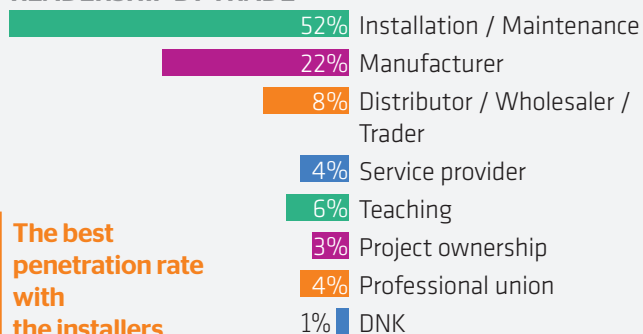




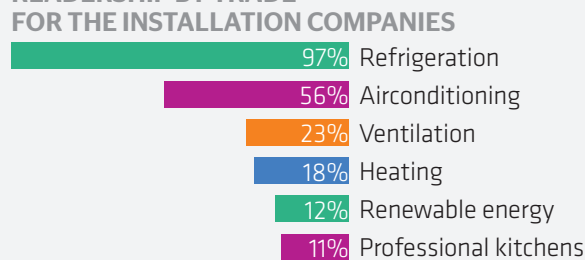
# A TARGETED AUDIENCE

## READERSHIP BY TRADE



The best penetration rate with the installers

## READERSHIP BY TRADE FOR THE INSTALLATION COMPANIES



## MAGAZINE: A targeted and effective distribution

10 issues a year

5,600 copies per issue

21,500 readers per issue



They already have subscribed : Johnson Controls, MCI, Cesbron, Axima Réfrigération, VINCI réseau froid (Paumier, CEF...), Alpes réfrigération, La GFF...

### A loyal and exclusive readership:

- 70 % of the readers have subscribed for more than 5 years
- 1 reader out of 2 has only subscribed to La Rpf
- 50% of the readers decides their companies purchases

Source : Readership study Clim'Edit 2011

### Additional distribution :

Interclima, CFIA, Chillventa, SIFA, Euroshop, etc.

## NEWSLETTERS: excellent results



3 newsletters per month

7,250 subscribers

	Classic <sup>1</sup>	Thematic <sup>1</sup>	Press avg <sup>2</sup>
Openers	37.25%	26%	23.35%
Clicks	11.42%	10.46%	4.56%
Reactivity	20.66%	40.25%	11.78%

<sup>1</sup>Figures from dolist.net, average calculated between 01/2016 and 06/2016.

<sup>2</sup>Study from Cheetah Digital about the marketing e-mails efficiency in 2016.

## WEBSITE: very active visitors

24,560 page views per month

9,990 monthly unique visitors<sup>3</sup>

13,000 monthly visits<sup>3</sup>

## DATABASE: targeted contacts

- Subscribers to the magazine
- Subscribers to the newsletters
- Visitors of trade events, trade fair
- Buyers of the book "La Pratique du Froid"

12,400 e-mails to rent

+2,500 articles and multimedia documents in our documentary resources

### Progression<sup>3</sup>

- +2.33% of monthly page views
- +17% of monthly unique visitors
- +1.56% of monthly visits

<sup>3</sup>Figures from Google Analytics. Monthly average calculated between January and June 2017. Progression compared to 2016.

# EDITORIAL CALENDAR

SUBJECT TO CHANGE

ISSUES	MAIN TOPIC	TECHNICAL
1062 Jan. / Feb.	<b>Ammoniac (NH3) /energy performance certificate and financial assistance</b>	F-gas
1063 March	<b>Refrigerants</b>	Refrigerants regeneration
1064 April	<b>Air conditioning for industrial applicatiions / data centers</b>	Leak detector
1065 May	<b>Exchangers / heat recovery systems</b>	Retrofit installations
1066 June	<b>Monitoring and connected maintenance</b>	Mobile applications of the refrigeration business
1067 July / August	<b>"Natural" refrigerants</b>	
1068 September	<b>Chillventa preview</b>	Condensings units and Ecoconception
1069 October	<b>Special SIFA</b>	Essential equipments for refrigeration technicians
1070 November	<b>Compressors</b>	Rental equipments
1071 December	<b>Supermarket Equipments</b>	Hydrocarbons (HC)

# ADVERTISING SIZES

## MAGAZINE

<p>Cover Recto 130 x 210 mm</p> <p>+ 5mm for the bleed</p>	<p>Cover Verso 228 x 210 mm</p> <p>+ 5mm for the bleed</p>	<p>Full page 230 x 300 mm</p> <p>+ 5mm for the bleed</p>	<p>1/2 page height 100 x 280 mm</p> <p>Banner height 50 x 280 mm</p>	<p>1/2 page width 215 x 135 mm</p>	<p>1/4 page 100 x 135 mm</p> <p>Banner width 215 x 50 mm</p>
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## WEBSITE

**Leaderboard:**  
728 x 90 px

**Skyscraper:**  
120 x 600 px

**Rectangle:**  
300 x 250 px

## NEWSLETTERS

**Banner:**  
550 x 100 px  
or  
468 x 60px

## 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 (in €)

## MAGAZINE

PREFERENTIAL SPACES		RATES	SIZE	RATES	DISCOUNTS AND ADDITIONAL FEE	
Cover I		5,200	Full page recto	3,990	Volume	
Cover II		4,650	Full page verso	3,490	2 publications	- 8 %
Cover III		4,200	1/2 page recto	2,690	3 publications	- 12 %
Cover IV		4,850	1/2 page verso	2,390	4 publications	- 16 %
Opposite Contents		4,200	1/4 page recto	1,590	5 to 6 publications	- 20 %
Opposite Barometer		4,200	Banner	1,850	7 publications and more	- 25 %
Main topic opening		3,990			Agency	- 15 %
<b>BUZZ EFFECTS</b>		<b>RATES</b>			Specific space	+ 20 %
Advertorial		3,990 <sup>1</sup>			Advertisers excl. captive	+ 30 %
Insert 2 pages R°/V°		3,990 <sup>2</sup>				
Insert 4 pages R°/V°		5,750 <sup>2</sup>				
Other special operations		Contact us				

## WEBSITE & NEWSLETTERS

DISPLAY			DATABASE		RATES
<b>SPACES</b>	<b>SECTIONS (rates by section and per month)</b>		Setting-up of your delivered HTML campaign		€300
(33% share-of-voice)	Home Page, Actualité, Dossiers, Produits, F-Gas	Other sections	E-mails rental		€0.50 / address
Leaderboard	850	680	Creation of your HTML file		from €450 (contact us)
Skyscraper <sup>3</sup>	950	790	<b>NEW PRODUCT LAUNCH</b>		
Rectangle	1,100	790	<b>RATES</b>		
<b>BUZZ EFFECTS (CONTACT US)</b>			1 product + 1 detailed company entry on the website + 1 product in first position in a newsletter + 2 products in a newsletter		
Vidéo			<b>NEWSLETTERS</b>		
Pop under			Rectangle		350
Website covering			Banner		290
			Banner (F-Gas newsletter)		500
<b>COMPANY AND PRODUCTS LISTING</b>		<b>RATES</b>	<b>NOTE</b>		
"À la carte" listing (1 year)		810	1 detailed company entry + 1 product		
<b>OPTION</b>					
Additional product		200	1 year		
Product in first position (Actualités newsletters)		220	per newsletter		
Product (Actualités newsletters)		95	per newsletter		
Product (F-Gas newsletters)		250	per newsletter		

## NEW : STAND OUT WITH OUR MARKETING CONTENT OFFER

BRAND CONTENT	RATES	BRAND CONTENT	RATES
Expert Content <sup>2</sup>	€3,000 / year	Parole de marque : 2 pages (+ marketing push) <sup>4</sup>	9,500
Option : Contacts Pack	€500	Infomercial	2,500

<sup>1</sup>Additional fee if made by us <sup>2</sup>Additional fee for handling and postal charges <sup>3</sup>Not available for the F-gas section <sup>4</sup>Written by a specialised writer, layout made by us from your pictures and logo.