you take a step back from the major trends and developments in the sector.

To have permanent access to all this information, real-time access to all this content via our website <https://www.reussir.fr/ladepeche/>

The headings



Our audience





Le petit meunier
La DEPECHE
La référence du commerce des grains

2,500
quarterly
hard copies
4 i/year

ALIMFORCE

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

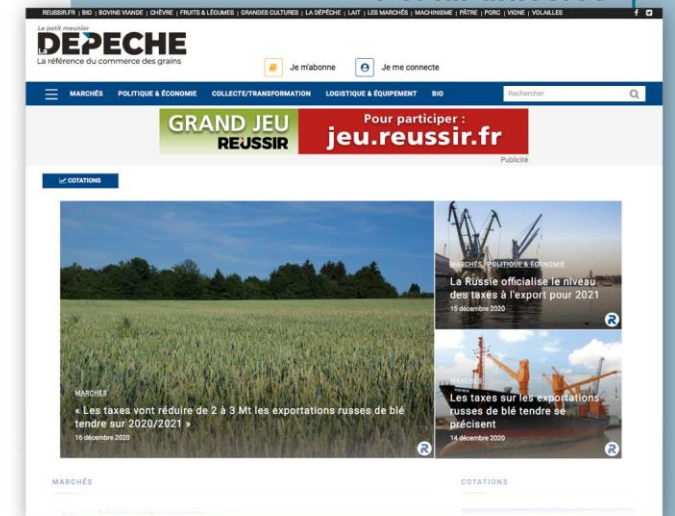
Same format (from 1/2 page), same date, same product presented, same campaign theme.
Only **REUSSIR** determines the campaign themes accepted in this offer.

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

ABOUT DIGITAL
Portal universe



Cot'Hebdo



Weekly newsletter



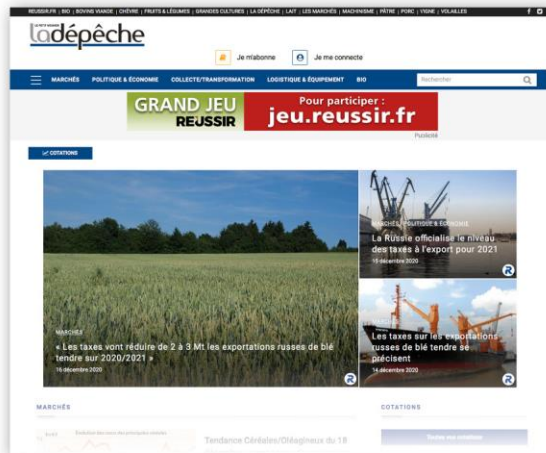
FORMATS	PROCESS COLOR €
1/8 de page	750
1/4 de page	...
1/3 de page	
1/2 page horizontal	
1 full page	
Full page spread	
2 nd cover	
3 rd cover page	
Back cover	
Front headline	
page banner footer	

INSERTS € (Base A4)	
Double sided (printed)	2,950
4 pages	...
6 pages	
8 pages	
Please contact/consult us for	
Formats	
Inserting costs	
Postage costs	
SURCOUVERTURES €	
front page with the weekly logo	3,670

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

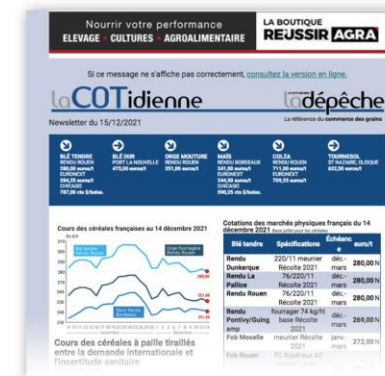
Portal world



Weekly newsletter



Newsletter the COTidienne



PAGES VIEWED	24,465	
Monthly averag*		
Formats	PDV	Tarifs en € ^{HT}
Leaderboard	33 %	300
Billboard	•••	
Large rectangle		
Half Page		
Site covering		
Inline videos		
Native		

NUMBER OF MAILINGS, SHIPMENTS	7,032	
	34 %	
Formats	PDV	Tarifs en € ^{HT}
Megabanner top	100 %	300
Megabanner in-read	•••	
Large rectangle		
Native		

NOMBRE D'ENVOIS	850	
TAUX D'OUVERTURE	48%	
Formats	PDV	Tarifs en € ^{HT}
Megabanner top	100 %	375

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

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REUSSIR

Affinity offer by production sector

