



SITE INTERNET

The World of Industry is above all:

An online magazine that tracks news in real time: new developments, upcoming technologies, exclusive offers, changing markets, business movements, as well as key business events.

A directory to reference your products and connect buyers and industrial prescribers with major equipment suppliers and service providers.

A catalogue space to present all your products in one place.

Newsletters

The World of Industry also publishes:

The **World of Industry Newsletter**:

The **Newsletter Industrial Purchasing** is a tool that allows you to regularly receive a summary of industry news. The World of Industry newsletters contain industry news, product news, thematic files, and trade shows.

Thematic newsletters:

Thematic off-series that allow you to get in touch with all integrators and manufacturers who have already expressed an interest in these products.

Newsletters the World of Connectors and Electrical Equipment's
1 issue (May)

Industry World Newsletters 4.0
2 issues (February and September)

Newsletters the World of Engines and Mechanic
2 issues (March, October)

Newsletters the World of Measurement, Sensors, and Vision
2 issues (April and November)

Newsletters the World of Security and Environment
2 issues (May and December)

SOLO MAILINGS

A sales tool: for your direct marketing actions and launches of your new products. Take advantage of our database (thematic newsletter subscribers and website) to launch targeted e-mailing actions

Full statistics: You will get statistics with the number of openings, the number of clicks and the full list of contacts.

The benefits: the only communication tool that measures real-time returns on investment and recovers the full contact information of interested industrialists

PLANNING 2022 monthly and thematic newsletters

| Month | No | NEWSLETTERS | FILES | FOCUS | EXHIBITIONS |
|-----------|-----|---|---|---|---|
| January | 194 | The World of Industry | Measurement, Control, Instrumentation | | |
| February | 195 | Off-series Industry 4.0 | Automation and Control | Data transmissions and Wireless communications | CFIA 8/9/10 March 2022 Parc des exposition Rennes |
| March | 196 | The World of Industry | Terminals and Touch Screens | | BE 4.0 - Industries du Futur 5 march 2022 Parc Expo - Mulhouse |
| | 197 | Off-series engines | Transmissions, Bearings, Guidance | Engines, motors, Speed variators | Hanover Messe 25/29 April 2022 Hanovre, Allemagne |
| April | 198 | The World of Industry | Industrial Pumps, Valves and Faucets | | |
| | 199 | Out-of-series Measurement, Sensors, and Vision | Smart Sensors | Fluid Control and Regulation | Global Industrie Paris 17/20 May 2022 |
| May | 200 | Out-of-series security | Machine Protection and Safety | Identification Systems and Security Barriers | RTS Embedded Systems 29/30 June 2022 Paris Expo |
| | 201 | Off-series Connections and Electrical Equipment | Cables and Connectors | Electrical Equipment's and Industrial Buildings | |
| September | 202 | The World of Industry | Industrial PC | | Préventica France Lyon 27/29 September 2022 |
| | 203 | Off-series Industry 4.0 | Automation and Robotics | Men/Machine interface, IoT | Mesures Solutions EXPO 5/6 October 2022 Cité Centre de Congrès Lyon |
| October | 204 | The World of Industry | Electrical Equipment's: Wardrobes, Boxes, Control Buttons | | Analyse Industrielle 19/20 October 2022 Paris porte de Champperret |
| | 205 | Off-series engines | Engine Control | Hydraulic, Pneumatic, Mechanical | |
| November | 206 | Out-of-series Measurement, Sensors, and Vision | Vision Control | Measuring temperature and humidity | Expoprotection 15/17 November 2022 Paris Porte de Versailles IBS 8/9 November 2022 Paris Porte de Versailles |
| December | 207 | Out-of-series Security | Men/machine Safety | Protecting Premises and Electrical Equipment's | |

Advertising rates 2022

ADVERTISING SPACES

| Banners | Formats | Locations | WEBSITE - NEWSLETTERS | LETTERS LMDI OUT-SERIES Price HT |
|--|---|--------------------------|--|--|
| Banner Top 1 | 468 X 60 pixels | Top right face LMDI logo | 1 newsletter 1 month on site on all pages | 1500€ |
| LARGE BANNER | 728 X 90 pixels | Under the lead | 1 newsletter - 1 month on site | 1800€ |
| BANNIERES 2 and 3 | 468 X 60 pixels | Under the lead | 1 newsletter - 15 days on site | 1200€ |
| BANNIERES 4 and 5 | 468 X 60 pixels | Middle column | 1 newsletter - 15 days on site | 1000€ |
| VERTICAL BANTER | 250 X 550 pixels | Right column | 1 newsletter - 1 month on site | 1800€ |
| VIGNETTE | 250 X 150 pixels | Right column | 1 newsletter - 1 month on site Subscription on site only 1 an | 600€ 2500€ |
| CARRE <i>(Video, showcase)</i> | 250 X 250 pixels | Left column | 1 newsletter - 1 month on site Subscription on site only 1 year | 1000€ 3500€ |
| LOGO | Logos JPEG /PDF | Left column | 3 months on site 1 year on site | 250€ 800€ |
| CATALOG | Format PDF 10Mo | Catalogue space | 3 newsletters - 1 year on site | 900€ |
| INFORMATION PRODUCTS | Photos under JPEG Text under WORD Middle column | Middle column | 1 newsletter - 15 days on site 3 newsletters - 15 days on site 5 newsletters - 15 days on site | 400€ 900€ 1500€ |

PACK WEB

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|------------------------------------|---|---|-----------------|
| Pack LMDI premium | 1 banner 5 products 1 catalogue 1 logo | 1 LMDI newsletter - 15 days on site 1 year in product directory 1 year in catalogue space 2 months on site | 1500€ HT |
| LMDI pack class | 2 banners 10 products 1 catalogue 1 logo | 2nd Nvois newsletters LMDI – 15 days on site 1 year in product directory 1 year in catalogue space 2 months on site | 2000€ HT |
| Pack or LMDI | 3 banners 10 products 1 catalogue 1 Logo | 3 LMDI newsletters - 15 days on site 1 year in product directory 1 year in catalogue space 2 months on site | 2500€ HT |

SOLO MAILINGS

| | | | |
|--|---|----------|---|
| LMDI solo couriers | The World of Industry | 30,000ex | 1 shipment: 1900€ HT 2 shipments: 3000€ HT 3 shipments: 3500€ HT |
| Full statistics: Number of openings Number of clicks Email list of contacts obtained (Open - clicked) | Technical items to provide: aURL provided with file HTML built Technical costs: Accommodation: 100€ HT Page design HTML - accommodation: 250€ HT | | |