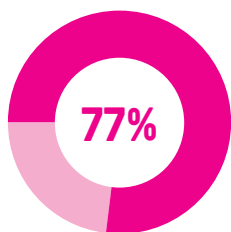
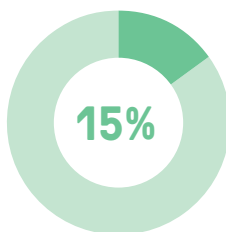




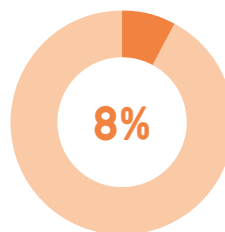
A TARGETED AUDIENCE



HVAC companies



Distributors



Design offices

MAGAZINE: a targeted and effective distribution



They already have subscribed :

Fareneit, Rougnon, Tunzini, Cardonnel Ingénierie, City of Paris, Clim+, Cedeo, Hervé Thermique, GrDF, Engie, Auchan, Trecobat, Etamine, QualitEnR, Kalitec, Elyotherm, Cetiat...

Certification ACPM/OJD

12,000
copies/issue

6
issues
a year

Additional distribution :

- Interclima
- Bois Energie
- ISH
- Passibat
- Be positive

NEWSLETTERS: large audience and efficient results

	Average ¹	Press avg ²
Openers	32.04%	23.35%
Clicks	9.46%	4.56%
Reactivity	29.53%	11.78%

¹Figures from dolist.net, average calculated between december 2015 and february 2016.

²Study from Experian Marketing about the marketing e-mails efficiency in 2015



2
newsletters
per week

5,400
targeted
e-mail
addresses

WEBSITE: an energetic start-up (launch in early 2016)

8,800
monthly
unique
visitors³

12,000
monthly
visits³

22,000
page views
per month³



³Figures from Google Analytics. Monthly average calculated between January and June 2016.

DATA BASE: targeted contacts

- Subscribers to the magazine
- Subscribers to the newsletters
- Buyers of the book «La Pratique de la climatisation»
- Visitors of trade events and fairs.

9,500
e-mails to rent

EDITORIAL CALENDAR

SUBJECT TO CHANGE

ISSUES	MAIN TOPICS	FOCUS ON A TECHNOLOGY	ADDITIONAL DISTRIBUTION
7 January / February	Multi-energy Systems	Biomass boilers and pellet stove	MOSTRA BATIBOUW BOIS ENERGIE PASSIBAT
8 March / April	Heat pumps using R32 and new eco-friendly refrigerants	Heating, water-heating, ventilation and cooling in one unit	
9 May / June	Residential air conditioning and solar PV self-consumption solutions	Heatpumps noise	
10 August / September	Solutions for nearly zero energy building	HVAC control systems	IBS ARTIBAT
11 October / November	New way to ventilate	Thermodynamic boilers	
12 December	Thermodynamic water heaters using CO2 and new refrigerants	Data Center's innovant cooling	

ADVERTISING SIZES

MAGAZINE

Cover with flap RECTO 198 x 160 mm + 5mm for the bleed	Cover with flap VERSO 207 x 270 mm + 5mm for the bleed	Full page 210 x 270 mm + 5mm for the bleed	1/2 page height 80 x 235 mm	1/2 page width 183 x 113 mm	Banner width 183 x 70 mm	Banner height 54 x 235 mm	1/4 page 80 x 113 mm
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WEBSITE

- Leaderboard:** 728 x 90 px
- Skyscraper:** 120 x 600 px
- Box:** 141 x 141 px
- Rectangle:** 300 x 250 px
- Button:** 141 x 80 px

NEWSLETTERS

- Banner:** 468 x 60 px

FILES FORMATS

MAGAZINE | To provide:
HD PDF, CMYK, 300 dpi.
For the full format ads, provide 5 mm for the bleed.

WEBSITE | To provide:
Animated gif, jpg (+ redirect link)
→ max. weight allowed: 50 ko

NEWSLETTER | To provide:
Jpg (+ redirect link)
→ max. weight allowed: 100 ko

ADVERTISING RATES (en €)

MAGAZINE

SIZE	RATES	PREFERENTIAL SPACES	RATES	DISCOUNT AND ADDITIONAL FEE	BECOME A UEFC MEMBER
Full page recto	5,490	Cover I	6,790	Volume (not applicable on preferential spaces)	Receive numerous advantages and make savings on your communication plan. Ask for the partnership offer!
Full page verso	4,790	Cover II	5,990	2 publications - 5 %	
1/2 page recto	3,390	Cover III	5,750	3 publications - 7 %	
1/2 page verso	2,890	Cover IV	6,250	4 publications - 10 %	
1/4 page recto	2,290	Insert	Contact us	5 publications - 15 %	
1/4 page verso	1,890			6 publications et + - 20 %	
Banner	2,750			Agency - 15 %	
Advertorial	5,490 ¹			Specific space + 20 %	
				Advertisers excl. captive + 30 %	

¹Additional fee if made by us

²Written by a specialised writer, layout made by us from your pictures and logo.

WEBSITE & NEWSLETTERS

COMPANY AND PRODUCTS LISTING	RATES	NOTE	NEW PRODUCT LAUNCH	RATES
"À la carte" listing (1 year)	810	1 company record sheet + 1 product	1 product on the website + 1 detailed company entry in the online directory + 1 product in first position in a newsletter + 2 products in a newsletter	990
OPTION				
Additional product	200	1 year		
Additional technical document	70			
A product in first position	220	per newsletter		
A product	95	per newsletter		
			BUZZ EFFECTS (RATES: CONTACT US)	
			Video / Website covering / Pop under	

DISPLAY	NEWSLETTERS	RATES	NOTE
SPACES			
	Exclusive sponsoring	770	Only available for the Monday newsletters
	First banner	550	Only available for the Thursdays newsletters
	Banner	380	Only available for the Thursdays newsletters
	DATABASE		RATES
(33 % share-of-voice)	Setting-up of your delivered HTML campaign		€300
Home Page, Produits, Actualité, Dossiers,	E-mails rental		€0.50 / address
Other sections	Creation of your HTML file		From €450 (contact us)
Leaderboard			
850			
Skyscraper			
950			
Rectangle			
1,100			

BRAND CONTENT

PAROLE DE MARQUE	RATES	BRAND CONTENT	RATES
2 pages (+ push marketing) ³	9 500	Expert content ¹	1 year online publication : 3 000 € / year Option : Contacts pack : 500 €
		Infomercial (only online)	2 500

¹ Additional fee if realized by us. ² Excluding handling charges and postage. ³ Written by a specialized writer, layout by us from your images.