

REUSSIR

Bovins viande

Leader and **exclusive**
in the beef sector

20,500 hard copies each month

10,666 recipients of the weekly newsletter

9,992 distributions of the Cot'hebdo Bovins viande

2,982 fans Facebook

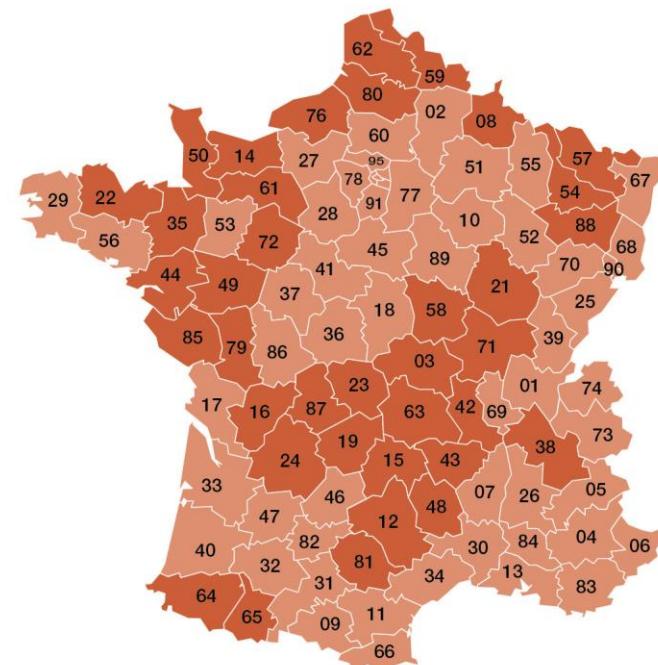
Figures as of 01/11/2021



« Réussir Bovins viande »

reussir.fr/bovins-viande

A broadcast in the heart of breeding areas



François D'ALTEROCHE
Editor-in-Chief
@BovinsViande [reussir bovins viande](http://reussir.bovins.viande)

« **Réussir Bovins viande** improves farmers' performance by dealing with the technical and economic aspects of beef production, with all its diversity, both in terms of lands and production methods.

All the journalists of **Réussir Bovins viande** have a pair of boots in their car trunk!

Réussir Bovins viande raises farmers' awareness on new breeding practices and on changes in the quality of demand. »

The headings

BREEDERS' SCENE



The word of the field

DOSSIER



A subject at the heart of breeders' concerns

DISCOVER



Initiatives and innovations that will develop the profession

BREEDING



Genetics, health, diet

MANAGEMENT



Advice, organisation and tools

EQUIPMENT



News, trials and advice

3%
Agricultural equipment and supplies distributors

12%
Prescribers: veterinarians, groups...

85%
Beef farmers



REUSSIR Bovins viande

20,500
monthly
hard copies
11 i/year

Included 1 paired-up: july-august

FORMATS	QUADRI €
1/8 de page	740
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) 6,190
4 pages ...
6 pages ...
8 pages ...
Please contact/consult us for Formats Inserting costs Postage costs

SURCOUVERTURES €
1/2 horizontal page up 7,430
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

Grandes Cultures Vigne Fruits & Légumes

Lait Bovins viande

Porc Volailles Pâtre

La chèvre Machinisme

Bio

REUSSIR.fr

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 1,470	-
up to 2,720	1%
up to 4,950	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 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

REUSSIR Content

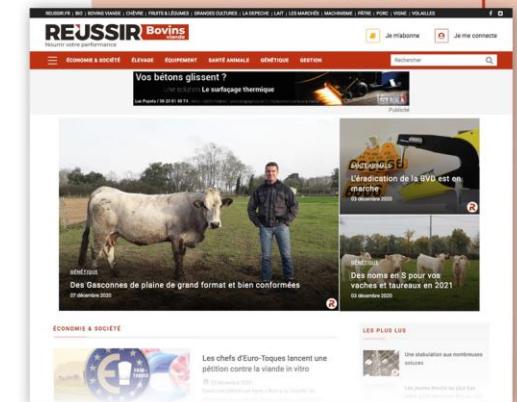
print and web

REUSSIR Webinaire

à la carte webinars

ABOUT DIGITAL

Portal universe



Weekly newsletter



Cot'hebdo



**Audiences and rates
on request**

Portal world



PAGES VIEWED 81,673
Monthly average*

Formats	PDV	Prices in €
Leaderboard	33 %	820
Billboard	...	
Large rectangle		
Half Page		
Site covering		
Inline videos		
Native		

Weekly newsletter



**NUMBER OF MAILINGS,
SHIPMENTS** 11,666
30 %

Formats	PDV	Prices in €
Megabanner top	100 %	450
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** Porc**REUSSIR** Volailles**REUSSIR** Pâtre**REUSSIR** La chèvreThe site  PleinChamp

Packaged offer and discount: contact us

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



TECHNICAL SPECIFICATIONS ALL REVIEWS EXCEPT RÉUSSIR FRUITS & LÉGUMES



Ads formats

Full Page Spread FF W400xH285	Full Page FF W200xH285	1/2 page Width UF W170xH130 UF W200xH145 Heigh UF W85xH260 FF W100xH285	1/3 page Width UF W170xH85	1/4 page Width UF W170xH65 Heigh UF W85xH130	1/8 page Width UF W170xH35 Heigh UF W85xH65
FF: Full Format, in mm. UF: Useful Format, in mm.					

Technical details

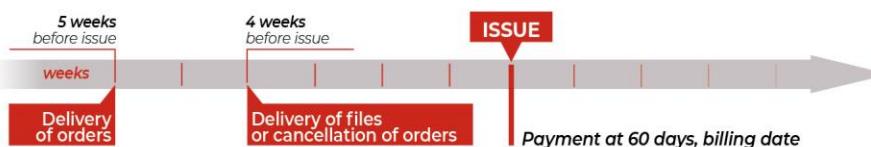
PDF file standard 1.3

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



The digital specifications on

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



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