

# MEDIAKIT



Technical magazine of Metal Working

[www.trametal.fr](http://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



# 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

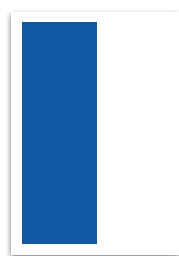
followers on  
social media

## PRINT DISTRIBUTION FORMATS

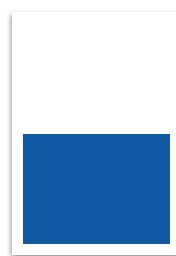
(allow 5 mm bleed)



Full page  
210\*297 mm



Half page  
90\*274 mm



Half page  
190\*125 mm

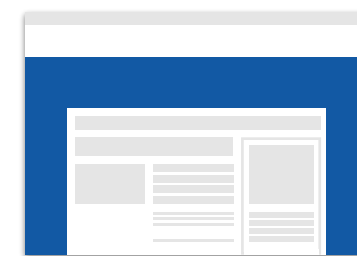


Third page  
55\*274 mm

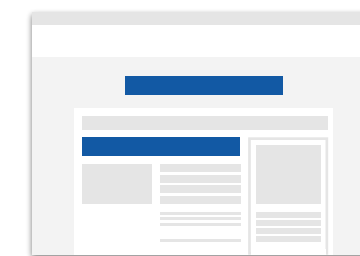


Quarter page  
90\*132 mm

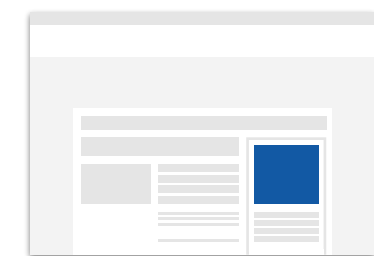
## DIGITAL DISTRIBUTION FORMATS



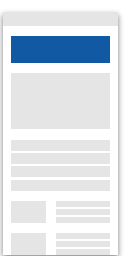
Interface skin  
1920\*925 pixels



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



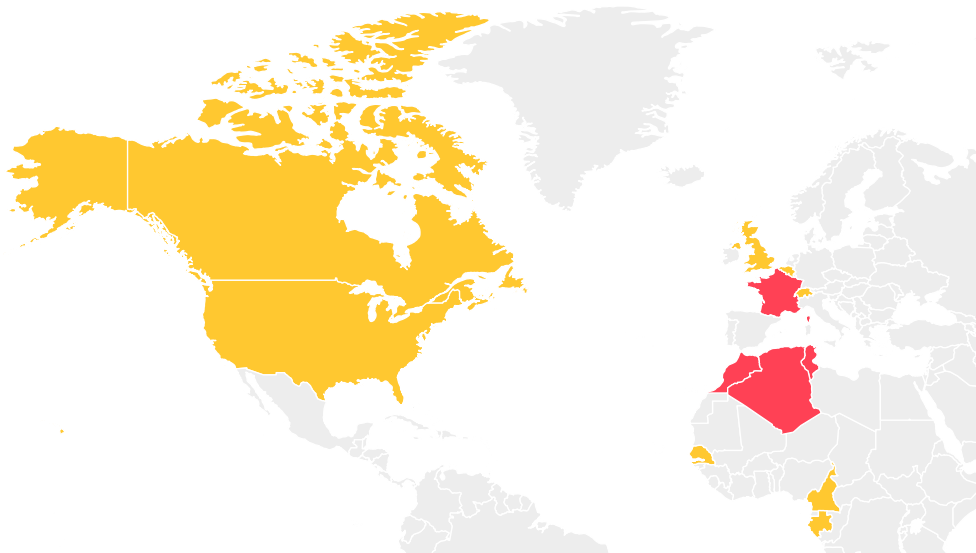
## Area activity



|                                    |     |
|------------------------------------|-----|
| 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                 |
|---------------------------------------------------------------------------------------|-----------------------|
| <b>Inside pages</b>                                                                   |                       |
| 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               |
| <b>Preferred spaces</b>                                                               |                       |
| 2nd cover                                                                             | € 5 500               |
| 3rd cover                                                                             | € 4 800               |
| 4th cover                                                                             | € 6 500               |
| <b>Special offers</b>                                                                 |                       |
| Insert: right of asylum of your document<br>(printing and routing costs on quotation) | € 3 900               |
| Communication on the back of our offers<br>for subscription or re-subscription        | 1 500 €<br>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                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| <b>Display *</b> <small>*Display managed by Google Ad manager </small> |                       |
| 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)                                                                                                       | € 1 500 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)   |
| <b>Newsletters</b>                                                                                                                                        |                       |
| Banner in the newsletter (728*90 pixels)                                                                                                                  | € 450 per newsletter  |
| News in the newsletter (product/service)                                                                                                                  | € 350 per newsletter  |
| <b>Data</b>                                                                                                                                               |                       |
| Production of the html file, Location & Routing                                                                                                           | From € 450            |
| <b>Brand content</b>                                                                                                                                      | € 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

**+ 33 1 84 80 19 24**  
**+ 33 1 84 80 92 35**

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

\*Provisioal schedule subject to change without notice

TRAMETAL is a publication of MRJ Press Group

**Editorial contact :** Dominique Dubois – [d.dubois@mrj-corp.fr](mailto:d.dubois@mrj-corp.fr)
**Advertising contact :** Sonia Cheniti – [s.cheniti@mrj-corp.fr](mailto:s.cheniti@mrj-corp.fr) + 33 1 84 80 19 24