

# REUSSIR Porc

The industry's technical **reference** magazine in partnership with **Ifip**

**3,750** hard copies each month

**3,325** recipients of the weekly newsletter

**1,838** distributions of the Cot'hebdo Porc

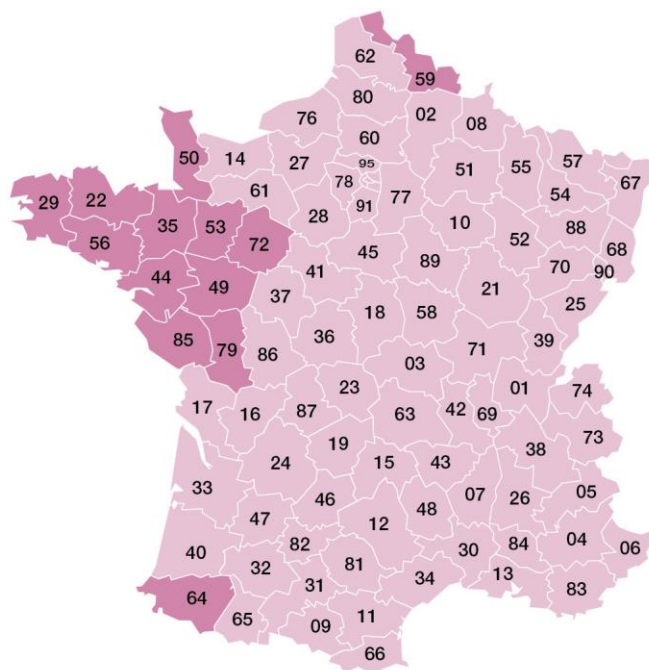
Figures as of 01/11/2021



« Réussir Porc »

[reussir.fr/porc](https://reussir.fr/porc)

A broadcast in the heart of breeding areas



Dominique POILVET  
Editor-in-Chief

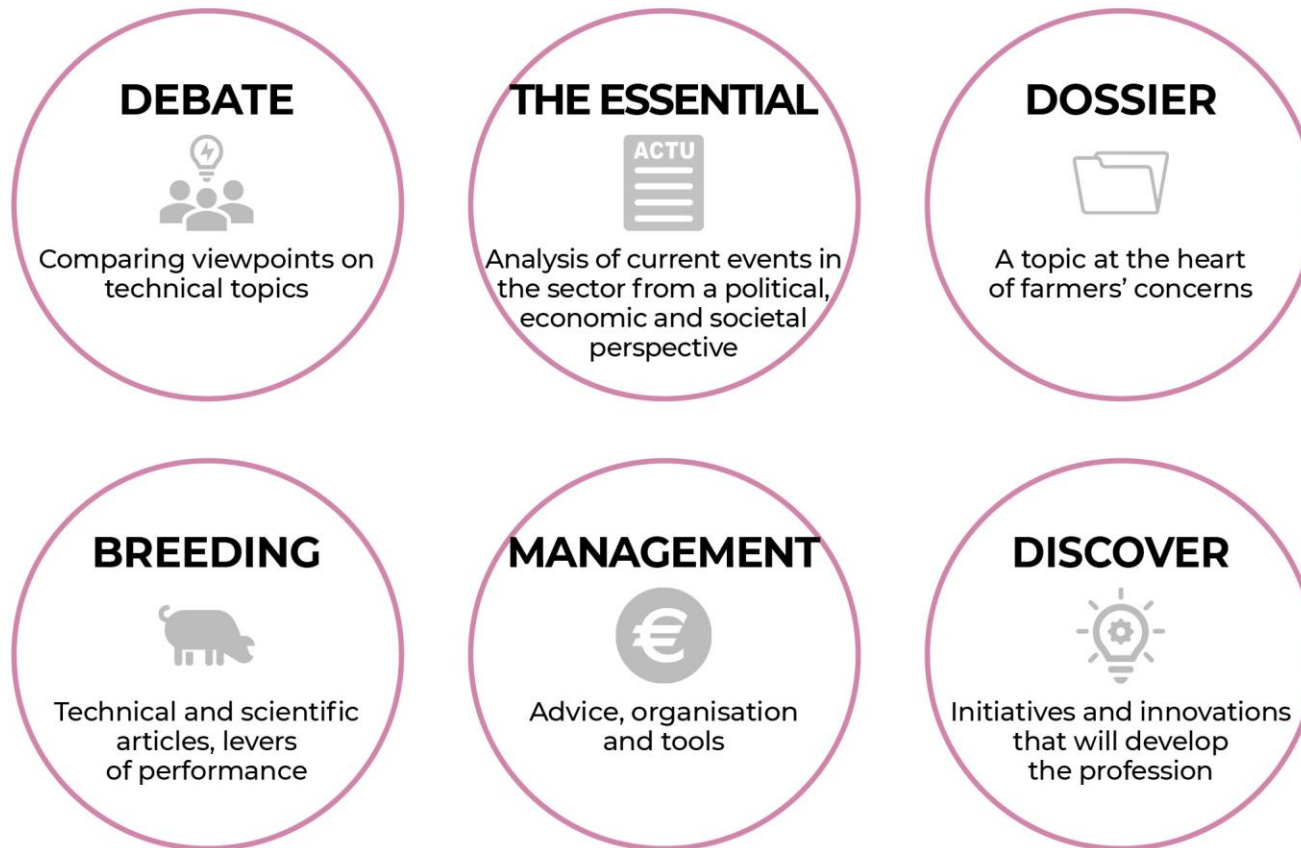
@ReussirPorc  
reussir porc

«The mission of the monthly magazine **Réussir Porc** is to bring technical content, as close to the field as possible, to pig farmers. It aims to provide the reader with technical, economic and scientific knowledge, so that he can improve his analysis and his ability to appreciate his own farm. The aim is also to report on the life of the sector, through its professional bodies and companies, and to address this community via the print edition and the website. »

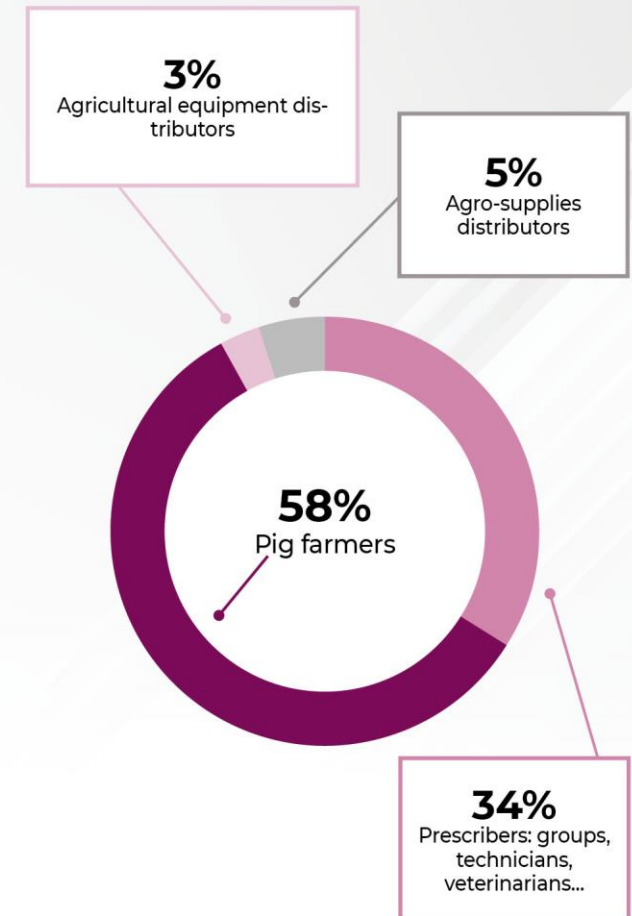
# REUSSIR **Porc**

EDITORIAL AND AUDIENCE PLANNING

## The headings



## Our audience





# REUSSIR Porc

**3,750**  
monthly  
hard copies  
**10 i/year**

Included 2 paired-up:  
february-march and 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 1,270	-
up to 2,160	1%
up to 3,650	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**

Spécial number Space (September)

FORMATS	QUADRI €
1/8 de page	880
1/4 de page	...
1/3 de page	
1/2 page horizontal	
1/2 page vertical	
1 full page	
Full page spread	
2 <sup>nd</sup> cover	
3 <sup>rd</sup> cover page	
Back cover	

INSERTS € (Base A4)	
Double sided (printed)	4,560
4 pages	...
6 pages	
8 pages	
<b>Please contact/consult us for</b>	
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

# REUSSIR Porc

DIGITAL OFFER

## Portal world



## Weekly newsletter



PAGES VIEWED		22,442	
Monthly average*			
Formats	PDV	Prices in €	
Leaderboard	33 %	300	
Billboard	...		
Large rectangle			
Half Page			
Site covering			
Inline videos			
Native			

NUMBER OF MAILINGS, SHIPMENTS		3,325	
33%			
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** Grandes Cultures
- REUSSIR** Vigne
- REUSSIR** Fruits & Légumes
- REUSSIR** Lait
- REUSSIR** Bovins viande
- REUSSIR** Volailles
- REUSSIR** Pâtre
- REUSSIR** La chèvre

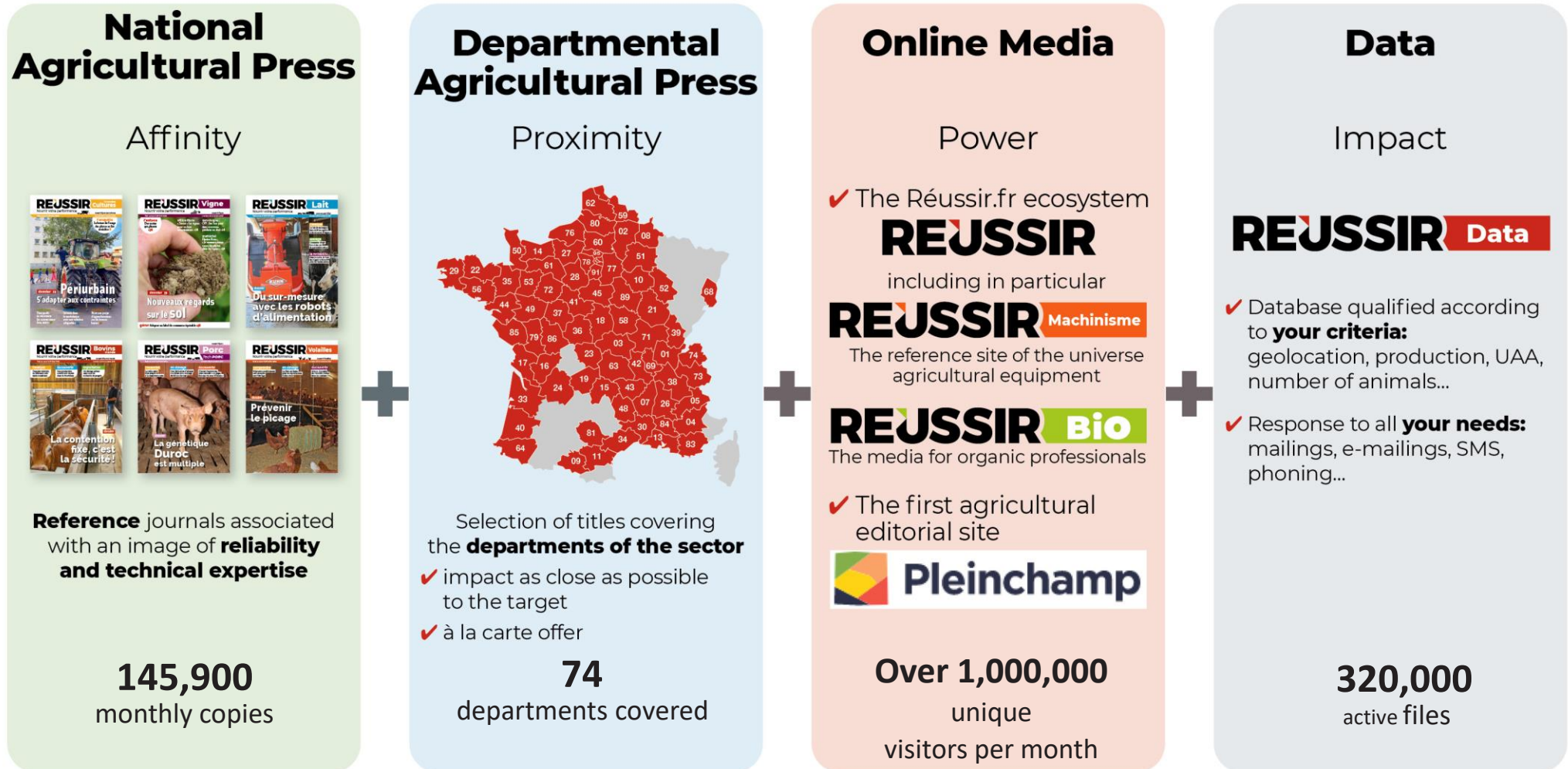
### The site Pleinchamp



**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](mailto:service.advprint@reussir.fr)

## Deadlines



## Contacts

**01 49 84 03 30**

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### Phytos, fertilizers and seeds, services

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### Machines and equipment

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### New energies, nurseryman, arboriculture and market gardening

Hélène PRADEAU | [h.pradeau@reussir.fr](mailto:h.pradeau@reussir.fr)

### New energies and automotive

Benjamin JOUANET | [b.jouanet@reussir.fr](mailto:b.jouanet@reussir.fr)

### Fairs and events

Romain FERRIER | [r.ferrier@reussir.fr](mailto:r.ferrier@reussir.fr)

### Digital

[service.advdigital@reussir.fr](mailto:service.advdigital@reussir.fr)

### Sales management

[service.advprint@reussir.fr](mailto:service.advprint@reussir.fr)

*In your region*



### The digital specifications on

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