

MÉDIAKIT 2023

TECH NEWS

FONDERIE

A PUBLICATION OF



Advertising on the digital magazine

In addition to the foundrymen, readers of the "TECH News Foundry" digital magazine are also the actors from the Research Offices, R&D, industrialization and the purchasers working, among others, for the following sectors :

- Manufacturers and suppliers
- Automobiles
- Agricultural machinery
- Public Works Equipment
- Railway equipment
- Mining equipment
- Cement works
- Drilling
- Mechanical construction
- Aeronautics and Space
- Faucets
- Nuclear
- Armament

as well as Education, Environment, Ministries, Banks and Institutions.

7 magazines per year

Increased visibility

Digital distribution to more than 6,000 subscribers per issue without counting the **viral diffusion of the web** thanks to the sharing functions.

Your interactive ads

More efficiency ads by inserting links to your website or the landing page of your choice or videos!

Readable on all displays

Desktop, tablet or smartphone, the magazine is readable everywhere. Members can access the articles independently of each other and can print them.

INFORMATIONS

For further information please contact the advertising department of "TECH News Fonderie":

Mélody SANSON and Gérard LEBON
regiepubtnf@atf-asso.com

+33 (0)6 02 58 01 09 and +33 (0)1 71 16 12 08

PRICE AND AD PLACEMENT (prices are V.A.T. exc.):

Sizes (mm)	Total number of annual insertion			
	1 ou 2	3 ou 4	5 ou 6	7
A4 (L 210 x H 297)	950 €	850 €	800 €	750 €
1/2 page (L 84 x H 248 ou L 176 x H 116)	550 €	500 €	475 €	450 €
1/4 page (L 84 x H 116)	400 €	350 €	325 €	300 €
Outside back cover (210 x 297)	1450 €	1400 €	1375€	1350 €
Inside and outside, front cover (210 x 297)	1350 €	1300 €	1275 €	1250 €
Corporate information, two A4 pages	2000 €	Dummy include and picture inlay in front cover + broadcast on the website		
Information, three A4 pages	2400 €			
Video insertion in a A4 page	300 €			

Any subscription to an advertising order implies acceptance of our sales and payment terms. The publisher is free to refuse, according to the uses of the press, the insertion of an advertisement without it being necessary for him to justify his refusal. Visuals must be provided 3 weeks before the broadcast.

CANCELLATION:

Any cancellation of order arriving later than one month before the scheduled date of publication will be invoiced.

TERMS OF PAYMENT:

upon receipt of invoice by check payable to ATF, 14 Avenue de l'Opéra • 75001 PARIS

or by transfer to our bank:

ACCOUNT HOLDER: TECHNICAL ASSOCIATION OF FOUNDRY

RIB : 30004 00232 00007179287 85

IBAN : FR76 3000 4002 3200 0071 7928 785

BIC : BNPAFRPPPC

<https://atf.asso.fr/>

Follow us on LINKEDIN :
<https://www.linkedin.com/company/asso-technique-de-fonderie/>



Advertising on the ATF website:

<https://atf.asso.fr>

Average number of monthly visits: (6 month statistics: 25 000).

EMPLACEMENT SUR LE SITE

Zone A (Display) : Inserting your advertisement in the horizontal scrolling banner of the ATF website with link to your website or your advertising product.

- This advertisement is visible on all pages of the site before scrolling information.
- Full page width for maximum visibility
- Dimensions of the advertisement: 1248 pixels x 482 pixels
- Manually defined ad rotation based on the sales calendar

Zone B (logos) : Inserting your logo on the header from the homepage of the ATF website with link to your website.

- Reassure Internet users by the presence of renowned partners and to mutually reinforce the notoriety of ATF and advertisers.
- Logo size of 100 x 100 pixels.
- Manually defined positioning
- Responsive display (automatic line feed if overflow)

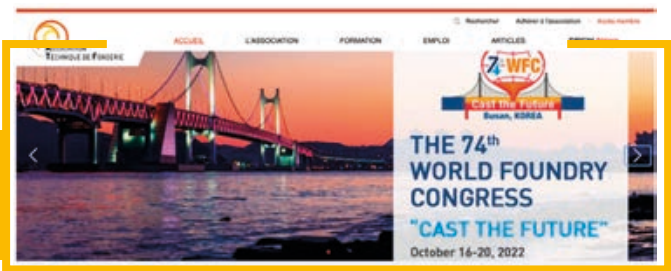
Zone C (In-feed) : Insertion of your logo in the thumbnails feed of homepages, trainings, events and articles. Link to your website or advertising product.

- Without disturbance for the Internet user
- Sponsored thumbnail format: image, slogan or ad text and link
- Manual positioning and automatic end of campaign with pre-scheduling ending date
- Horizontal scrolling

Zone D (In-content) : Insertion of your advertising insert in the right vertical banner with a link to your website or your advertising product.

- Visible on all content pages of the website: training, events, jobs and articles
- Remains static while content is scrolling
- Responsive width (mini 2/5th of the page), free height
- Precise targeting: specific insertion on a targeted page (subject, profile, ...)

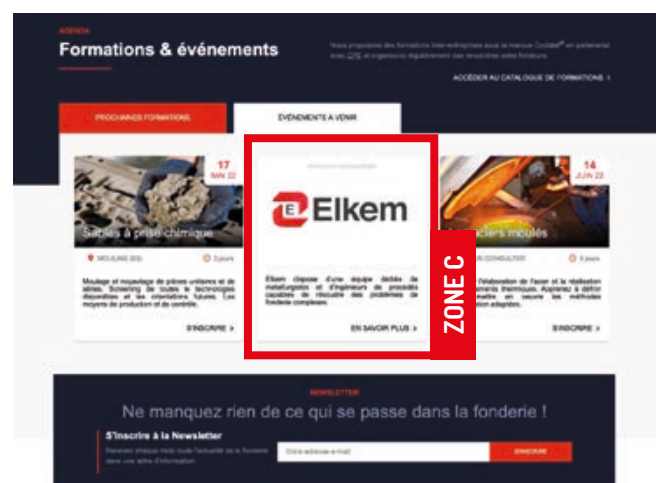
ZONE A



ZONE B



ZONE C



ZONE D



GRILLE DE PRIX : VOIR PAGE SUIVANTE

<https://atf.asso.fr/>

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TARIFICATION (prix H.T.) :

Location	Duration of insertion			
	1 month	2 months	6 months	12 months
ZONE A : Inserting your advertisement in the horizontal scrolling banner	400 €	x	x	x
ZONE B : Inserting your fixed logo on the header of the home page	100 €	150 €	400 €	600 €
ZONE C : Inserting your Widget logo flux accueil, formation, événements, ...	200 €	300 €	800 €	1200 €
ZONE D : Insertion of your advertising fixed in the right vertical strip	200 €	300 €	800 €	1200 €

AUDIENCE MEASUREMENT

For each advert :

- Number of impressions
- Number of clicks
- Conversion rate
- Time series
- Generate a report for the advertiser

