

The reference
for professionals
in the **grain trade**

3,500 hard copies each
month

7,380 subscribers
to the weekly
newsletter

2,062 LinkedIn followers

Figures as of 01/11/2021



Les Marchés

reussir.fr/lesmarches



Rodolphe DE CÉGLIE
Editor-in-Chief
@ReussirDepeche
@rodolphe-de-ceglie

La Dépêche-Le petit Meunier reinvents itself with a complete information system offering responsiveness and more depth!

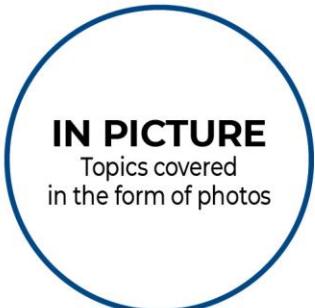
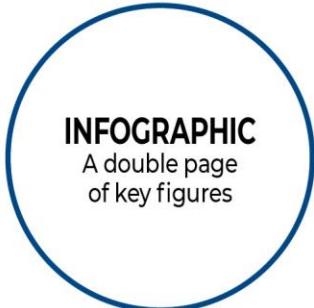
This new information system will offer you from January 2022:

- **On a daily basis, hundreds of physical market quotations and reference prices** with access to historical data, averages and comparisons through the website: <http://depeche.cotations.reussir.fr/Home/Index>
- **Every week, the COTdienne** sent by e-mail: the quotations of the old (cereals, oilseeds and ecoproducts) and the analyses explaining their evolution.
- **Every week**, on Thursdays in the digital kiosk, **La Dépêche Cot'Hebdo** gives the Thursday prices for the whole of France and analyses explaining the evolution of the conventional and organic markets.
- **A first! A weekly newsletter** with news on **Tuesday**.
- **A first! A quarterly magazine** distributed during the sector's high points to help you take a step back from the major trends and developments in the sector.

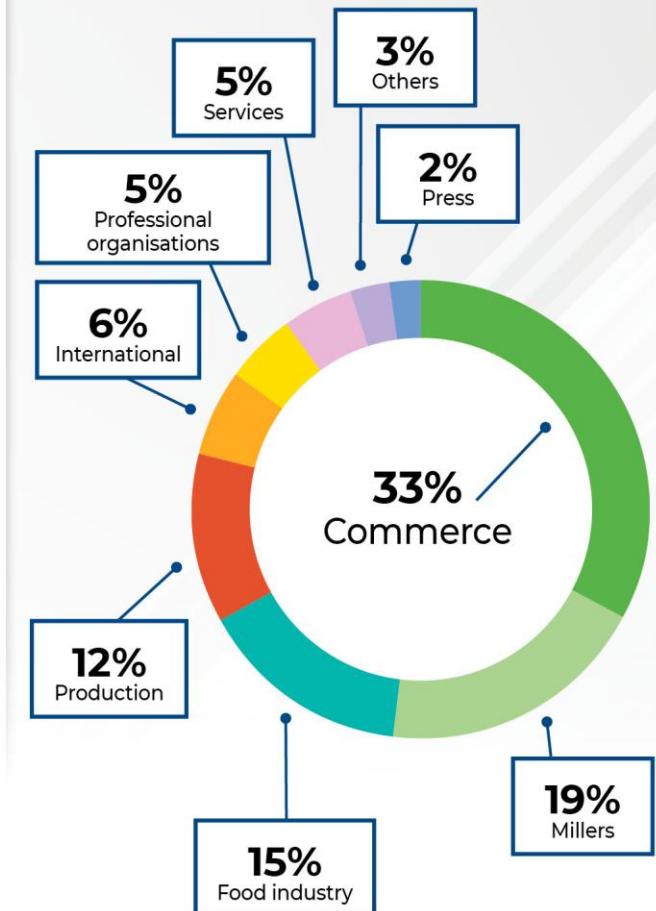
To have permanent access to all this information, real-time access to all this content via our website <https://www.reussir.fr/ladepeche/>

EDITORIAL AND AUDIENCE PLANNING

The headings



Our audience



Le petit meunier
La DEPECHE
La référence du commerce des grains

2,500
quarterly
hard copies
4 i/year

FORMATS	PROCESS COLOR €
1/8 de page	750
1/4 de page	...
1/3 de page	
1/2 page horizontal	
1 full page	
Full page spread	
2 nd cover	
3 rd cover page	
Back cover	
Front headline page banner footer	

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.

Bates applicable from March 1, 2022

ALIMFORCE

Force 2	2 titles	25%
Force 3	3 titles	30%

Same format (from 1/2 page), same date, same product presented, same campaign theme.

Only RÉUSSIR 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
REISSIR content

REUSSIR content print and web

privatweb
REUSSIR Webinaire
à la carte webinars

ABOUT DIGITAL

Portal universe

The screenshot shows the homepage of the REUSSIR website. At the top, there's a navigation bar with links for various agricultural sectors like BEO, BOVINS VIANDE, CHÈVRE, FRUITS À LÉGUMES, GRANDES CULTURES, LA DÉPÈCHE, LAIT, LES MARCHÉS, MACHINISME, PÂTÉ, PORC, VIENNE, and VOLAILLES. Below the header, there's a logo for 'Le petit mensuel DEPECHE' and a section for users to log in or register. A large banner in the center says 'GRAND JEU REUSSIR' and 'Pour participer : jeu.reussir.fr'. The main content area has several news cards. One card from 'MARCHÉS' discusses wheat exports with a headline: « Les taxes vont réduire de 2 à 3 Mt les exportations russes de blé tendre sur 2020/2021 ». Another card from 'COTATIONS' shows a wheat field and a headline about Russia's tax levels for 2021. A third card from 'ELEVAGE' discusses cattle prices. On the right side, there's a sidebar for 'Weekly newsletter' with a sign-up form.

Weekly newsletter

Cot'Hebdo

A sign-up form for the 'Cot'Hebdo' newsletter. It includes fields for 'Nom' (Name), 'Prénom' (First name), 'Email', and 'Mot de passe' (Password). There are also checkboxes for 'S'abonner à la newsletter' (Subscribe to the newsletter) and 'Consulter les dernières newsletters' (View the latest newsletters). A 'S'abonner' (Subscribe) button is at the bottom.

Si ce message ne s'affiche pas correctement, [consultez-le version en ligne](#).

DEPECHE cotidienne
La référence du commerce des grains

Newsletter du 19/12/2021

ALE TENDUE DÉTERMINÉE PAR LA NÉCESSITÉ D'AVOIR UN AVANTAGE STRATÉGIQUE	ALÉ FOND DÉTERMINÉE PAR LA NÉCESSITÉ D'AVOIR UN AVANTAGE STRATÉGIQUE	GRÈVE MEDICINE DU 14 AU 16 DÉCEMBRE	MARÉ DU 14 AU 16 DÉCEMBRE	DOLZA DU 14 AU 16 DÉCEMBRE	TOMBEAUX DU 14 AU 16 DÉCEMBRE
100,00	100,00	100,00	100,00	100,00	100,00

Cours des céréales français au 14 décembre 2021

Cours des céréales à pâture tirillées entre la demande internationale et l'incertitude sanitaire

Les prix des céréales à pâture ont légèrement reculé, mardi 14 décembre, en raison de la nécessité d'assurer l'approvisionnement dans un contexte de

Marché	Spécifications	Entente	verso
Rende	220-11 meunier Récolte 2021	mars	280,00
Dunkerque	220-11 meunier Récolte 2021	mars	280,00
Port de Lille	70-11 meunier Récolte 2021	dès	280,00
Rende Rouen	220-11 meunier Récolte 2021	dès	280,00
Rende	70-11 meunier lourdeur 74 kg/100 kg Récolte 2021	dès	280,00
Port de Dunkerque	70-11 meunier Récolte 2021	dès	280,00
Fos Meusse	PC Supérieur/AZ céréale mag. meules Récolte 2021	mars	272,00 N
Fos Rouen	PC Supérieur/AZ céréale mag. meules Récolte 2021	mars	272,00 N
	FC Medium A3 céréale mag.	dim.	288,45
	FC Medium A3 céréale mag.	dim.	288,45

Portal world**Weekly newsletter****Newsletter
the COTidienne**

PAGES VIEWED 24,465
Monthly averag*

Formats	PDV	Tarifs en €HT
Leaderboard	33 %	300
Billboard	• • •	
Large rectangle		
Half Page		
Site covering		
Inline videos		
Native		

**NUMBER OF MAILINGS,
SHIPMENTS** 7,032
34 %

Formats	PDV	Tarifs en €HT
Megabanner top	100 %	300
Megabanner in-read	• • •	
Large rectangle		
Native		

Average attendance from 01/12/2020 to 30/11/2022
Rates valid from 1 September 2022

**NOMBRE D'ENVOIS
TAUX D'OUVERTURE** 850
48%

Formats	PDV	Tarifs en €HT
Megabanner top	100 %	375

Our complementary communication solutions:**REUSSIR Data**

relationship marketing

REUSSIR Vidéofield reportage,
motion design, tutorials**REUSSIR Content**

print and web

REUSSIR Webinaire

à la carte webinars

REUSSIR

Affinity offer by production sector

National Agricultural Press

Affinity



Reference journals associated with an image of **reliability and technical expertise**

145,900
monthly copies

Departmental Agricultural Press

Proximity



Selection of titles covering the **departments of the sector**

- ✓ impact as close as possible to the target
- ✓ à la carte offer

74
departments covered

Online Media

Power

- ✓ The Réussir.fr ecosystem

REUSSIR

including in particular

REUSSIR Machinisme

The reference site of the universe agricultural equipment

REUSSIR Bio

The media for organic professionals

- ✓ The first agricultural editorial site

PleinChamp

Over 1,000,000
unique visitors per month

Data

Impact

REUSSIR Data

- ✓ Database qualified according to **your criteria:** geolocation, production, UAA, number of animals...

- ✓ Response to all **your needs:** mailings, e-mailings, SMS, phoning...

320,000
active files