

face au RISQUE

MEDIA KIT 2019



MULTI-CHANNEL
SUPPORT



FULL CONTENT



OUR READERS



OUR OFFER



EDITORIAL
SCHEDULE



BECOME
ADVERTISER



Print

10 issues per year
5500 copies per average/monthly
12000 readers per issue



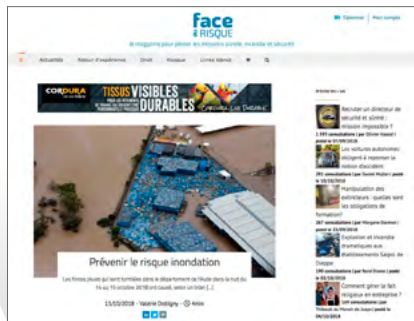
Thematic newsletter

Monthly
35000 qualified addresses in risks management



Website/monthly

25 000 viewed pages
7500 unique visitors



Subscribers newsletter

Weekly
2000 qualified subscribers



CONTENT

IN THE MAGAZINE & THE WEBSITE

- * Legal articles
- * Feature articles based on security and safety
- * Feedback on accidents
- * Practical and technical detailed articles
- * Market studies



READERSHIP PROFILE

A HIGH-QUALITY READERSHIP

- * looking for value-added and quality information
- * loyal long-time **subscribers**
- * interested in **safety issues**
- * composed of **prescribers and decision-makers** within the industry sector, services sector and for 20% of them within local communities.



63 %
of our readership are
subscribers for over 10 years



70 %
are safety and security
managers



Over 50 %
work within the industry
or services sector

7% of our readership is located in foreign French-speaking countries.



**PRINT
OFFER**

ADVERTISING RATES FOR 2019

Applicable from January to December 2019

Monthly Face au Risque – 10 issues per year



Preferential placements

2 nd cover	3 rd cover	4 th cover	Contents page
4965 €	4465 €	5070 €	4465 €

Magazine placements

	Number of issues				
	1	2 (-10 %)	3 (-15 %)	4 (-20 %)	5 (-25 %)
Quarter page	1300 €	2340 €	3315 €	4160 €	4875 €
Half page	1900 €	3420 €	4845 €	6080 €	7125 €
Full page	3600 €	6480 €	9180 €	11520 €	13500 €

Prescribed position: + 10 %

Professional discount of 15% for an order transmitted by a mandate representative

Loose insert: 2800 €

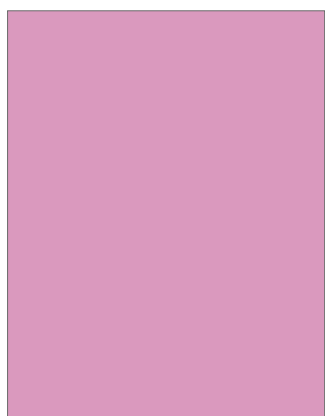
Maxi weight: 20 grams, provided by advertiser (contact us for an insert: catalogue, sample...)



**PRINT
OFFER**

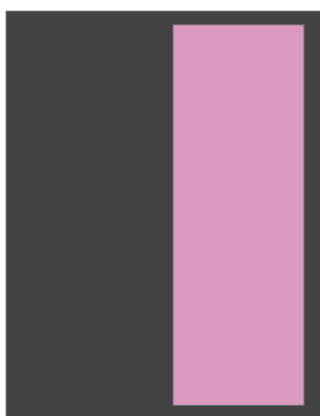
SPECIFICATIONS

- * Technical costs charges to the advertiser
- * Ad delivery, HD pdf file, 3 weeks before publication

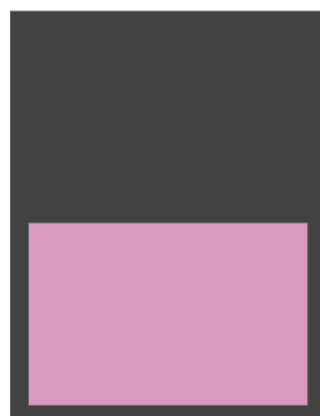


Full page
210 W x 270 H
+ 5mm bleeds around

1/2 page

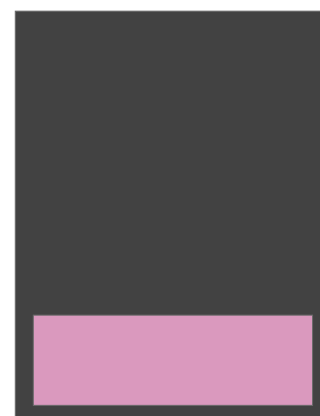


1/2 page height
87 W x 252 H



1/2 page width
185 W x 121 H

1/4 page



1/4 page width
185 W x 60 H



1/4 page
87 W x 121 H
1/4 page width
50 W x 247 H



**You do not have existing ad or not
in the desired format?
We offer you a service of creation which
realizes for you custom-made advertisements.**



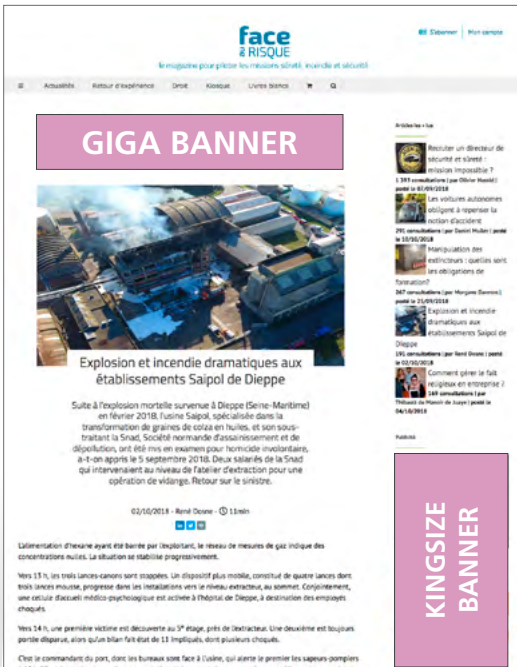
WEBSITE OFFER

ADVERTISING RATES FOR 2019

Applicable from January to December 2019

Website www.faceaurisque.com & newsletters

Website



Website

Formats	Pixels	1 week	1 month	2 months	3 months
Mega banner	728 x 90	250 €	800 €	1 500 €	2 000 €
Mid page unit	300 x 250	250 €	800 €	1 500 €	2 000 €
Native Ads	728 x 90 / 300 x 250	300 €	1 000 €	1 900 €	2 600 €
Giga banner	970 x 90	300 €	960 €	1 700 €	2 300 €
Kingsize banner	300 x 600	300 €	960 €	1 700 €	2 300 €
Square button	125 x 125	70 €	220 €	390 €	500 €

Newsletter

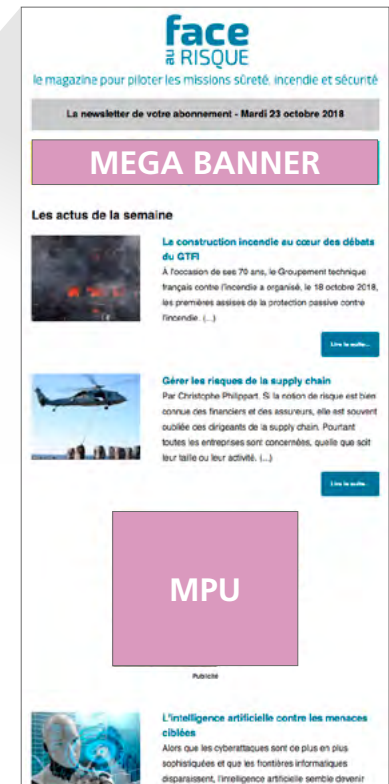
Format	Pixels	Number of issues			
		1	2	3	4
Mega banner	728 x 90	550 €	1 000 €	1 450 €	1 850 €
Mid page unit	300 x 250				

Files jpg or gif: 100 Ko maximum

White Papers

Website online for 1 year + push newsletter	1 000 €	
Cost per lead	From 1 to 250	10 €
	Starting from 251	8 €

Newsletter



DISCOUNT



COUPLED WITH WEB OFFERS

* Website + Newsletters = -5%

CROSS MEDIA

- * Newsletters + monthly Face au Risque = **-10%**
- * Website + monthly Face au Risque = **-10%**
- * Website + Newsletters + monthly Face au Risque = **-15%**

Professional discount of **15%** for an order transmitted by a mandate representative.

JOB WANTED

Job wanted	
	1 issue
Website + 1 newsletter	80 €

**FAIRS
OFFER!**

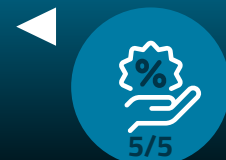
Special rates to target the professional visitors at the trade show!

Editorial offered in special trade show pages for print + banner on www.faceaurisque.com

	1 Trade show	2 Trade shows	3 Trade shows
Offer Detail	1 editorial format ½ page + 1 banner online 4 weeks	2 editorial format ½ page + 1 banner online 6 weeks	3 editorial format ½ page + 1 banner online 8 weeks
Rates	500 € HT	800 € HT	1 050 € HT

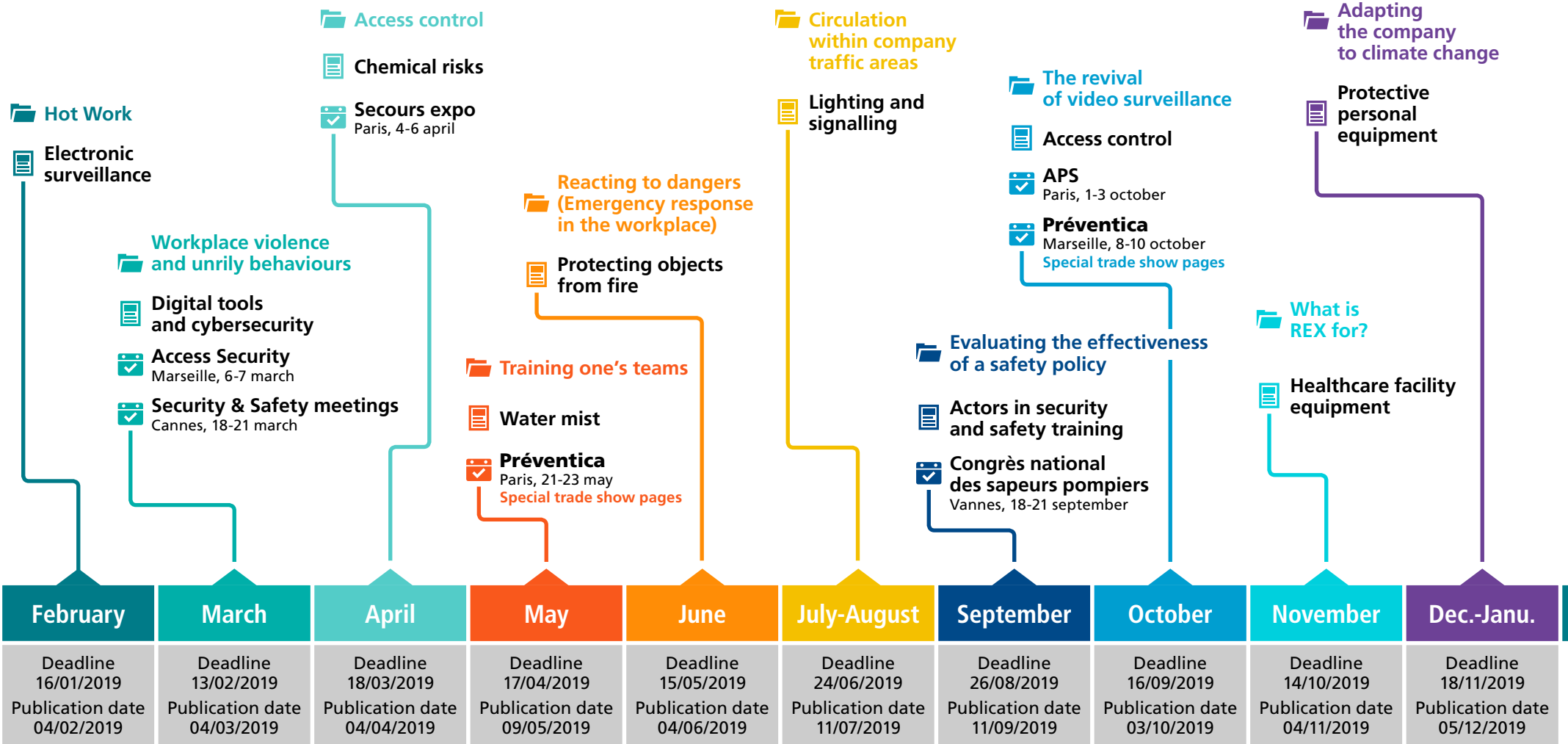
Editorial + advertising in the special trade exhibitions pages + banner on www.faceaurisque.com

	Quarter page	Half page	Full page
Offer Detail	1 editorial format ½ page + 1 banner online 4 weeks + ¼ page ad	1 editorial format ½ page + 1 banner online 4 weeks + 1 ½ page ad	1 editorial format ½ page + 1 banner online 4 weeks + 1 full page ad
Rates	1 300 € HT	1 500 € HT	2 000 € HT



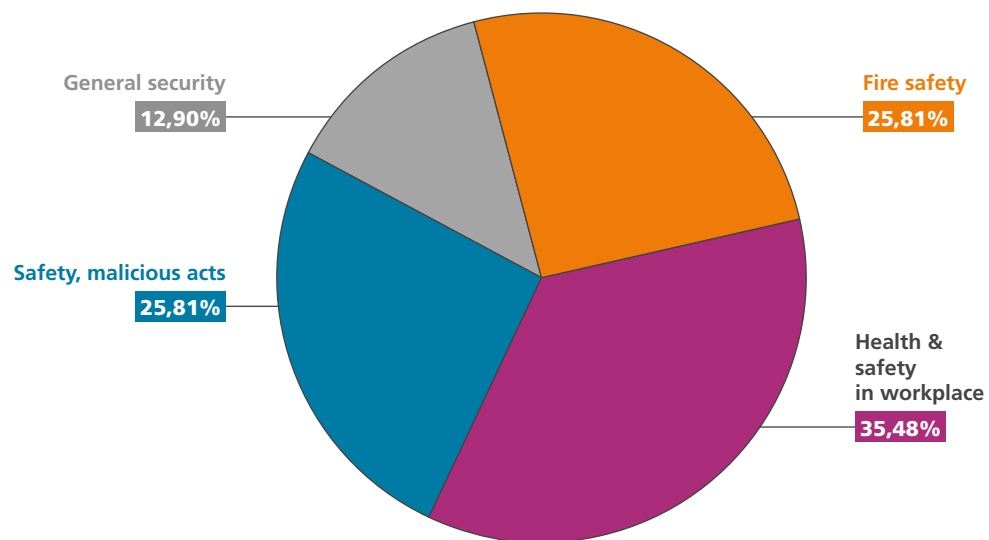
EDITORIAL SCHEDULE

📁 Report
📄 Article
📁 Promotional distributions



Advertising

by typology of risks in 2017



To obtain:

- * Editorial schedule of *Face au Risque*
- * A quotation
- * Copy of an issue of *Face au Risque*
- * And all complementary informations

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