

REUSSIR Volailles

The technical **reference** magazine of the sector in partnership **Itavi**

3,500 Bimonthly hard month

4,153 subscribers to the weekly newsletter

1,893 distributions of the Cot'hebdo Volailles

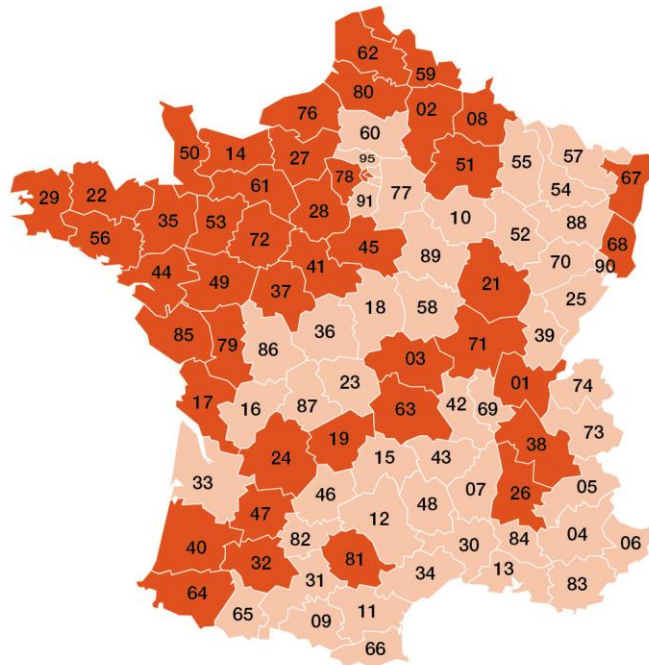
Figures as of 01/11/2021



« Réussir Volailles »

reussir.fr/volailles

A broadcast in the heart of breeding areas



Pascal LE DOUARIN
Editor-in-Chief

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« **Réussir Volailles** is addressed to professionals in the three sectors — table eggs, broiler poultry, foie gras palmipeds — and operating in the upstream links (breeding and hatching, animal nutrition, production). **Réussir Volailles** provides them with an economic, technical and social analysis, focusing on the testimony of players and experts.

Our magazine takes an interest in discovering innovations and extraterritorial information likely to influence the sector's future. 2022 will be marked by a new editorial offer. »

REUSSIR **Volailles**

NEW EDITORIAL OFFER

More complete, more responsive, more diversified, multi-media:
REUSSIR Volailles enriches its formula and asserts itself as
the media for all **poultry producers**.

The world of poultry farming, like the rest of the agricultural world, has undergone profound changes in recent years. **New societal expectations** have emerged, **new environmental constraints** are imposed, and **innovative marketing methods** are developed.

For poultry farmers, this is characterised by the rise in importance of independent producers seeking new ways of adding value and greater versatility.

These changes have a direct impact on production methods in the poultry sector, with an increasing diversity of practices.

Your media Réussir Volailles is adapting to these changes. To meet your needs, it is adapting its formula. Your paper magazine will now be published **every two months, with an increased pagination**. This will allow us to continue to cover subjects in depth, whether technical, regulatory or economic, while offering a greater diversity of themes, covering all production areas.

To complete this background information, **the content of the website continues to grow**. Thanks to articles put online before the paper publication, and others exclusive for the web, we offer you more reactive information, in phase with current events. The web articles' enriched content also allows you to access new information (supplements, photos, videos) and to find articles that complete your reading with a click.

Our newsletters are also getting a makeover: more frequent, they will also be more diverse, with thematic newsletters that will simplify your access to information.

More than ever, Réussir Volailles strives to improve the performance (technical, economic, environmental) **of all poultry farmers** (meat, layers, foie gras, propagation) **to provide them with reliable and useful information**.

More complete, more reactive, more diversified, multi-media: your Réussir Volailles issue is asserting itself as the media for all poultry producers.

In practice

> Periodicity

6 issues per year

(including a special issue on buildings),
for a better grasp

> Pagination

**target 52-60 pages
per issue**

The increase in the number of topics allows for the development of new themes while keeping the more traditional topics.

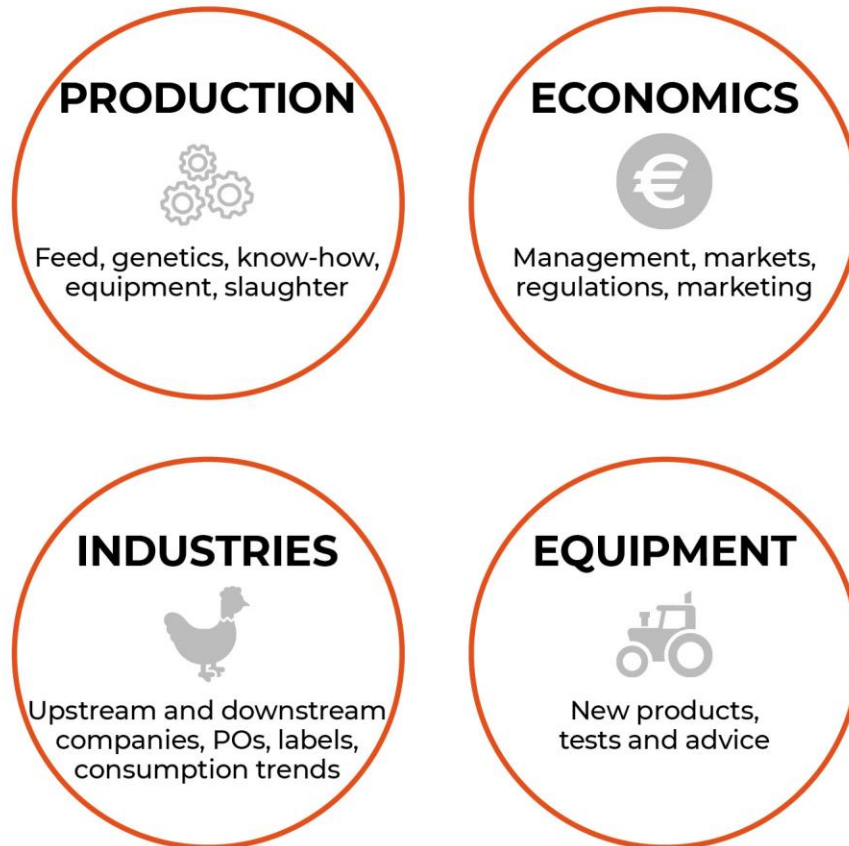
> News letters

**1 general newsletter
& 1 thematic newsletter
per week**

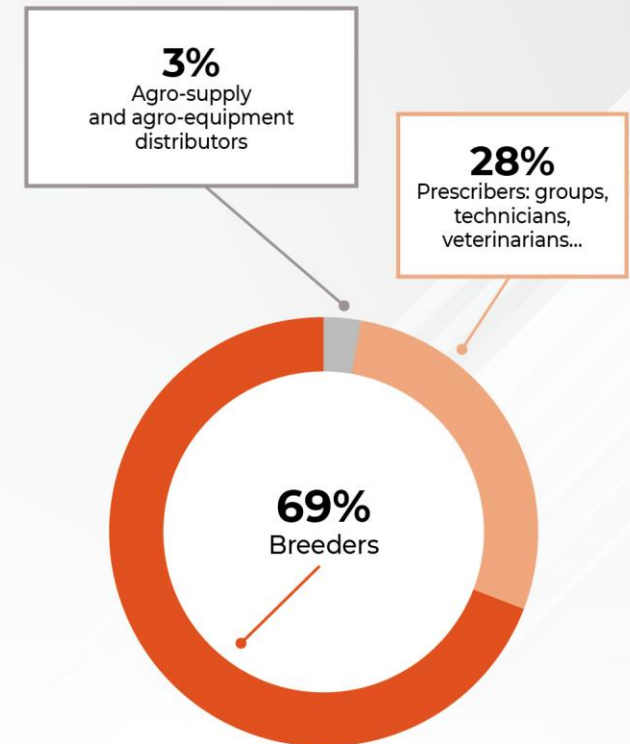
from the list Machinery, Equipment,
Laying hens, Duck foie gras, Broiler poultry,
Short circuit.

REUSSIR **Volailles**

The headings



Our audience





REUSSIR Volailles

3,500
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 1,160	-
up to 1,940	1%
up to 3,310	2%

Spécial number Space (September)

FORMATS	QUADRI €
1/8 de page	670
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)	4,130
4 pages	•••
6 pages	
8 pages	
Please contact/consult us for	
Formats	
Inserting costs	
Postage costs	

SURCOUVERTURES €	
1/2 horizontal page up	4,960
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



Cot'hebdo

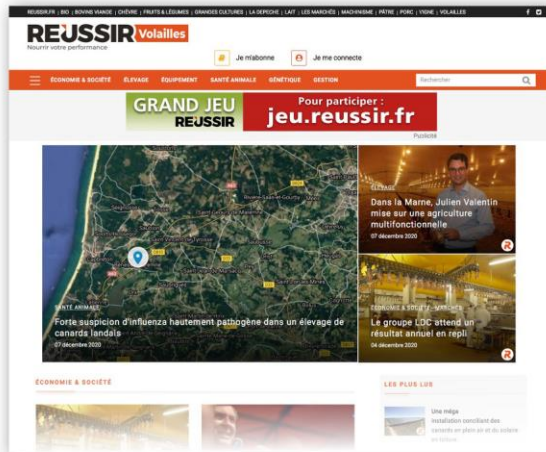


Audiences and rates on request

REUSSIR Volailles

DIGITAL OFFER

Portal world



Weekly newsletter



PAGES VIEWED		35,675	
Monthly average*			
Formats	PDV	Prices in €	
Leaderboard	33 %	360	
Billboard	...		
Large rectangle			
Half Page			
Site covering			
Inline videos			
Native			

NUMBER OF MAILINGS, SHIPMENTS		4,153	
30%			
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



Other worlds and industry newsletters

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

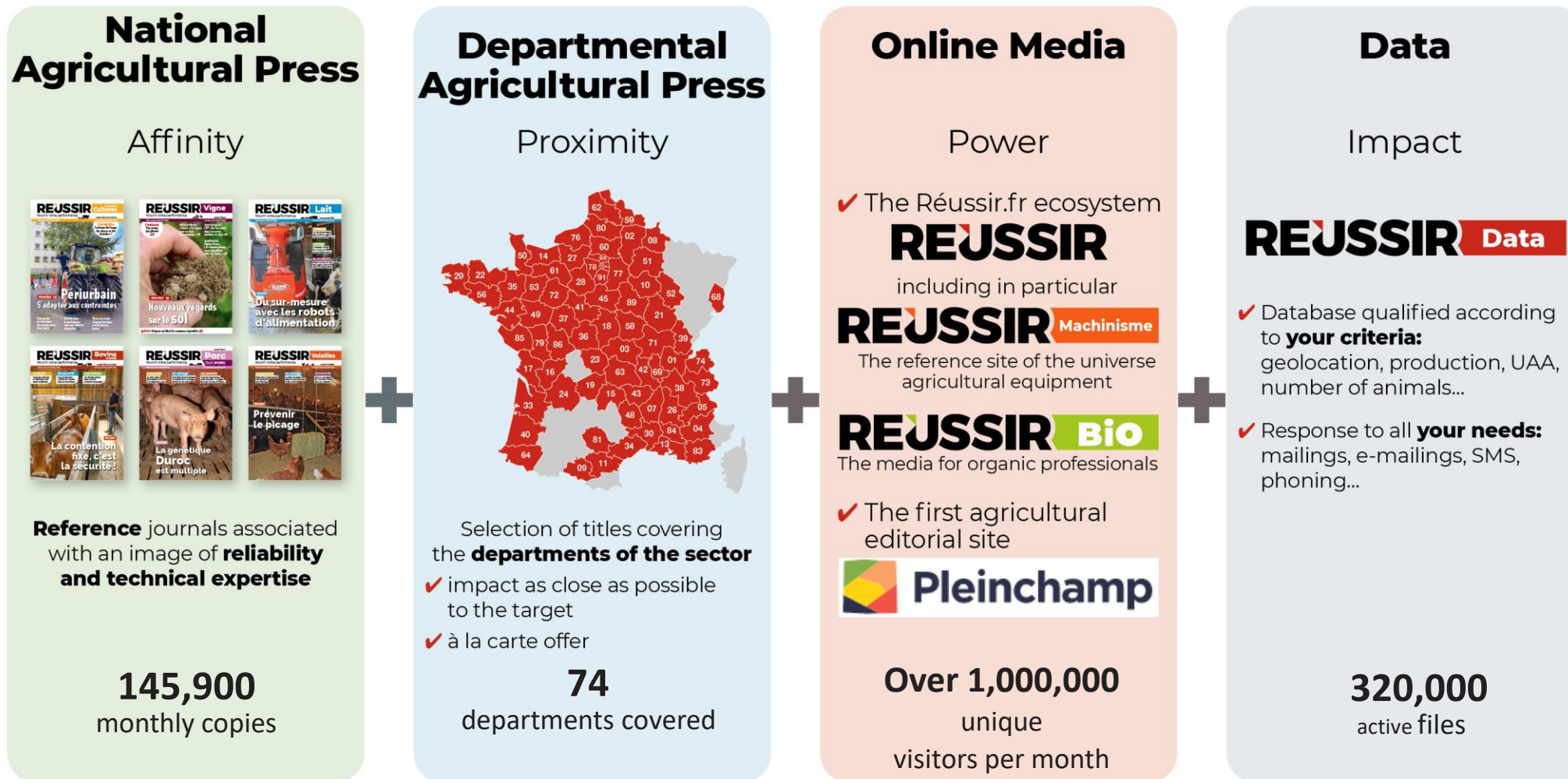
The site **Pleinchamp**



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

Deadlines



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In your region



The digital specifications on

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