

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

3,000 hard copies each month

3,675 subscribers to the weekly newsletter

2,062 LinkedIn followers

Figures as of 01/11/2021



reussir.fr/lesmarches



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Editor-in-Chief

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The monthly magazine «**Les Marchés**» is addressed to all buyers and sellers of agricultural and food commodities. It aims to provide the necessary insight into the upheavals underway in the agri-food sector. They are constantly evolving in direct contact with the agricultural world and the many expectations of society, around environmental, energy and animal welfare issues. And all this in a complex economic context in which the various links in the food chain have an increasingly important role to play in creating value. It is all of these developments within the agri-food sector that **Les Marchés** intends to highlight in a monthly magazine that allows for the necessary distance in the treatment of information.

Market analyses, decoding of a sector, a business theme such as the supply chain, packaging, processes or CSR, regulations, import/export, supply are all subjects that will be addressed in the various sections.

Les Marchés: the new offer

Les Marchés are reinventing themselves with a complete information system offering greater **responsiveness** and **depth!**

This new information system will offer you **from January 2022 onwards.**

On a daily basis, more than 40,000 quotations and reference prices with access to historical data, averages and comparisons thanks to the quotation site <http://marches.cotations.reussir.fr/Home/Index> and the Daily Les Marchés in your digital newsstand.

A first! Every morning, the «Marchés du jour» news: the significant events of the last 24 hours that can impact your business in a synthetic, efficient newsletter to help you make the right decisions and seize the right opportunities.

A first! Every week, on Friday, a summary of the week's trends to help you remember the essentials of your market.

A first! A monthly magazine to decipher the major trends and weak signals for each major food product family. New sections will appear on import/export issues for a company, a sector, a food product; on supply, sourcing and strategies. Some issues will be thematic and will provide an update on a specific market: beef, plant based food, dairy products, etc. With this magazine format, we will help you to look ahead and anticipate what will impact your business tomorrow. To be discovered mid-February.

To have permanent access to all this information, real-time access to all this content via our website <https://www.reussir.fr/lesmarches/> be the gateway to your «Les Marchés» ecosystem.

In practice

> **1 digital kiosk**

> **Newsletters**

1 newsletter

of the « Marchés du jour »

each morning

1 newsletter

summary of the week's trends

every week

(Friday)

> **1 monthly**

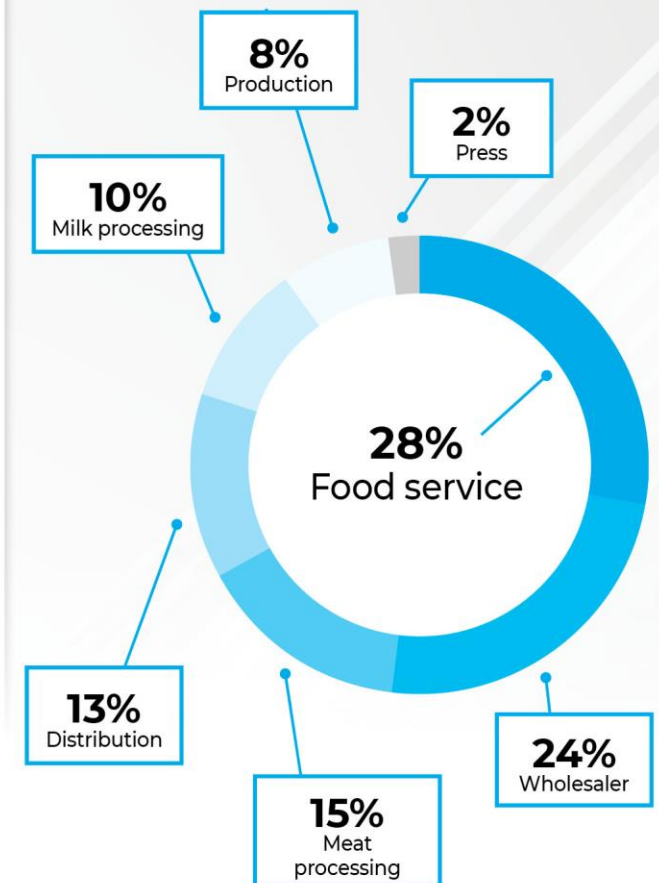
> **1 website**

www.reussir.fr/lesmarches

The headings



Our audience





Les MARCHÉS

Le média de l'alimentaire

3,000
monthly
hard copies
10 i/year

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

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	

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

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

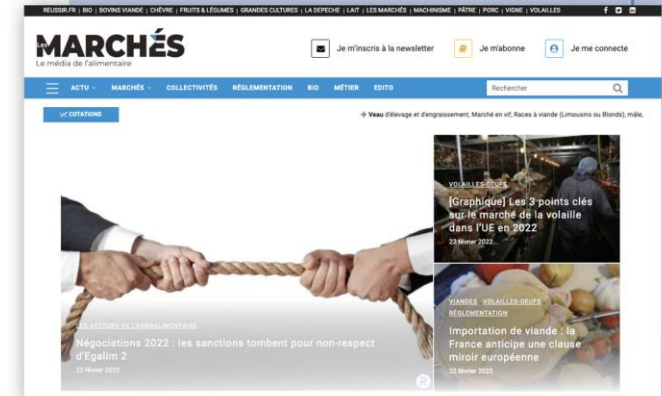
REUSSIR Vidéo
field reportage, motion design, tutorials

REUSSIR Content
print and web

REUSSIR Webinaire
à la carte webinars

ABOUT DIGITAL

Portal universe



Newsletters



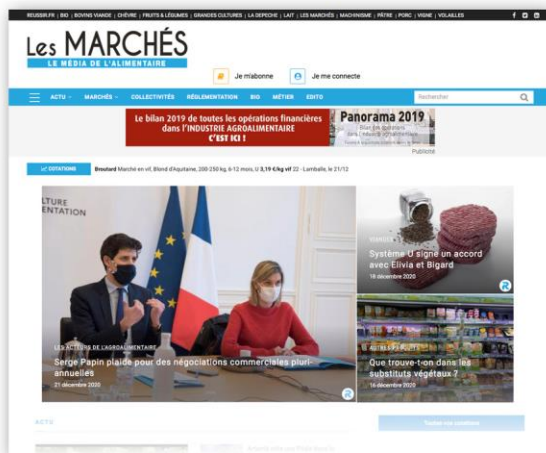
Les Marchés, le quotidien

In digital version, it gives the news in brief, the trends of the day, the point communities and the quotations by category.

Being present on the daily newsletter announcing its release means ensuring first-class visibility **with buyers & sellers of raw food materials.**

42% open rate and **22%** click-through rate.
Distribution of **950** copies.

Portal world



Newsletter Les Marchés du jour



Newsletter trends of the week



PAGES VIEWED		94,352	
Monthly average*			
Formats	PDV	Prices in €	
Leaderboard	33 %	950	
Billboard		...	
Large rectangle			
Half Page			
Site covering			
Inline videos			
Native			

NUMBER OF MAILINGS, SHIPMENTS		3,675	
23 %			
Formats	PDV	Prices in €	
Megabanner top	100 %	750	
Megabanner in-read		...	
Large rectangle			
Native			

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

NOMBRE D'ENVOIS		3,675	
TAUX D'OUVERTURE			
Formats	PDV	Prices in €	
Megabanner top	100 %	...	
Megabanner in-read	100 %		
Large rectangle	100 %		
Native	100 %		

Price per week for 5 shipments

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

REUSSIR

Affinity offer by production sector

