

Heating | Air conditioning | Ventilation



**GÉNIE CLIMATIQUE MAGAZINE**

MEDIA KIT

# THE MULTICHANNEL MEDIA FOR HVAC ENTREPRENEURS & PRESCRIBERS

Génie Climatique Magazine offers a powerful and complete editorial system to optimize the promotion of your brand.



**12,000**  
copies per  
issue



**40,000**  
page views  
per month



**8,600**  
newsletters  
subscribers



**@GC\_ACTU**  
on Twitter,  
Linkedin & Facebook

## A TARGETED AUDIENCE

Génie Climatique magazine publishes information through every channel, combining power, strong targeting and presence of your brand in a valuable editorial context.

**75%**

Installers  
Maintainers

**15%**

Consultancy firms

**10%**

Distributors  
Prescribers

### MAGAZINE

The bimonthly magazine only dedicated to HVAC

**6 issues** per year

**12,000** copies per issue

**Distributed at market main events\*:**

Interclima, Passibat, Bois Energie,  
Be positive, IBS, ISH, Artibat, Mostra,  
EnerjMeeting...

*\*Partnerships dealt the past 3 years.*



### NEWSLETTERS

**2** newsletters per week

**8,600** subscribers

Newsletters	Monday	Thursday	Press*
Openers	34,88%	36,93%	23,35%
Clicks	8,49%	10,53%	4,56%
Reactivity	24,28%	28,05%	11,78%

*Figures from dolist.net, average calculated between January and June 2019.*

*\* Study from Cheetah digital about the marketing e-mails efficiency in 2016.*

### DATA BASE

**13,800 e-mails** for rent

### WEBSITE

**40,000**

page views per month

**26,000**

monthly visits

**18,600**

monthly unique visitors

*Figures from Google Analytics.*

*Monthly average calculated between January and March 2019*

# EDITORIAL CALENDAR 2020

SUBJECT TO CHANGE

Issues	Topics	Zoom on...	Add. distribution
Jan./Feb. 25	Winners and losers of new grant subsidies	Geothermal heat pump: resurrection announced	Mostra Enerjmeeting
March/April 26	Summer comfort: new thermal regulation	Gas Heat pumps: it gauges for thermodynamics / Mostra feedback: air conditioning trend	AfterFioul Event
May/June 27	«Afterfuel»: Heat pump, gas boiler, wood-burning heater, geothermal, solar... who will win in 2020 ?	Heating : Air VS water	
Aug./Sept. 28	Heat and freshness in subscription	Regulation system : neural transplants on HVAC	Ventilation day IBS Artibat
Oct./Nov. 29	Ventilation and indoor air quality: a new era	Hybrid Heat Pumps: fresh hope	
December 30	Heat recovery	Domestic Hot Water: instantaneous VS accumulation, does one (still) need a hot water tank?	

## MAGAZINE SIZES (W x H)

Flap cover RECTO 198 x 160 mm	Flap cover VERSO 207 x 270 mm + 5 mm for the bleed	Full page 210 x 270 mm + 5 mm for the bleed	1/2 height 80 x 235 mm 1/2 height full paper 92 x 270 mm + 5mm for the bleed	1/2 page width 183 x 113 mm	1/4 height 80 x 113 mm Banner width 183 x 70 mm	Banner height 54 x 235 mm Banner height full paper 54 x 270 mm + 5mm for the bleed
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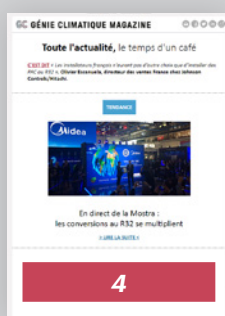
## WEBSITE AND NEWSLETTERS FORMATS (W x H)

### WEBSITE



- 1 - Leaderboard**  
728 x 90 px
- 2 - Skyscraper**  
120 x 600 px
- 3 - Rectangle**  
300 x 250 px
- 4 - Banner**  
550 x 100 px

### NEWSLETTER



## FILES FORMATS

### MAGAZINE | To provide:

PDF HD, 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:

(+ redirect link)  
Max. weight allowed: 100 ko



# ADVERTISING RATES

IN EURO EXCL. TAX

## MAGAZINE

Formats	Rates
<b>Inside pages</b>	
Full page recto	5,600
Full page verso	4,890
1/2 page recto	3,450
1/2 page verso	2,950
1/4 page recto	2,350
1/4 page verso	1,950
Banner	2,800
Advertorial*	5,600
<b>Preferential spaces</b>	
Cover I	8,790
Cover II	6,100
Cover III	5,890
Cover IV	6,390
Insert fee R°/V°**	Contact us
<b>Discount &amp; additional fee</b>	
2 publications	- 5%
3 publications	- 7%
4 publications	- 10%
5 publications	- 15%
6 publications and more	- 20%
Mandatory	- 15%
Specific spaces	+ 20%
Advertisers excl. captive	+ 30%

\* Additional fee if made by us.  
\*\* Excluding handling charges and postal taxes.

## NEWSLETTERS

Display	Note	Rates
Exclusive Sponsoring	Available for Monday e-news	800
Top Banner	Available for Thursday e-news	590
Banner	Available for Thursday e-news	400

## WEBSITE

Website	Note	Rates
<b>Product and company listing</b>		
«À la carte» listing	1 company profile + 1 product listing	900
Additional product	more than 10 : contact us	210
Product in first position	Per newsletter	250
Product	Per newsletter	100

### New product launch

1 product listing	+ 1 detailed company entry on the website + 1 product in first position in a newsletter + 2 products in a newsletters	1,050
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### Special operations

Video		Contact us
Website covering	Per week	1,250

### E-mailing

Setting-up of your delivered HTML campaign		300
E-mail address rental	Per address	0.40
Creation of your HTML file		From 450

Display*	Leaderboard	Skyscraper	Rectangle
Home Page, Produits, Actualité, Dossiers	1,200	1,200	1,500
Other section	850	850	1,050

\* Rates per section and per month (33% share-of-voice).

## BRAND CONTENT

Brand content	Note	Rates
Brand words : 2 pages (+digital push)*		9,700
Expert Content (online 1 year)**	Contacts packs included	4,500
Digital advertorial		2,550

\* Written by a specialized writer, layout by us from your images. \*\* Extra costs, if done by us.

## NOUVEAU : PLACEMENT DE PRODUIT

Placement de produit	Tarifs
Offre "The place to be"	4 500

## BECOME A PARTNER OF UECF

Enjoy many benefits and do savings on your communication plan.

**Ask for our partneship offer !**

## CONTACTS

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## PYC MÉDIA GROUP PUBLICATIONS

#### Bardage Info

Cladding and exterior thermal insulation

#### Chantiers de France

Public works and buildings  
[chantiersdefrance.fr](http://chantiersdefrance.fr)

#### CVC

HVAC

#### Étanchéité Info

Waterproofing, insulation and landscaping of the roof terrace

#### Génie Climatique Magazine

HVAC  
[genieclimatique.fr](http://genieclimatique.fr)

#### Info Buro Mag

Purchase of equipment, services and supplies  
[infoburomag.com](http://infoburomag.com)

#### La Rpf

Cold, air-conditioning and industrial kitchens  
[larpf.fr](http://larpf.fr)

#### La Rpf Cuisine Pro

Commercial and collective kitchens  
[lacuisinepro.fr](http://lacuisinepro.fr)

#### Le Monde du Surgelé

Frozen food and ice cream industry  
[lemondedusurgele.fr](http://lemondedusurgele.fr)

#### Le Papetier de France

Stationary and supplies  
[papietierdefrance.com](http://papietierdefrance.com)

#### Métal Flash

Metal for the construction industry  
[metal-flash.fr](http://metal-flash.fr)

#### Route Actualité

Roads and mobility industry

#### Salles Propres

Contamination control  
[processpropre.fr](http://processpropre.fr)

#### Services

Hygiene, cleanliness and multiservice  
[services-proprete.fr](http://services-proprete.fr)

#### Sols Murs Plafonds

Coatings and finishes  
[solsmursplafonds.fr](http://solsmursplafonds.fr)

#### Technic'Baie

Closures and solar protection  
[technicbaie.fr](http://technicbaie.fr)

#### Traitements & Matériaux

Heat treatments and surface engineering  
[traitementsetmatériaux.fr](http://traitementsetmatériaux.fr)

#### Workplace Magazine

Work environment  
[workplacemagazine.fr](http://workplacemagazine.fr)

## TRAINING

Organisation of vocational trainings dedicated to the cold trade

[larpfformation.fr](http://larpfformation.fr)



## EVENTS

Trade fair dedicated to cold and its applications

Co-organisation



## CUSTOM PUBLISHING

Letter of information, digital kiosk, directory software, activity reports

## THE GROUP

**pycmédia** is a press group specialised in trade information.

The tools we create have a common purpose : actively participate to the development of the communities we target, while accompanying their economic dynamics and promoting the transmission of knowledge.

Therefore, we publish more than thirty targeted multimedia formats: 18 magazines and 16 websites. All those media brands have a non-media twin (editorial communication, publication of technical books, trade fair organisation, vocational training, online services...).

Pyc Média adhere to SPPRO and the Media Pro association.

# 987,159

copies distributed per year

# 2,200

advertising pages per year

# 2,500

advertisers trust us

# +500,000

BtoB readers

# +800,000

page views per year (website)

# +2,000,000

emails sent per year

# 60 trade fairs

and events



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