

REUSSIR Grandes cultures

1st monthly
of the sector

49,650 hard copies each
month

16,356 recipients of the
weekly newsletter

9,616 Distributions
of the Cot'hebdo
Grandes Cultures

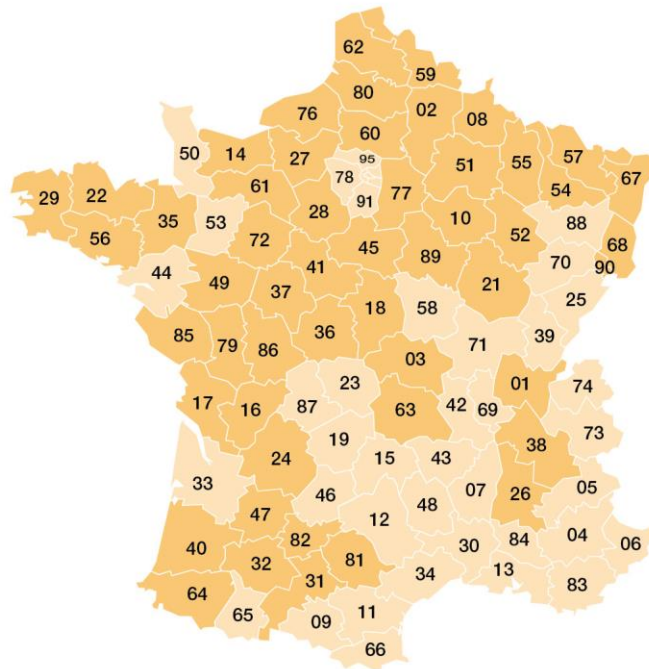
Figures as of 01/11/2021



« Réussir Grandes Cultures »

reussir.fr/grandes-cultures

A national Broadcast in line
with field crops potential



Gabriel OMNÈS
Editor-in-Chief

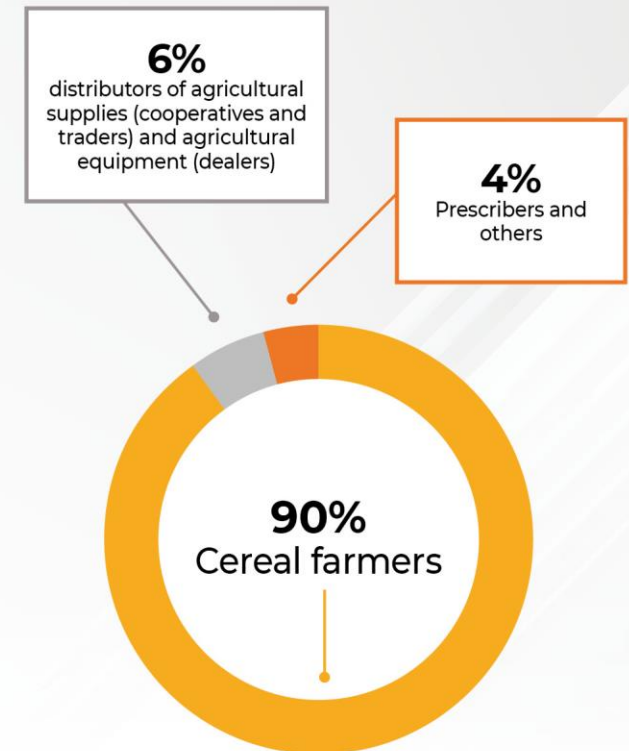
@gabrielOmnes
gabriel.omnes.33

« **Réussir Grandes Cultures** is the monthly reference magazine for field crop managers. It aims to provide concrete solutions to current problems while shedding light on the challenges of tomorrow. Agronomy, machinery, management and markets: all the issues affecting the world of field crops are covered with the constant concern to give farmers a voice and to remain as close to the field as possible. That proximity to readers is reinforced by the team's presence on social networks and via the website, an ideal complement to the magazine's monthly frequency, which allows for a step back in the treatment of information and analysis. »

The headings



Our audience





REUSSIR **Grandes Cultures**

49,650
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 2,970	-
up to 5,500	1%
up to 10,000	2%

...

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.

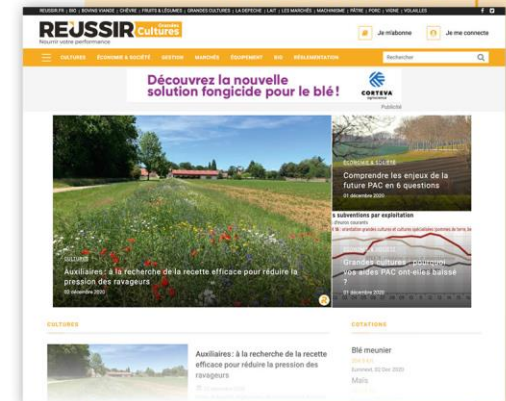
Consult us for all other operations: advertising-reports, regionalized advertisements, regionalized and/or selective inserts, operations on the front cover, offprints...

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



Cot'hebdo



Audiences and rates on request

FORMATS	QUADRI €			
	RGC	RGC1	RGC2	RGC3
1/8 de page	1,490	1,050	970	680
1/4 de page	...			
1/3 de page				
1/2 page horizontal				
1/2 page vertical				
1 full page				
Full page spread				
2 nd cover				
3 rd cover page				
Back cover				

- Tarif RGC:** Visual 100% soft winter wheat, grain corn, winter barley, rape.
- Tarif RGC 1:** Visual 100% sunflower, spring barley.
- Tarif RGC 2:** Visual 100% beetroot, triticale, durum wheat.
- Tarif RGC 3:** Visual 100% potato, protein crops (peas, faba beans and lupins), soya, flax, oats, rye and other coarse grains.

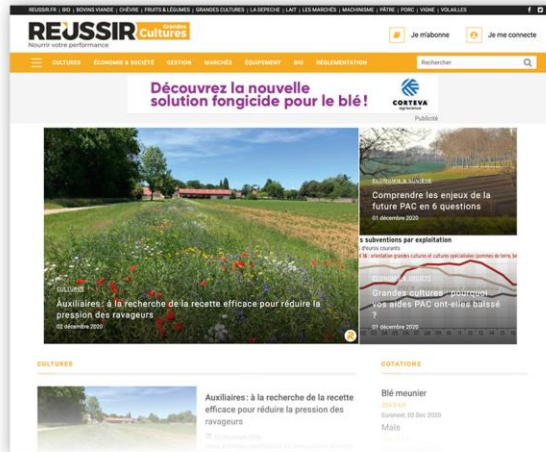
Extra charge for the location: + 10% per criterion requested (maximum 2 criteria).
An environmental contribution of 15 € will be deducted from each invoice issued as part of the actions implemented by Réussir to reduce its environmental impact.

Rates applicable from March 1, 2022

REUSSIR **Grandes cultures**

DIGITAL OFFER

Portal world



Weekly newsletter



Think about our cumulations



Other worlds and industry newsletters



PAGES VIEWED		70,706	
Monthly average*			
Formats	PDV	Prices in €	
Leaderboard	33 %	710	
Billboard	•••		
Large rectangle			
Half Page			
Site covering			
Inline videos			
Native			

NUMBER OF MAILINGS,		16,356	
SHIPMENTS		28 %	
Formats	PDV	Prices in €	
Megabanner top	100 %	750	
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

The site **Pleinchamp**



Packaged offer and discount: contact us

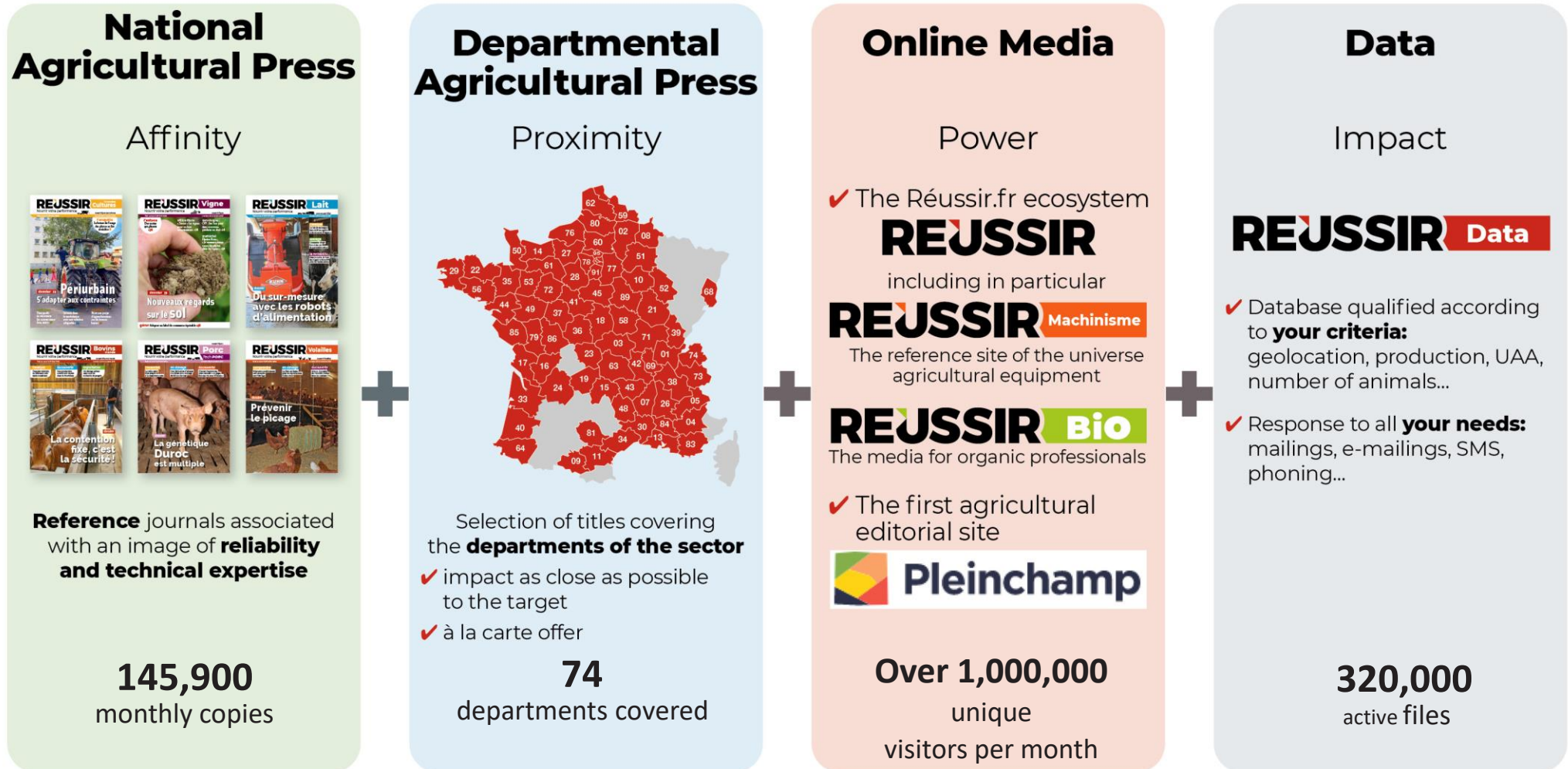
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REUSSIR

Affinity offer by production sector





TECHNICAL SPECIFICATIONS ALL REVIEWS
EXCEPT RÉUSSIR FRUITS & LÉGUMES



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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The digital specifications on

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