

MEDIAKIT



Technical magazine of Metal Working

www.trametal.fr



Benefit from the aura of a unique brand on the market for your multi-channel communication.



50 000
copies per
year



200 000
visitors per
year



40 000
industry contacts receiving
the newsletter



3 000
followers on
social media



30
partner trade shows

Sonia Cheniti - Patrick Barlier
ADVERTISING CONTACT



s.cheniti@mrj-corp.fr
p.barlier@mrj-corp.fr



+33 1 84 19 39 41
+33 1 84 19 39 42

Dominique Dubois
EDITORIAL CONTACT



d.dubois@mrj-corp.fr

mg
Presse

CREATE OR MAINTAIN THE LINK WITH YOUR TARGET

Multi-channel Communication



Print magazine, digital magazine, website, Apple and Googlemobile applications, newsletters.... **Trametal** is present on all media with professionals from the sector in order to provide you with true multi-channel communication with players in the sector.

Events



As a partner of nearly 20 trade shows each year, **Trametal** helps you strengthen your attendance at the sector's events, or even replace it by being present in the issues distributed physically and free of charge to visitors and exhibitors.

Cobranding



Highlight your expertise by associating your brand with that of a publication recognised in your market: in addition to the news, practical solutions and expert opinions in each issue, the in-depth reports on current market trends help make **Trametal** a genuine business partner for its readers. The articles published on the magazine's website and on social media also ensure permanent contact with readers.



PRINT AUDIENCE



*Préventica, CFIA, Produrable, Journées de la Qualité, ...



6

issues per year



8 000

copies per issue



2 000

extra-diffusion** per issue

DIGITAL AUDIENCE



16 000

visitors per year



20 000

Qualified e-mails on our database



3 000

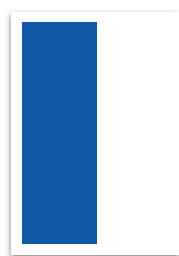
followers on social media

PRINT DISTRIBUTION FORMATS

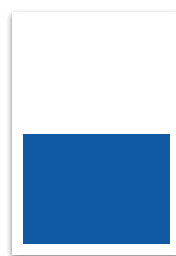
(allow 5 mm bleed)



Full page
210*297 mm



Half page
90*274 mm



Half page
190*125 mm

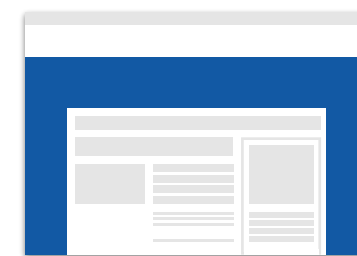


Third page
55*274 mm

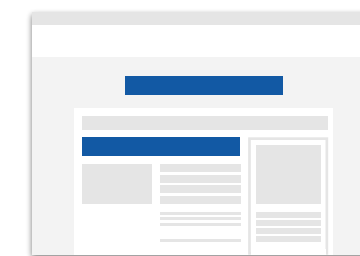


Quarter page
90*132 mm

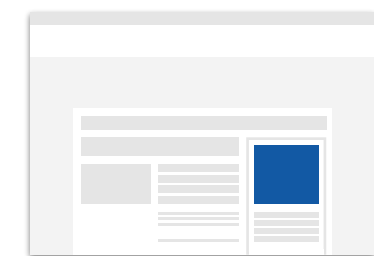
DIGITAL DISTRIBUTION FORMATS



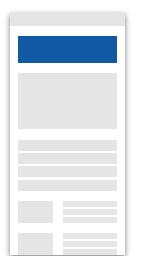
Interface skin
1920*925 pixels



Leaderboard & banner
728*90 pixels



Inline Rectangle
300*250 pixels



Mobile
320*100 pixels

COMMUNICATE TO A TARGETED AUDIENCE

A circulation targeted at professionals

Distribution by subscription 10 000 copies

- 39% Directors
- 26% Engineers, managers
- 18% Purchasing manager
- 10% Technical officer
- 7% Supervisor



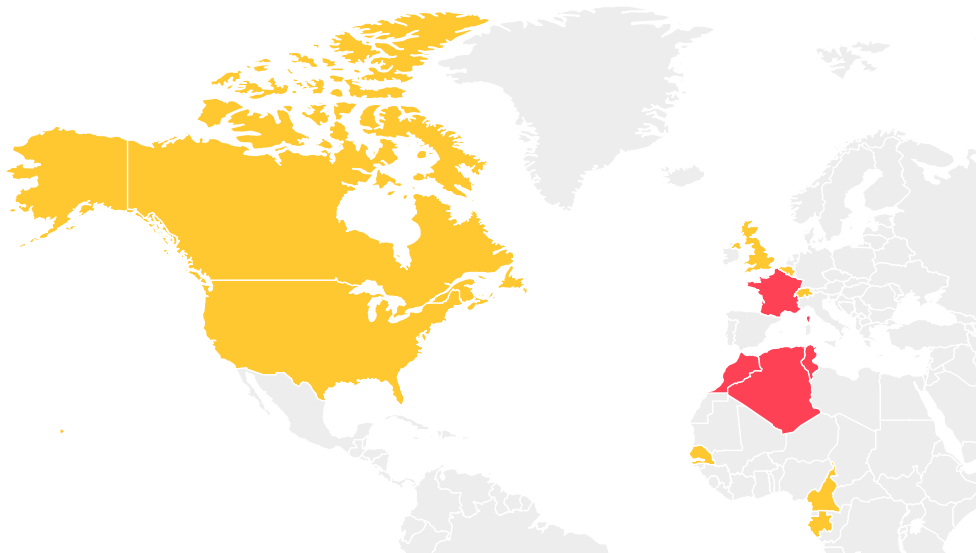
Area activity



Automotive, Shipbuilding, Armament	21%
Industrial equipment	20%
Metalworking	20%
Aviation	20%
Precision	13%
Related industries	6%

An international readership

- 65% France
- 10% Morocco
- 7% Tunisia
- 7% Algeria
- 4% Belgium
- 3% Switzerland
- 4% Others



Magazine	Rates
Inside pages	
Front cover	€ 8 500
Full page (210*297 mm)	€ 3 600
Half page vertical (90*274 mm)	€ 2 800
Half page horizontal (190*125 mm)	€ 2 500
Third of a page (55*274 mm)	€ 2 100
Quarter page (90*132 mm)	€ 1 900
Employment section: half page (190*125 mm)	€ 1 500
Employment section: quarter page (190*125 mm)	€ 1 000
Preferred spaces	
2nd cover	€ 5 500
3rd cover	€ 4 800
4th cover	€ 6 500
Special offers	
Insert: right of asylum of your document (printing and routing costs on quotation)	€ 3 900
Communication on the back of our offers for subscription or re-subscription	1 500 € par numéro

New customer- 4%

Loyalty- 6%

Broker agency- 15%

2 parutions- 4%

3 parutions- 7%

4 parutions- 9%

Website, social media, apps and digital magazine	Rates
Display * *Display managed by Google Ad manager 	
Site design as home after 1 300 pixels (1920*925 pixels)	€ 2 500 for 1 month
Large leaderboard on the website (970*90 pixels)	€ 2 000 for 1 month
Bannière on the web site (728*90 et 320*100 pixels)	€ 500 for 1 month
In line rectangle on the web site (300*250 pixels)	€ 1 000 for 1 month
News on the website (text + photo)	€ 450 (no end date)
Video on the website (embedded Youtube format)	€ 450 (no end date)
White paper on the website	€ 450 (no end date)
	€ 300 (no end date)
Newsletters	
Banner in the newsletter (728*90 pixels)	€ 450 per newsletter
News in the newsletter (product/service)	€ 350 per newsletter
Data	
Production of the html file, Location & Routing	From € 450
Brand content	
	€ 0,5 per e-mail sent
Sponsored news of 3,000 characters (written by a specialist journalist and published on the website and in a newsletter)	€ 3 000

Our art studio can give you a quote for the production of your advertisement on simple request.

Rates in € HT without taxes
(TVA : 20%)

PLANNING NEWSLETTER

SPECIFICATIONS

BANNER

Size 728 * 90 pixels
Type jpeg ou png
Weight..... 30 Ko max

NEWS

Title 72 caractères* maximum
Subtitle 282 caractères* maximum
Text 943 caractères* maximum
Photo 320 * 240 pixels, 30 Ko maximum

**blanks included*



L'adéquation stratégique de DMG Mori

DMG MORI clôture avec succès un exercice financier difficile

[Lire la suite](#)



VDW s'associe à Spanflug Technologies

Le VDW (Association allemande des constructeurs de machines-outils), Francfort-sur-le-Main, a pris une participation minoritaire dans la société

N°16	26	October	2021
N°17	09	November	2021
N°18	23	November	2021
N°19	07	December	2021
N°20	21	December	2021
N°21	06	January	2022
N°22	18	January	2022
N°23	01	February	2022
N°24	15	February	2022
N°25	01	March	2022
N°26	15	March	2022
N°27	29	March	2022
N°28	12	April	2022
N°29	26	April	2022
N°30	10	May	2022
N°31	24	May	2022

N°32	07	June	2022
N°33	21	June	2022
N°34	05	July	2022
N°35	19	July	2022
N°36	06	September	2022
N°37	20	September	2022
N°38	04	October	2022
N°39	18	October	2022
N°40	08	November	2022
N°41	22	November	2022
N°42	06	December	2022
N°43	20	December	2022
N°44	03	January	2023
N°45	17	January	2023
N°46	31	February	2023
N°47	14	February	2023

Sonia Cheniti
Patrick Barlier

s.cheniti@mrj-corp.fr
p.barlier@mrj-corp.fr

00 33 1 84 19 39 41
00 33 1 84 19 39 42

ADVERTISING CONTACT

Dominique Dubois

EDITORIAL CONTACT

d.dubois@mrj-corp.fr



Ile-de-France

Le Trèfle
22 Boulevard Gambetta
92130 Issy-les-Moulineaux



Nouvelle-Aquitaine

71 Boulevard du président
Wilson
33200 Bordeaux



Eure-et-Loir

ZA Saint-Matthieu
8 rue des Garennes
78550 Houdan

Follow us on social media



Since 2006, our vocation has been to inform professionals about their profession through our magazines, our websites and our social networks. We publish 5 print and digital magazines, 2 applications and 3 online directories for connecting B2B professionals.

EVERY YEAR, MRJ PRESSE IS :

200 000

copies distributed

400 000

visitors on our websites

800 000

seen pages

600 000

e-mails sent

50

trade fairs

REALISED BY TAKASIT

ESSAIS & SIMULATIONS

Qualité Références

Production Maintenance

MAINTENANCE & ENTREPRISE

MAINTENANCE & CO

MESURES & TESTS

QUALITY & CO

TRAMETAL

N°	Focus	Additive manufacturing	Cutting tools	Machine tools	Equipments	Measure / control	Fluids, Cups & Grease / Filtration	XAO/CFAO
N° 218 February Deadline 02-28	SIMODEC, SIAMS, GLOBAL INDUSTRIE	News	Bar turning, sharpening, grinding	Bar turning rectification	Preset & PPE	Embedded sensors IoT	Testimonials, cutting fluids, bar turning, grinding	News
N° 219 June Deadline 05-15	ADDITIVE COMPOSITES AERONAUTICS	Special Aeronautics Composites	Special Aeronautics	Dedicated titanium and alloy machining centers	Electro- portable	Measuring machines Workshop	Aero Fluids	Aero software
N° 220 Septembre Deadline 09-08	MICRONORA AMB	Newapplications	Special medical	Watchmaking, Microtechnology, lasers	Sawing Storage	IoT & control	Filtration / Greases	Simulation Digital twins
N° 221 Novembre Deadline 10-27	FORMNEXT	Formnext report	Toolholders	Hybrid Machines, Automation	Production peripherals including gas and recycling	Specific additive controm	MQL, HP, CO2 , technical states	CNC
Exhibitions	SIAMS, GLOBAL INDUSTRIE, SIMODEC, MICRONORA, FORMNEXT, AMB, SEPEM...							

*Provisioal schedule subject to change without notice

TRAMETAL is a publication of MRJ Press Group

Editorial contact : Dominique Dubois – d.dubois@mrj-corp.fr
Advertising contact : Sonia cheniti– s.cheniti@mrj-corp.fr - + 33 1 84 19 39 41