



MEDIA KIT 2016

▪ WEBSITE

- with www.lmdindustrie.com web site you can follow all industrial information in real time:

- innovations, technologies,
- exclusive offers, market trends,
- movements in the companies,
- main appointments and shows

- a **Directory** to refer your products and to connect purchasers and industrial prescribers with the main suppliers of equipment and service provider

- a **catalogues space** to present all your products and offers

▪ NEWSLETTER

Newsletters lmdi

“Le Monde de l'Industrie” is also a newsletter sent to 50 000 readers with:

- innovations produced,
- shows reports
- special topics,
- guides of purchases...

Our data base is :

- qualified, personal and up to date handing-over regularly every 15 days,
- targeted primarily on the principal actors of industry: users, purchasers and technical prescribers of products.

▪ E-MAILING

e-mailing

For your actions of direct marketing and the launching of your new products, use our data base (subscribed newsletter and site), and launch solo e-mailing actions.

EDITORIAL CONTENT 2016

MONTHS	N°	SPECIAL FILES	BUYING GUIDE	SHOW PREVIEW
JANUARY	104	Sensors, Detectors, Transmitters		
	105	Automation Equipments	<u>Electric cylinders</u>	CFIA 08 /10 march 2016 Parc-Expo de Rennes
FEBRUARY	106	Motors, motor reducers, Drives		
	107	Electric dress	Digital display	Display machine to machine rts embedded systems 23./24.march 2016 Paris porte de Versailles
MARCH	108	Connected objets	Terminal blocks	
	109	Guide rails positioning rouling		Foire de Hanovre 25-29 april 2016
APRIL	110	Temperature measurement and humidity		Industrie Paris 2016 4 /8 april 2016 Paris nord - Villepinte
	111	Mechanical transmission	Detectors température	
MAY	112	Display	Electrical protection motors	
JUNE	113	Filtration, lubrification, sealing depreciation	Rouling	
SEPTEMBER	114	PC and Industrial data processing		Micronora 27 /30 sept. 2016 Parc des Expositions Be- sançon
	115	Measurement, control, instrumentation	Ethernet switch	Enova September 2016 Paris porte de Versailles
OCTOBER	116	Industrial vision		Midest 01/30 nov. 2016 Paris nord - Villepinte
	117	control and regulation of fluids	Dynamic sealing	
NOVEMBER	118	Real Time Systems/ Embedded systems		Pollutec Paris 29.nov/ 02.déc 2016 Paris nord - Villepinte
	119	Cablings and industrial connectors	optical encoders	
DECEMBER	120	Personal protection equipment Safety for machinery and plants	valves and industrial valves	

(*) Fournir obligatoirement un lien (URL) ou une adresse mail avec chaque publicité.

Pour plus d'informations, contactez : Richard Hoang 06 32 53 22 87 r.hoang@lmdindustrie.com

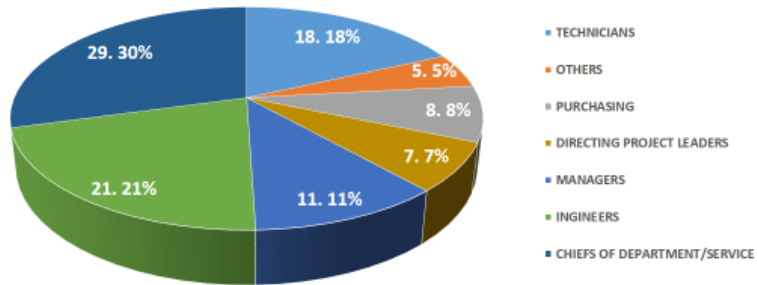
ADVERTISING RATES 2016

BANNERS	FORMATS	ADVERTISING SPACE	DIFFUSION	RATES
HEAD BANNER	468 X 60 pixels	top right, on every pages of the website	1 newsletter + 1 month on website	1500€
BIG BANNER	728 X 90 pixels	under the header	1 newsletter+ 15 days on website	1800€
BANNERS 2 and 3	468 X 60 pixels	under the header	1 newsletter+ 15 days on website	1200€
BANNERS 4 and 5	468 X 60 pixels	In the middle	1 newsletter+ 15 days on website	1000€
SKYSCRAPPER	150 X 550 pixels	on the right	1 newsletter + 1 month on website	2000€
BUTTON	250 x 150 pixels 150 X 150 pixels 150 X 150 pixels	on the right	1 newsletter+ 15 days on website Subscription on website only 3 months 6 months 1 year	900€ 600€ 1000€ 2500€ 3500€
SQUARE BANNER	250 X 250 pixels	Home page on the Left	1 newsletter + 1 month on website Subscription on website only 3 months 6 months 1 year	1100€ 1500€ 3500€ 4500€
RECTANGLE	500x250 pixels	Home page on the Left	1 newsletter + 1 month on website	2200€
SMALL ADS	200/500 caractères	Home page on the Left	1 newsletter + 1 month on website	250€
LOGOS SECTION	Logos JPEG /PDF	Home page on the Left	3 newsletters + 1 year on website	250€ 800€
CATALOGS SECTION	Format PDF 10Mo	space catalogs	3 newsletters + 1 year on website	900€
DATA SHEETS	Photos sous JPEG + texte sous WORD	On the middle	1 newsletter + 15 days on website 2 newsletters + 15 days on website 3 newsletters + 15 days on website	350€ 900€ 1500€
PACK PREMIUM	1 banner 10 referencing 1 catalog 1 logo	1 newsletter + 15 days on website + 1 year on website 1 year on website, space catalogs + 2 months on website		2000€
PACKCLASS	2 banners 10 referencing 1 catalog 1 logo	1 newsletter + 15 days on website + 1 year on website 1 year on website space catalogs + 2 months on website		2500€
PACK GOLD	3 banners 10 referencing 1 catalog 1 logo	1 newsletter + 15 days on website + 1 year on website 1 year on website space catalogs + 2 months on website		3700€
E-MAILING	Sent : 50 000ex	Technical informations : HTML file 10/20 ko Reporting : 1 number of views, 2 number of clicks 3 contacts mails		1 e-mail : 2200€ 2 e-mail : 4000€ 3 e-mails : 5700€

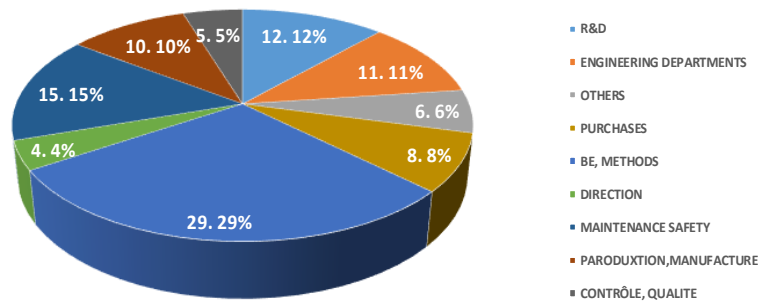
*URL link or mail adress for each advertising

For more information please contact us: Richard Hoang, tel 06 32 53 22 87 r.hoang@lmdindustrie.com

DISTRIBUTION BY FUNCTIONS



DISTRIBUTION BY SERVICES



DISTRIBUTION BY ACTIVITIES

