

Refrigeration | Refrigerants | Air conditioning | Renewable energy
Refrigeration engineers | Exchangers | Compressors

laRPF

LA REVUE PRATIQUE DU FROID ET DU CONDITIONNEMENT D'AIR

MEDIA KIT

THE INFO BRAND FOR REFRIGERATION PROFESSIONALS

Rpf offers a coherent and complementary editorial system to optimize the promotion of your brand.



5,600
copies per
issue



26,000
page views
per month



6,100
newsletters
subscribers



@LA_RPF
on Twitter
and LinkedIn

A TARGETED AUDIENCE

Our brand of information is deployed on all channels, combining power, strong targeting and presence of your brand in a context of editorial value.



52%

Installation/Maintenance

22%

Manufacturer

8%

Distributor/Wholesaler/Trader

4%

Service provider

6%

Teaching

3%

Project ownership

4%

Professional union

1%

DNK

MAGAZINE

The monthly 100% cold

9 issues per year

5,600 copies per issue

21,500 readers per issue

Additional distribution :

CFIA, Chillventa, SIFA, Gasel Expo, Euroshop, Interclima+Elec



NEWSLETTERS

4 newsletters per month

6,100 subscribers

Newsletters	Actu	Press*
Openers	40,39%	23,35%
Clicks	10,73%	4,56%
Reactivity	26,18%	11,78%

Figures from dolist.net, average calculated between January and June 2018.
* Study from Cheetah digital about the marketing e-mails efficiency in 2016.

DATA BASE

10,900 e-mails for rent

WEBSITE

26,000
page views per month

15,600
monthly visits

11,600
monthly unique visitors

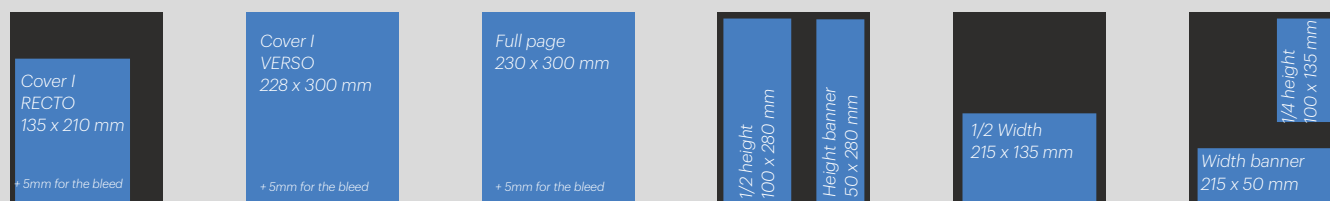
Figures from Google Analytics. Monthly average calculated between January and Mars 2018.

EDITORIAL CALENDAR

SUBJECT TO CHANGE

Issues	Topics	Zoom on...	Add. Distrib.
Jan./Feb. ¹⁰⁸¹	CEE and financial aids Central refrigeration units	The distributors (refrigeration) in France	CFIA
March ¹⁰⁸²	Refrigerants Report of Euroshop	The Cold chain	Conférence Chaine du Froid à Paris
April ¹⁰⁸³	Air conditioning for tertiary applications (VRF, Rooftops, chillers) Condensing systems	Rental	
May ¹⁰⁸⁴	Exchangers Cooling towers	Air treatment unit	
June ¹⁰⁸⁵	Control BMS, CMMS, maintenance monitoring Hydrocarbures	Heat recovery	
Jul./Aug ¹⁰⁸⁶	Special issue «Energy efficiency»		
Sept. ¹⁰⁸⁷	Preview Chillventa CO2	Applications and software	Chillventa
Oct. ¹⁰⁸⁸	Preview SIFA	Equipment	Sifa LYON
Nov./Dec ¹⁰⁸⁹	Report SIFA Compressors	Variable speed drives	

MAGAZINE SIZES (W x H)



WEBSITE & NEWSLETTERS SIZES (W x H)

WEBSITE



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
Inside pages	
Full page recto	4,100
Full page verso	3,590
1/2 page recto	2,770
1/2 page verso	2,460
1/4 page recto	1,630
Banner height or width	1,900
Advertorial*	4,100
Preferential spaces	
Cover I	5,300
Cover II	4,740
Cover III	4,280
Cover IV	4,950
Opposite content	4,280
Opposite barometer	4,280
Opening topic	4,100
Insert fee 2 pages R°/V°**	4,280
Insert fee 4 pages R°/V°**	5,860
Discount & additional fee	
2 publications	- 8%
3 publications	- 12%
4 publications	- 16%
5 to 6 publications	- 20%
7 publications and more	- 25%
Mandatory	- 15%
Specific space	+ 20%
Advertisers excl. captive	+ 30%

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

WEBSITE

Website	note	Rates	
Product and company listing			
«À la carte» listing	1 company profile + 1 product listing (1 year)	840	
Additional product		210	
Product in first position	Per newsletter	230	
Product (e-news Actualité)	Per newsletter	99	
New product launch			
Proudct listing	1 product + 1 detailed company entry on the website + 1 product in first position in a newsletter + 2 products in a newsletter	1,020	
Buzz effects			
Video, Website covering, pop under...		Contact us	
Data base			
Setting-up of your delivered HTML campaign		310	
E-mail address rental	Per address	0.50	
Creation of your HTML file		from 450	
Display*	Leaderboard	Skyscraper**	Rectangle
Home Page, Products, Actuality, Topics	880	980	1,130
Other section	700	820	820

*Rates per section and per month (33% share-of-voice) **Not applicable on F-gas

BRAND CONTENT

Brand content	note	Rates
Brand words*	from	6,000
Expert Content**	Online 1 year + Contacts Pack	4,500
Infomercial**	100% digital	2,575
New Tutorial plan «Les tutos de La Rpf»		6,000

* Written by a specialized writer, layout by us from your images. ** Additional fee if made by us.

NEWSLETTERS

Display	Rates
Top Banner	360
Banner	299



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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.

LES PUBLICATIONS DU GROUPE PYC MÉDIA

Bardage Info

Cladding and exterior thermal insulation

Chantiers de France

Public works and buildings
chantiersdefrance.fr

CVC

HVAC

Étanchéité Info

Waterproofing, insulation and landscaping of the roof terrace

Génie Climatique Magazine

HVAC
genieclimatique.fr

Info Buro Mag

Purchase of equipment, services and supplies
infoburomag.com

La Rpf

Cold, air-conditioning and industrial kitchens
larpf.fr

La Rpf Cuisine Pro

Commercial and collective kitchens
lacuisinepro.fr

Le Monde du Surgelé

Frozen food and ice cream industry
lemondedusurgele.fr

Le Papetier de France

Stationary and supplies
papetierdefrance.com

Métal Flash

Metal for the construction industry
metal-flash.fr

Route Actualité

Roads and mobility industry

Salles Propres

Contamination control
processpropre.fr

Services

Hygiene, cleanliness and multiservice
services-proprete.fr

Sols Murs Plafonds

Coatings and finishes
solsmursplafonds.fr

Technic'Baie

Closures and solar protection
technicbaie.fr

Traitements & Matériaux

Heat treatments and surface engineering
traitementsetmatériaux.fr

Workplace Magazine

Work environment
workplacemagazine.fr

TRAINING

Organisation of vocational trainings dedicated to the cold trade

larpfinformation.fr

EVENTS

Trade fair dedicated to cold and its applications

Co-organisation

CUSTOM PUBLISHING

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

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

SPPRO & **MediaPro**