

REUSSIR Lait



Alizée JUANCHICH
Editor-in-Chief

@reussirLait 
@reussir.lait 

Leader in the milk sector

33,500 hard copies each month

14,771 recipients of the weekly newsletter

10,505 Distributions of the Cot'hebdo Lait

3,115 Facebook fans

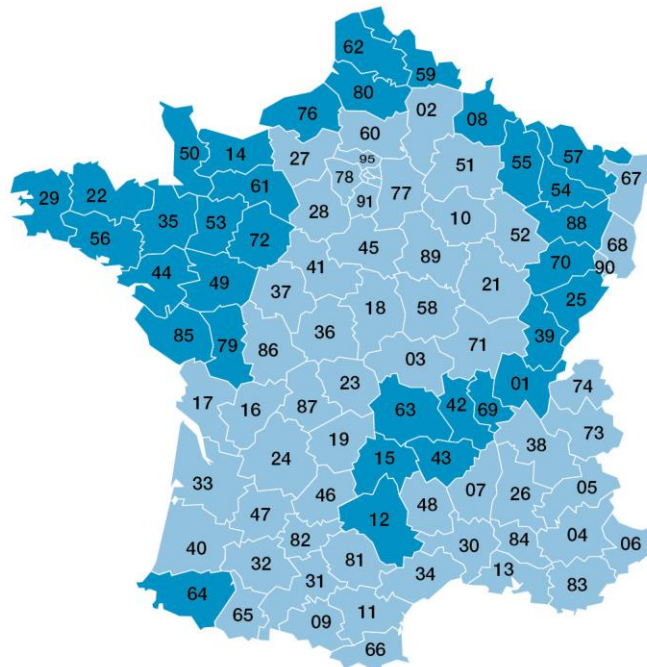
Figures as of 01/11/2021



« Réussir lait »

reussir.fr/lait

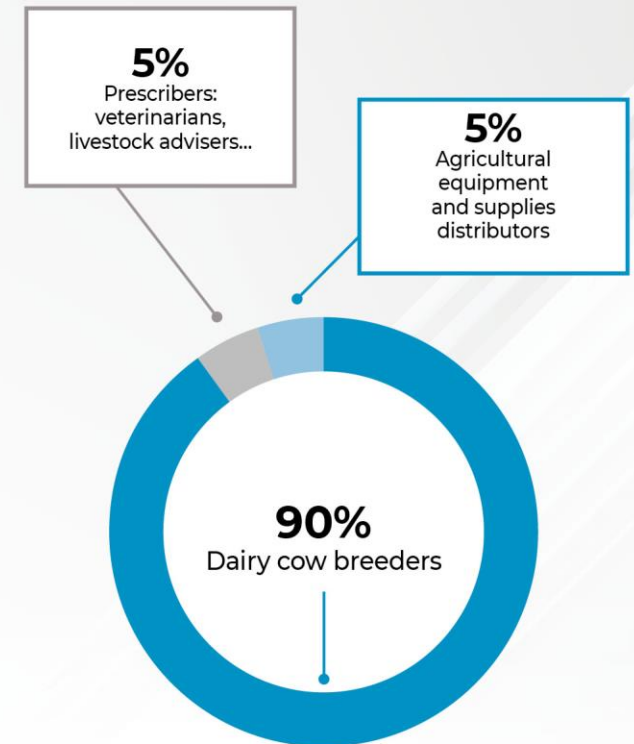
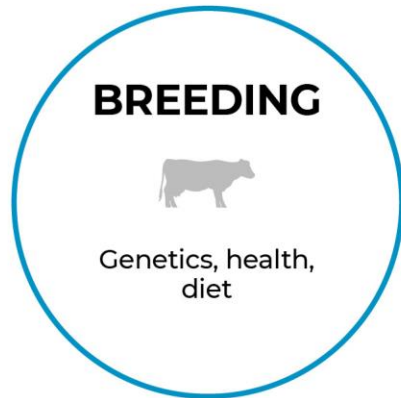
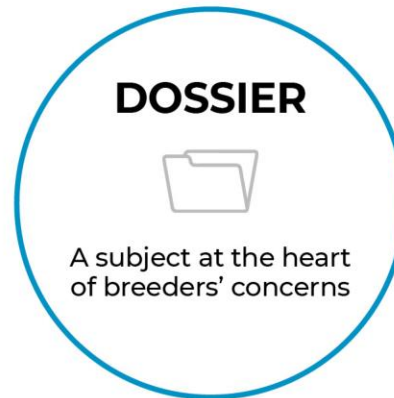
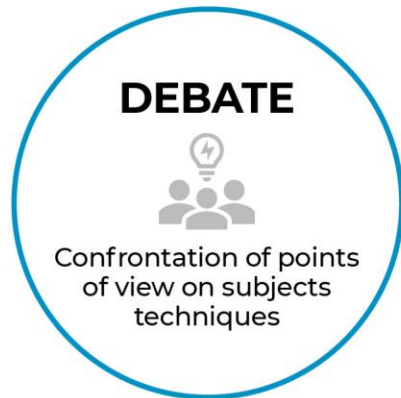
A broadcast in the heart of the dairy basins



« **Réussir Lait** is the reference for dairy farmers and the guarantee of reliable information with high added value. As close as possible to the concerns of breeders, the magazine gives pride of place to testimonials and innovations.

Our aim is to accompany all dairy farmers in the transitions and profound changes taking place. Whatever their strategy, the size of their farm, their herd, whether they produce organically or conventionally, etc. We help them to make the right technical and economic decisions on a daily basis and over the long term. »

The headings





REUSSIR Lait

33,500
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 2,190	-
up to 4,060	1%
up to 7,390	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:

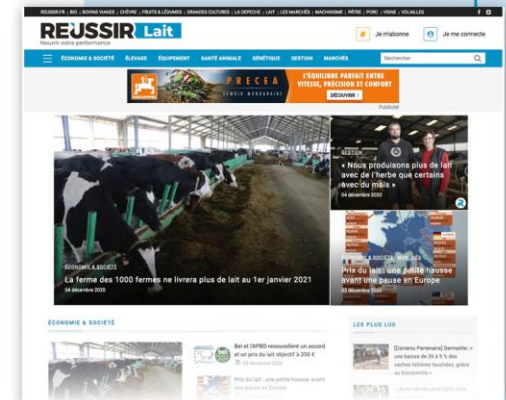
advertising-reports, regionalized advertisements, regionalized and/or selective inserts, operations on the front cover, offprints...

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 €
1/8 de page	1,100
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)	9,220
4 pages	...
6 pages	
8 pages	
Please contact/consult us for	
Formats	
Inserting costs	
Postage costs	

SURCOUVERTURES €	
1/2 horizontal page up	11,080
page	...

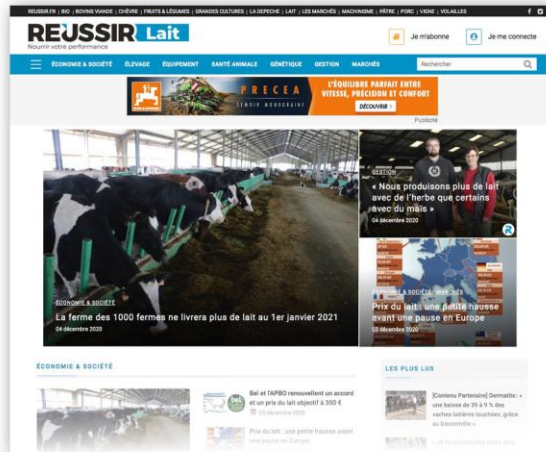
Extra charge for the location: + 10% per criterion requested (maximum 2 criteria).
An environmental contribution of 15 € will be deducted from each invoice issued as part of the actions implemented by Réussir to reduce its environmental impact.

Rates applicable from March 1, 2022

REUSSIR Lait

DIGITAL OFFER

Portal world



Weekly newsletter



Think about our cumulations

Portal réussir.fr



Réussir Machinisme



Other worlds and industry newsletters



The site Pleinchamp



Packaged offer and discount: contact us

PAGES VIEWED		122,734
Monthly average*		
Formats	PDV	Prices in €
Leaderboard	33 %	1,230
Billboard	...	
Large rectangle		
Half Page		
Site covering		
Inline videos		
Native		

NUMBER OF MAILINGS, SHIPMENTS		14,771
26 %		
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

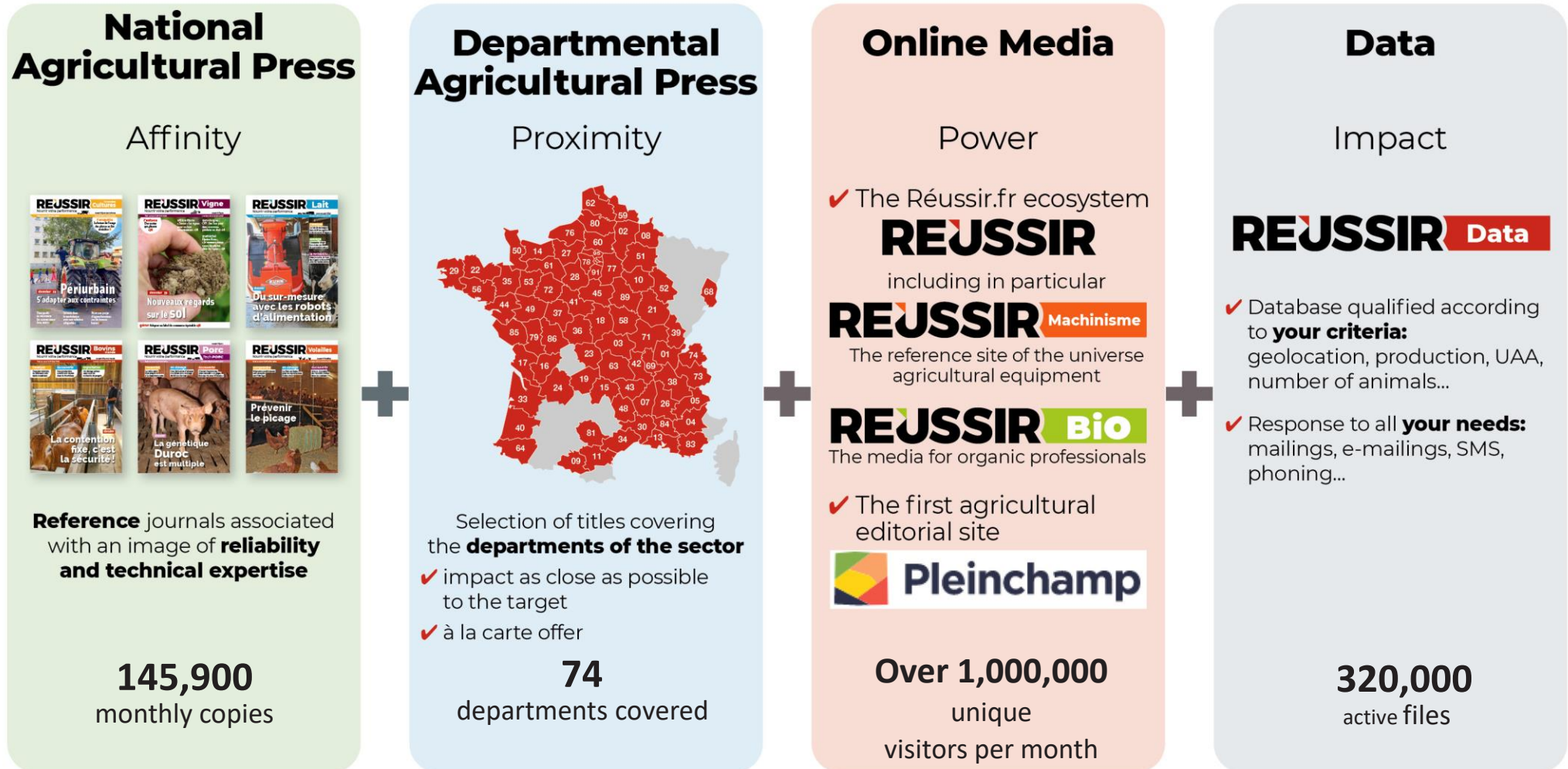
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REUSSIR Vidéo field reportage, motion design, tutorials

REUSSIR Content print and web
REUSSIR Webinaire à la carte webinars

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



Contacts

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In your region



The digital specifications on
<https://informatiquereussir.atlassian.net/wiki/spaces/dd/overview>