

REUSSIR La chèvre



Virginie HERVE-QUARTIER
Editor-in-Chief

chevremag 
ReussirChevre 

In partnership
with **Idele**,
the **leading** magazine
of the goat sector

4,000 hard copies each
month

7,106 subscribers
of the weekly
newsletter

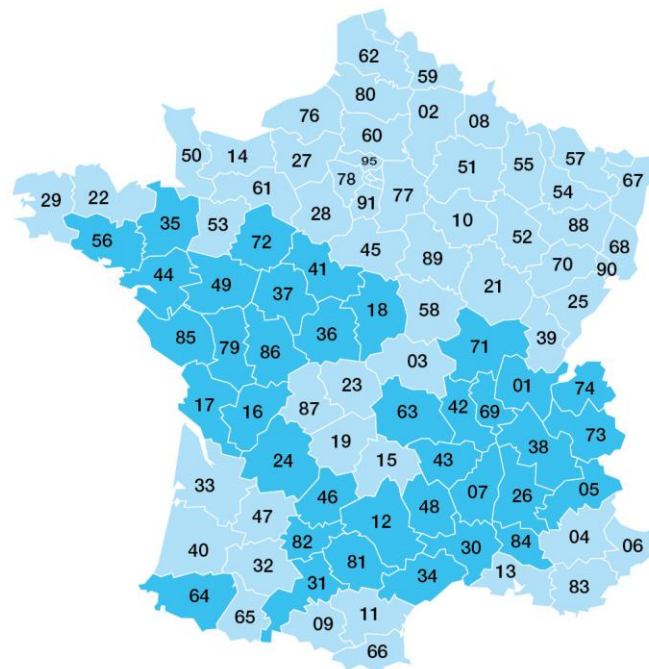
8,326 Facebook fans

Figures as of 01/11/2021



reussir.fr/chevre


A broadcast in the heart
of breeding areas



« **Réussir La Chèvre** is the leading magazine for the goat industry. It reports on new techniques and interesting initiatives of farms and cheese dairies in France and abroad. In addition to professional, economic and scientific news, the magazine opens up avenues for improving goat breeding through its reports, reviews and analyses. The bimonthly magazine is extended by a website, a newsletter and a presence on social networks. »

The headings

THE ESSENTIAL




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

DOSSIER



A topic at the heart of farmers' concerns

TECHNICAL



Technical and scientific articles, levers of performance

MANAGEMENT



Advice, organisation and tools

EQUIPMENT

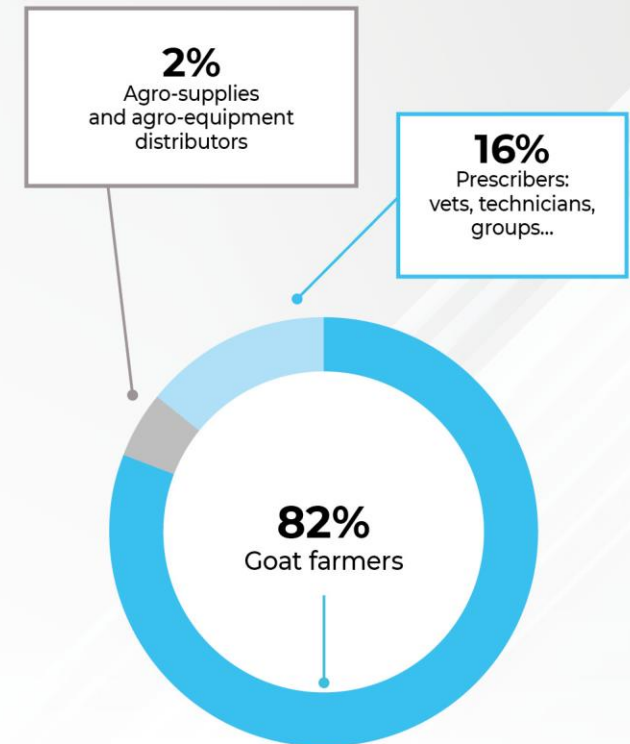


New products, tests and advice

DISCOVER



Initiatives and innovations that will help the profession evolve





REUSSIR La chèvre

4,000
bimonthly
hard copies
6 i/year

January-February, March-April-May,
June-July, August-September, October,
November-December

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 720	-
up to 1,350	1%
up to 2,450	2%



Spécial number Capr'Inov (November-December)

FORMATS	QUADRI €
1/8 de page	360
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	

INSERTS € (Base A4)	
Double sided (printed)	3,070
4 pages	...
6 pages	
8 pages	

Please contact/consult us for
Formats
Inserting costs
Postage costs

SURCOUVERTURES €	
1/2 horizontal page up	3,670
page	...

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

PANFORCE

CUMULATIVE INSERTIONS in 3 to 9 national titles REUSSIR **up to** Force 3 3 titres **30%**

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.

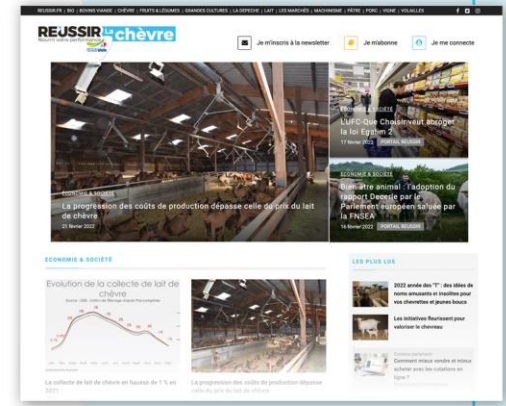
Consult us for all other operations: advertising-reports, regionalized advertisements, regionalized and/or selective inserts, operations on the front cover, offprints...

Our complementary communication solutions:

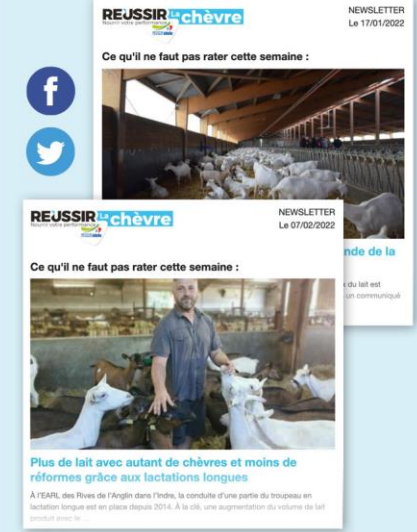
- REUSSIR Data** relationship marketing
- REUSSIR Vidéo** field reportage, motion design, tutorials
- REUSSIR Content** print and web
- REUSSIR Webinaire** à la carte webinars

ABOUT DIGITAL

Portal universe



Weekly newsletter

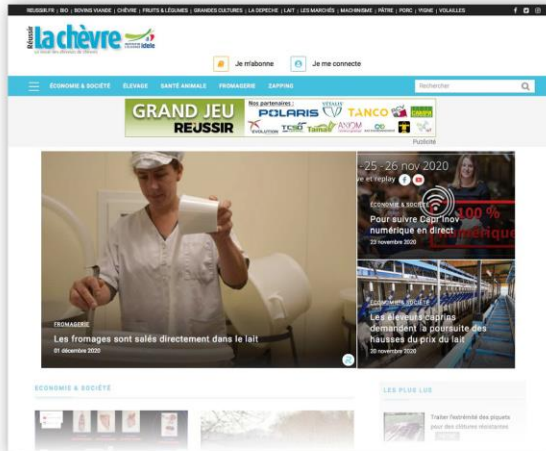


Audiences and rates on request

REUSSIR La chèvre

DIGITAL OFFER

Portal world



Weekly newsletter



PAGES VIEWED		32,189	
Monthly average*			
Formats	PDV	Prices in €	
Leaderboard	33 %	330	
Billboard	...		
Large rectangle			
Half Page			
Site covering			
Inline videos			
Native			

NUMBER OF MAILINGS,		7,106	
SHIPMENTS		26%	
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

Portal réussir.fr



Réussir Machinisme



Other worlds and industry newsletters

- REUSSIR Cultures** Grandes
- REUSSIR Vigne**
- REUSSIR Fruits & Légumes**
- REUSSIR Lait**
- REUSSIR Bovins viande**
- REUSSIR Porc**
- REUSSIR Volailles**
- REUSSIR Pâtre**

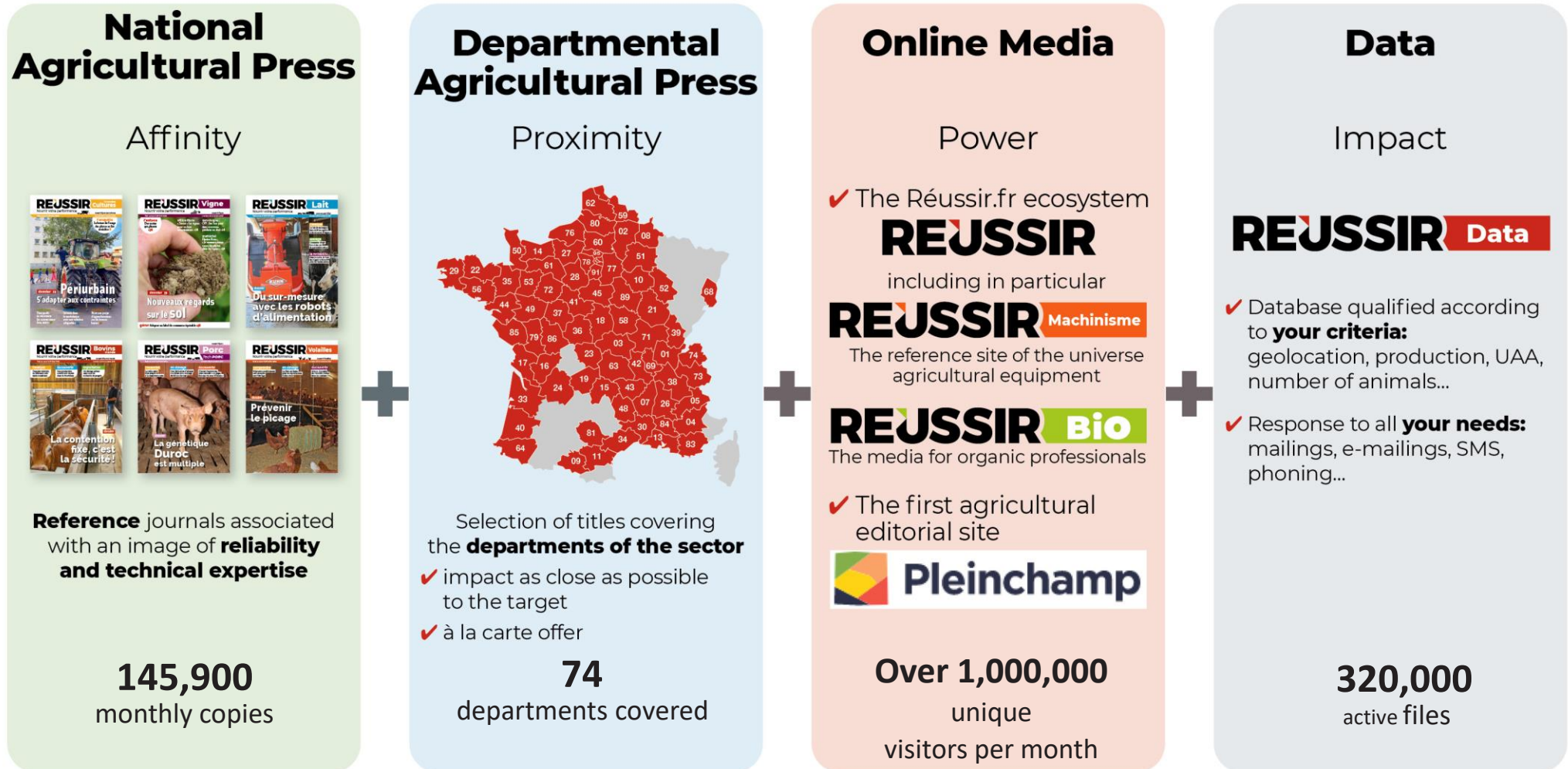
The site **Pleinchamp**



Packaged offer and discount: contact us

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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In your region



The digital specifications on

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