

REUSSIR

Fruits & Légumes

The technical magazine **reference** in partnership with the **CTFIL**

7,750 hard copies each month

7,568 recipients of the weekly newsletter

Figures as of 01/11/2021



« Réussir Fruits et Légumes »

reussir.fr/fruits-legumes

Three special issue formats

Trade fair supplements

Sitevi, Sival, Vinitech/Sifel

Mook

Between the mag' and the book, the mook multiplies the editorial forms to go into a particular.

Reference supplements

Everything you need to know about a technical subject or production (greenhouses, packaging, tomatoes...).



Guy DUBON
Editor-in-Chief

@ReussirFL

Réussir Fruits Légumes

« Let's cultivate expertise. Because expertise is the basis of performance, **Réussir Fruits & Légumes** provides a watch on technical choices and strategic orientations for professionals in fruit and vegetable production. As a decision-making tool, our monthly magazine allows practical application of innovation through its sections (Dossier, Technique, Equipment, Management...). Written by a team of specialised journalists, its information content is also widely open to regional, national and international news. »

The headings

THE SURVEY




The challenges of the sector deciphered

NEWS



Analysis of current events in the sector from a political, economic and societal perspective

DOSSIER



A subject at the heart of producers' concerns

TECHNIQUE



Technical and scientific articles, levers of performance

MANAGEMENT

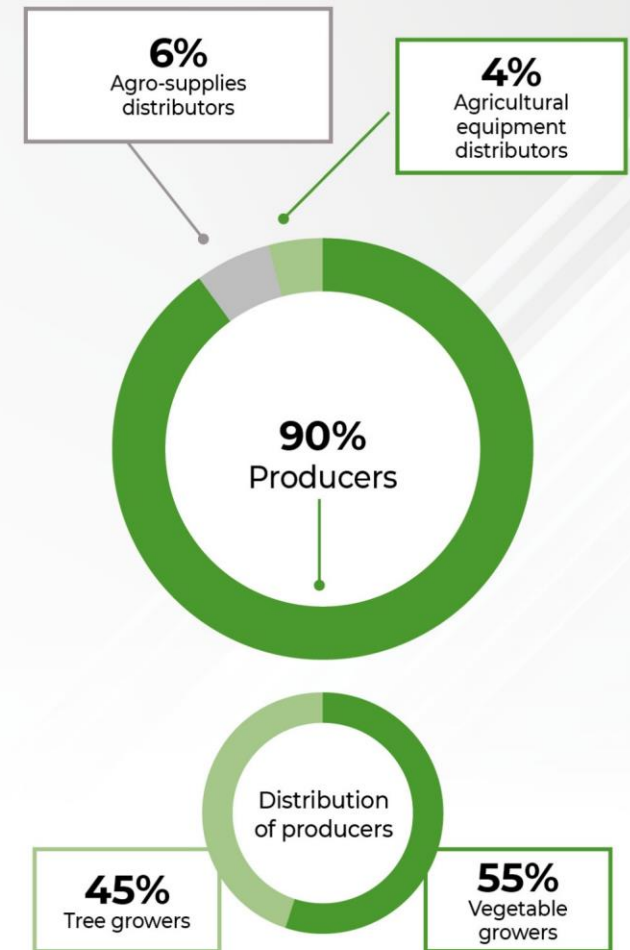


Improving profitability, marketing and legal news

DISCOVER



International practices deciphered





REUSSIR Fruits & Légumes

7,750
monthly
hard copies
11 i/year

Included 1 paired-up: july-august

REDUCTION IN ADVERTISING TURNOVER VOLUME

Calculated progressively on the gross investment (+ possible mark-ups) envisaged by the company during the reference year in the medium concerned. Reduction applied to each monthly invoice.

Turnover excluding tax €	DISCOUNT
up to 1,500	-
up to 2,760	1%
up to 4,130	2%

...

Special issues of 12,500 copies: Vinitech (november) - Sival (december)

FORMATS	QUADRI €	
	RFL	Special number
1/8 de page	760	940
1/4 de page	...	
1/3 de page		
1/2 page horizontal		
1/2 page vertical		
1 full page		
Full page spread		
Front cover		
2 nd cover		
3 rd cover page		
Back cover		

RFL General rate Réussir Fruits & Légumes.

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

INSERTS € (Base A4)		
	RFL	Special number
Double sided (printed)	5,160	6,460
4 pages	...	
6 pages		
8 pages		
Please contact/consult us for		
Formats		
Inserting costs		
Postage costs		
SURCOUVERTURES €		
1/2 horizontal page up	6.190	...
page		

PANFORCE

Force 3 3 titres **30%**

CUMULATIVE INSERTIONS

in 3 to 9 national titles REUSSIR

up to

145,900 copies/month

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:

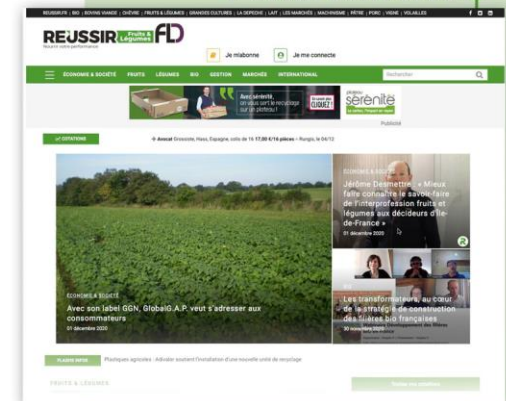
advertising-reports, regionalized advertisements, regionalized and/or selective inserts, operations on the front cover, offprints...

Our complementary communication solutions:

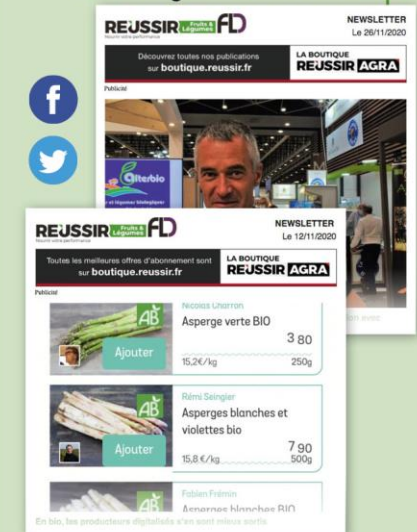
- REUSSIR Data** relationship marketing
- REUSSIR Vidéo** field reportage, motion design, tutorials
- REUSSIR Content** print and web
- REUSSIR Webinaire** à la carte webinars

ABOUT DIGITAL

Portal universe



Weekly newsletter

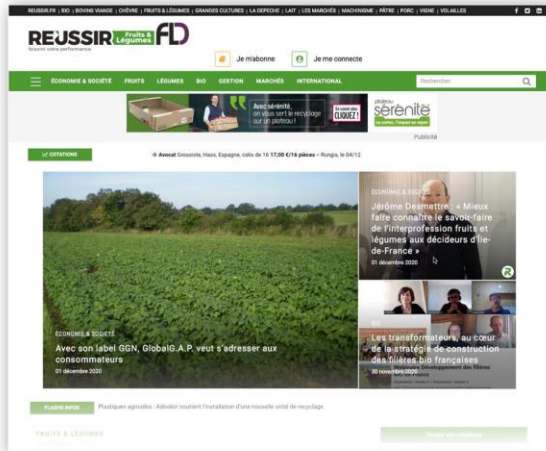


Audiences and rates on request

REUSSIR Fruits & Légumes

DIGITAL OFFER

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,		7,568
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



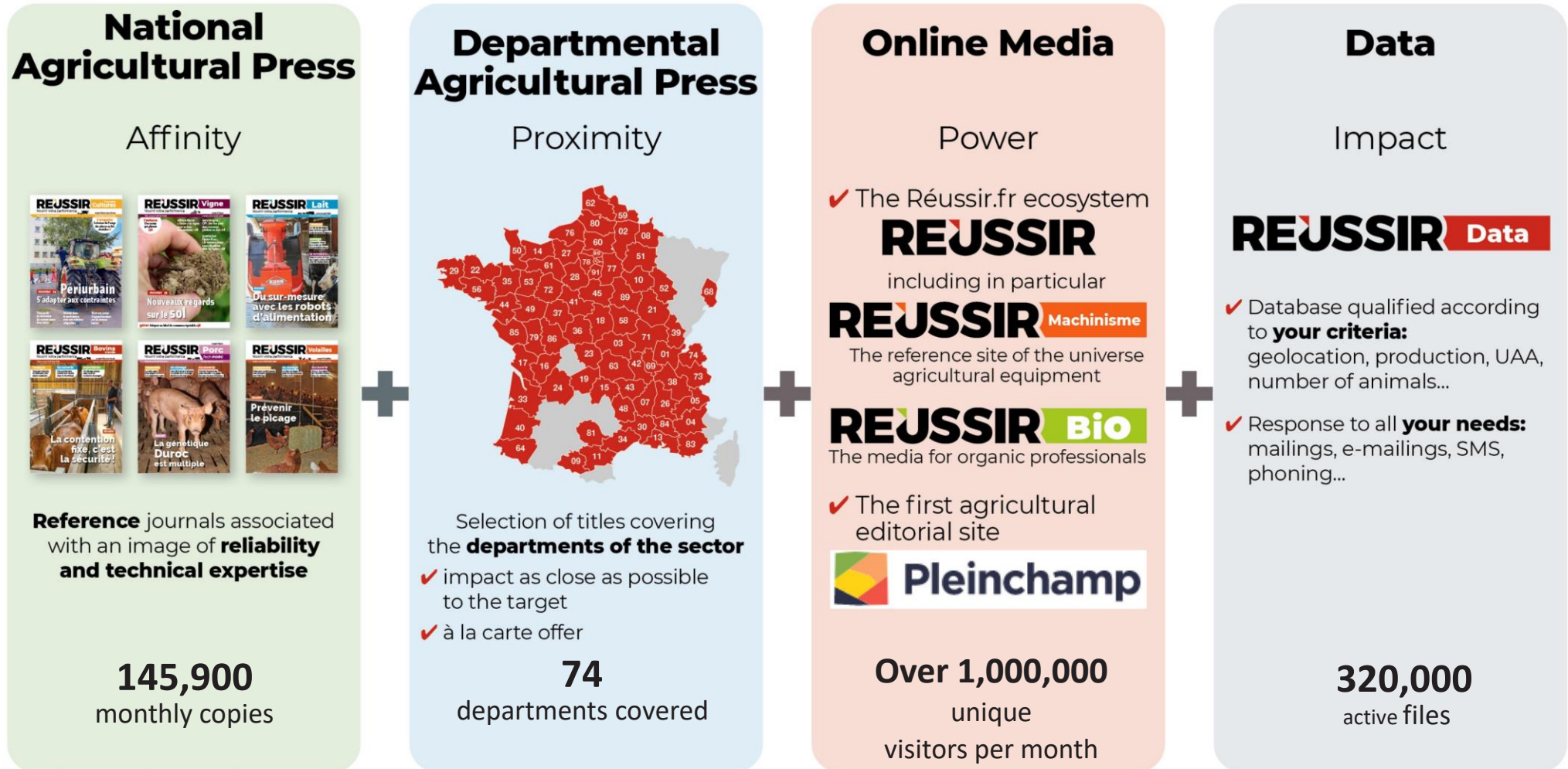
The site **Pleinchamp**



Packaged offer and discount: contact us

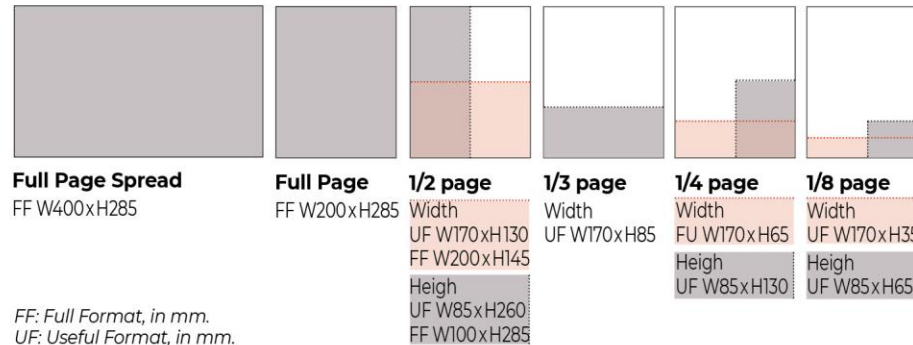
REUSSIR

Affinity offer by production sector





Ads formats



FF: Full Format, in mm.
UF: Useful Format, in mm.

Technical details

PDF file standard 1.3

Image resolution at 300 DPI CMYK. Separate PANTONE colours.
Any document created with RGB and/or PANTONE elements cannot be reproduced identically in CMYK space.
Polices incorporées.
Bleed if necessary of 6mm with print registration.
Any non-compliant file will be corrected by us and/or a customer feedback.

Transmission of elements

Via e-mail with a limit of 10MB: service.advprint@reussir.fr

Deadlines



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In your region



The digital specifications on

<https://informatiquereussir.atlassian.net/wiki/spaces/dd/overview>