

# REUSSIR Vigne



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Editor-in-Chief

@Clarabs20

Clara Réussir Vigne

The industry's technical  
**reference** magazine

**17,750** hard copies each  
month

**13,710** recipients of the  
weekly newsletter

**3,994** Facebook fans

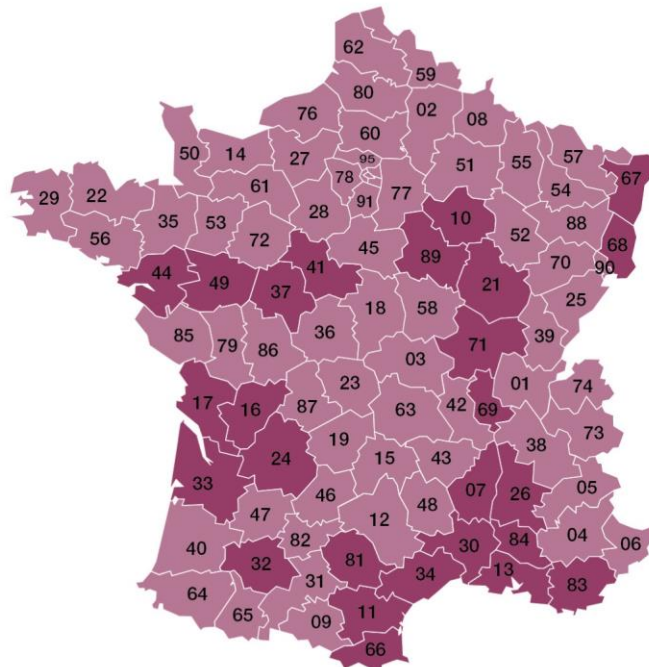
Figures as of 01/11/2021



« Réussir Vigne »

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

A national distribution in line  
with the winegrowing potential



« Through its Viticulture, Equipment, Oenology, Management and Trends thematics, **Réussir Vigne** hedges all the problems of the wine-growing and wine-producing sector in order to help farm managers and technicians to make the right choices in all areas.

The technical approach is at the heart of the magazine, with the aim of informing on the latest research and innovations, as well as on equipment trials and the evolution of cultivation practices through reports in the field. Multi-channel thanks to its monthly publication, its website and its activity on social networks, **Réussir Vigne** cultivates proximity with its readership. »

## The headings

### CHALLENGES



The sector's challenges deciphered

### TRENDS



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

### DOSSIER



A subject at the heart of producers' concerns

### VINE



Technical and scientific articles, levers of performance

### EQUIPMENT



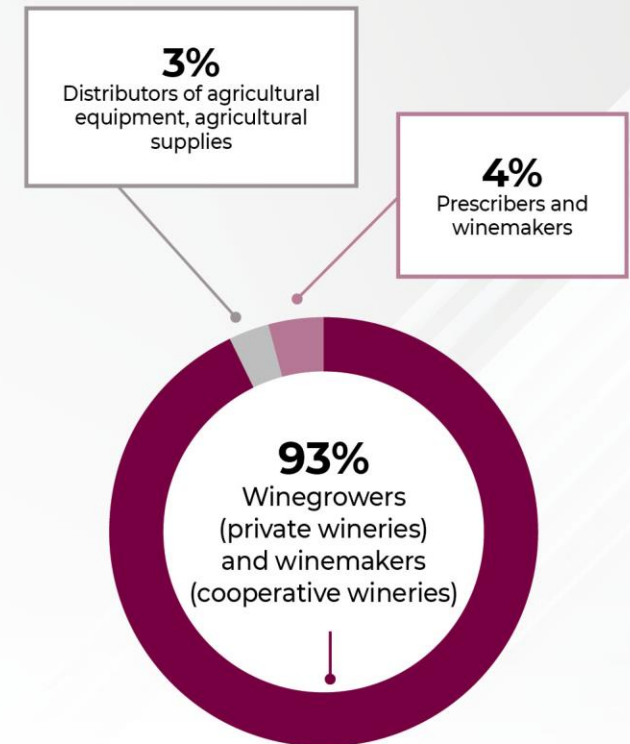
New products, tests and advice

### MANAGEMENT



Improving profitability, marketing and following legal news

## Our audience







# REUSSIR Vigne

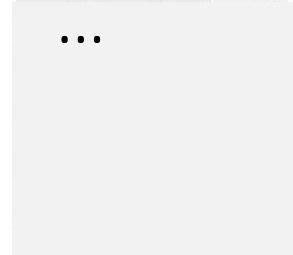
**17,750**  
monthly  
hard copies  
**11 i/year**

Included 1 paired-up: 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 1,600	-
up to 2,950	1%
up to 5,370	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

Spécial number Vinatech (december) 20,500 copies

FORMATS	QUADRI €			
	RVI	CENO*	Special number RVI	Special number CENO*
1/8 de page	810	530	1,080	710
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)		
	RVI	Special number
Double sided (printed)	6,720	9,070
4 pages	...	
6 pages		
8 pages		

**Please contact/consult us for**  
Formats  
Inserting costs  
Postage costs

SURCOUVERTURES €	
1/2 horizontal page up page	8,050
	...

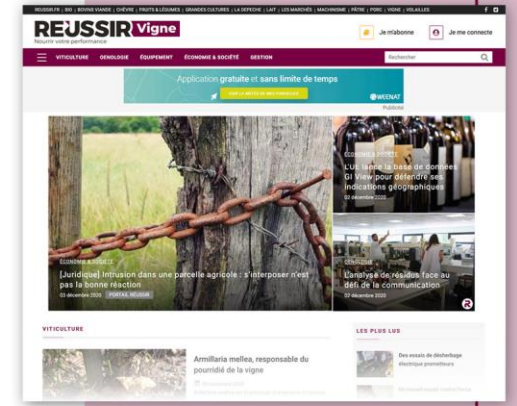
RVI General rate Réussir Vigne.  
CENO visual price 100% œnology.  
\*Price net of decreasing taxes before professional discount of 15%.

**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

## ABOUT DIGITAL

### Portal universe



### Weekly newsletter

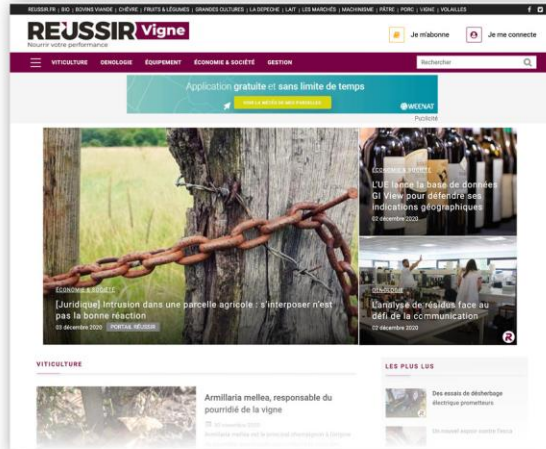


**Audiences and rates on request**

# REUSSIR Vigne

DIGITAL OFFER

## Portal world



## Weekly newsletter



## Think about our cumulations

### Portal réussir.fr



### Réussir Machinisme



## Other worlds and industry newsletters



PAGES VIEWED		73,575	
Monthly average*			
Formats	PDV	Prices in €	
Leaderboard	33 %	740	
Billboard	...		
Large rectangle			
Half Page			
Site covering			
Inline videos			
Native			

NUMBER OF MAILINGS, SHIPMENTS		13,717	
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**

## Our complementary communication solutions:

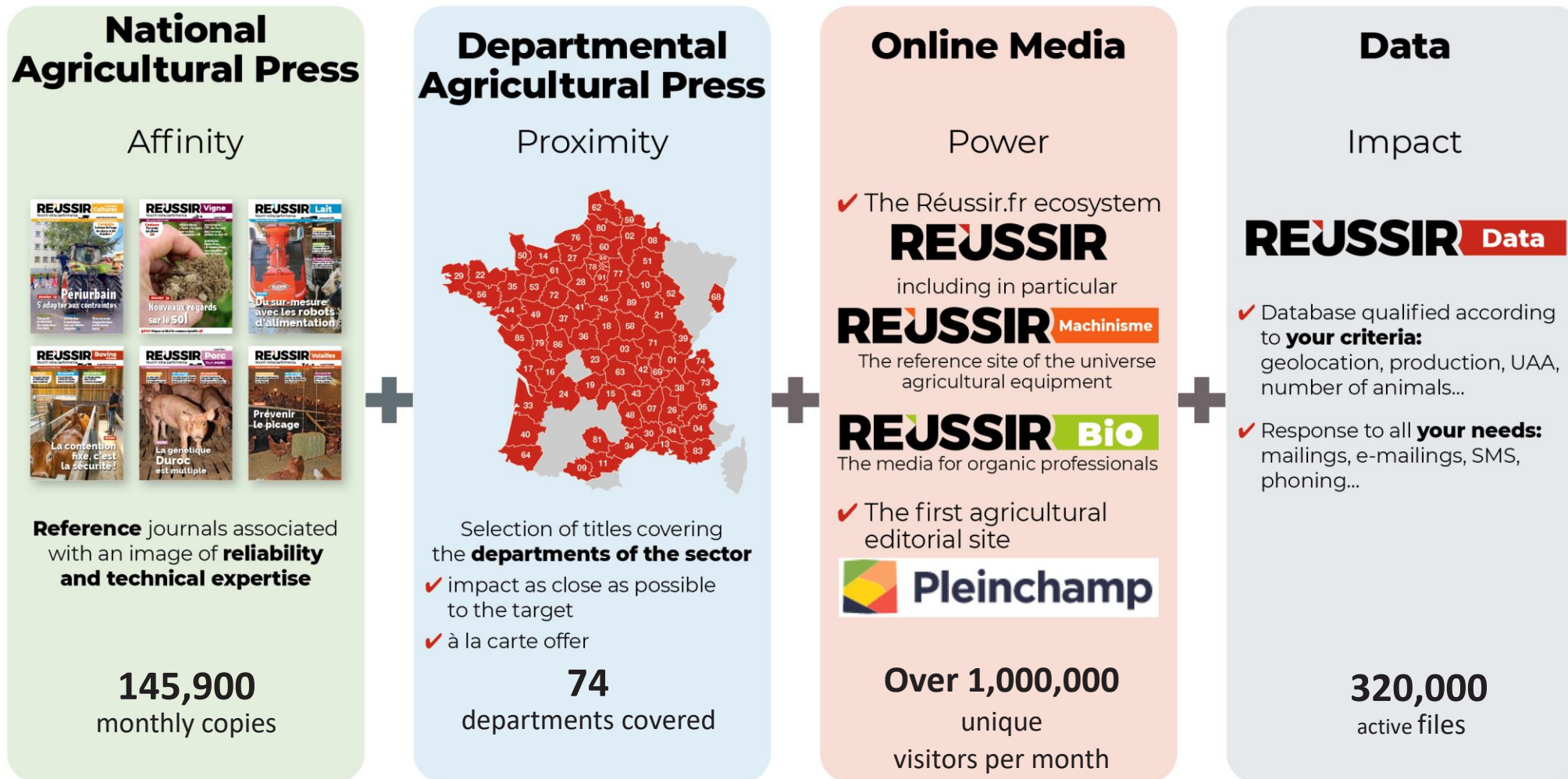
**REUSSIR Data** relationship marketing  
**REUSSIR Vidéo** field reportage, motion design, tutorials

**REUSSIR Content** print and web  
**REUSSIR Webinaire** à la carte webinars



# 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

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*In your region*



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