

REUSSIR Pâtre

En partenariat
avec **l'Idèle**, la seule
revue exclusivement
dédiée aux **ovins**

5,500 hard copies each
month

5,774 subscribers
of the weekly
newsletter

5,288 Facebook fans

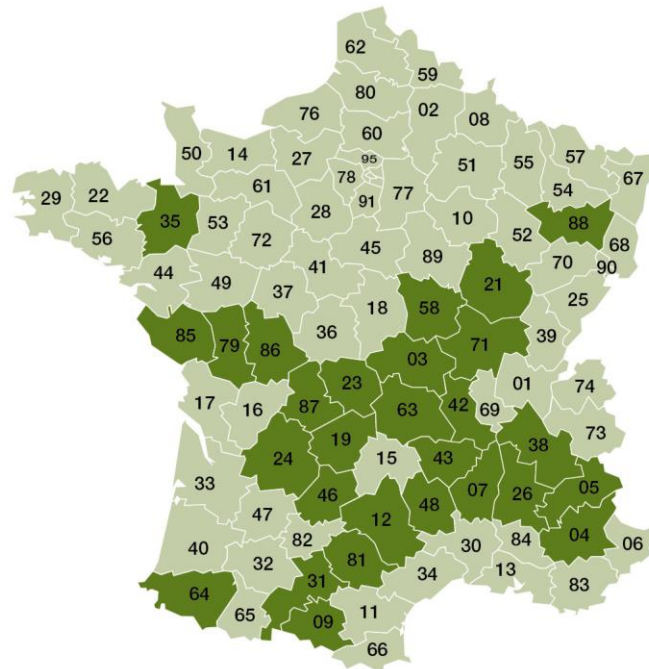
Figures as of 01/11/2021



« Réussir Patre »

reussir.fr/patre

A broadcast in the heart
of breeding areas



Bérénger MOREL
Editor-in-Chief

ReussirPatre 
ReussirPatre 

« **Pâtre**, the magazine for sheep farmers, presents innovative farms from an economic perspective. Its ten annual issues show new techniques for raising suckler or dairy ewes. Through its files, analyses and reports, **Pâtre** reflects the technical, economic and professional concerns of sheep farmers. Field experiences are enriched by the opinions of technicians, researchers and veterinarians to optimise breeding and care for sheep. »

REUSSIR Pâtre

EDITORIAL AND AUDIENCE PLANNING

The headings

THE ESSENTIAL

ACTU

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

DOSSIER

A subject at the heart of farmers' concerns

TECHNICAL

Technical and scientific articles, levers of performance

MANAGEMENT

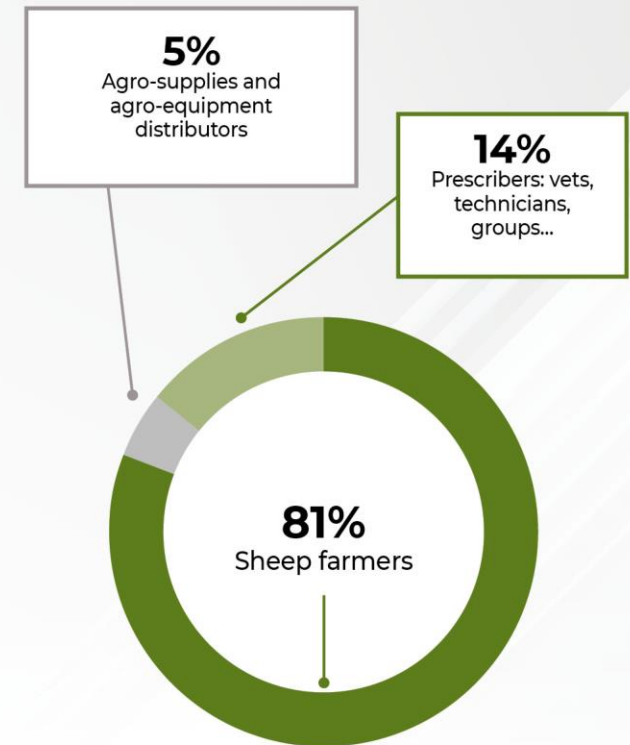
Advice, organisation and tools

EQUIPMENT

New products, tests and advice

DISCOVER

Initiatives and innovations that will help the profession evolve





REUSSIR Pâtre

5,550
monthly
hard copies
10 i/year

Included 2 paired-up:
June-July and August-September

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 1,080	-
up to 2,000	1%
up to 3,650	2%

...

Spécial number Tech-Ovin (August-September)

FORMATS	QUADRI €
1/8 de page	540
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)	4,550
4 pages	...
6 pages	
8 pages	
Please contact/consult us for	
Formats	
Inserting costs	
Postage costs	

SURCOUVERTURES €	
1/2 horizontal page up	5,470
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 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.

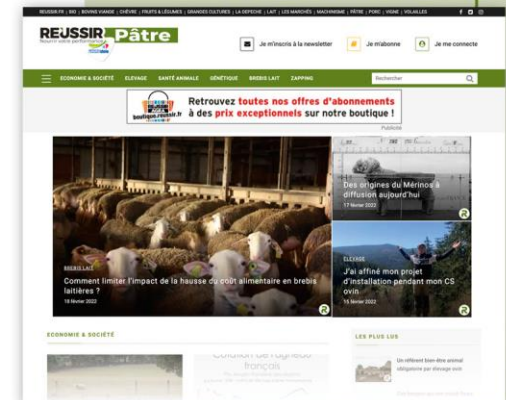
Consult us for all other operations:
advertising-reports, regionalized advertisements, regionalized and/or selective inserts, operations on the front cover, offprints...

Our complementary communication solutions:

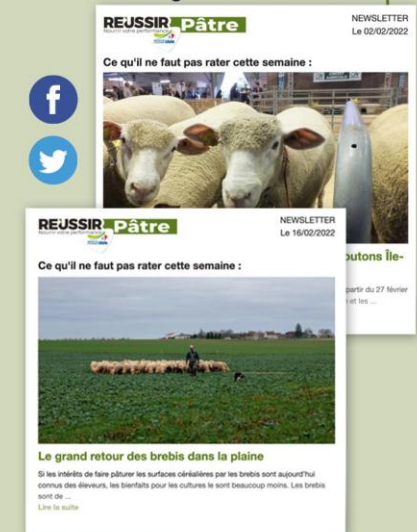
- REUSSIR Data** relationship marketing
- REUSSIR Vidéo** field reportage, motion design, tutorials
- REUSSIR Content** print and web
- REUSSIR Webinaire** à la carte webinars

ABOUT DIGITAL

Portal universe



Weekly newsletter

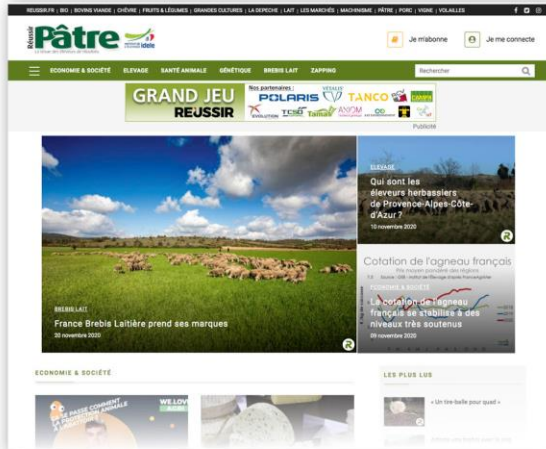


Audiences and rates on request

REUSSIR Pâtre

DIGITAL OFFER

Portal world



Weekly newsletter



PAGES VIEWED		41,060	
Monthly average*			
Formats	PDV	Prices in €	
Leaderboard	33 %	420	
Billboard	...		
Large rectangle			
Half Page			
Site covering			
Inline videos			
Native			

NUMBER OF MAILINGS, SHIPMENTS		5,774	
22%			
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 La chèvre**

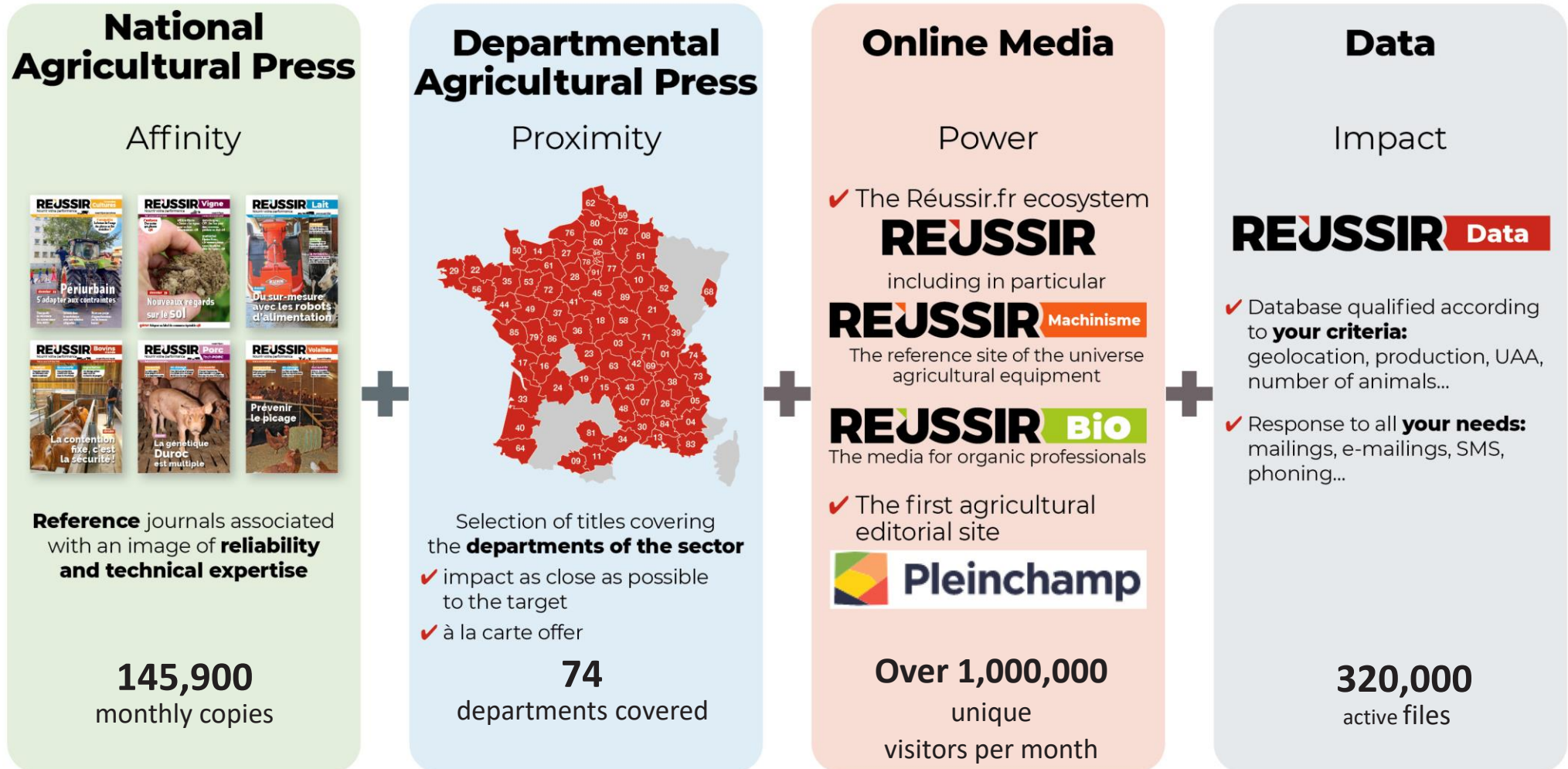
The site **Pleinchamp**



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>