

MÉDIAKIT 2024

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 all industrie sectors.

+ 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":

Emeline JOLIBERT
regiepubtnf@atf-asso.com
+33 (0)6 63 93 67 41

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 €			

CONDITIONS :

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.

<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) (area at top of page)

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.

ZONE B (LOGOS) (logo area at the bottom of the page)

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.

ZONE C (IN-FEED) (middle of page in the thumbnail drop-down menu: Featured in the foundry)

Insertion of your logo in the thumbnails feed of homepages, trainings, events and articles. Link to your website or advertising product.

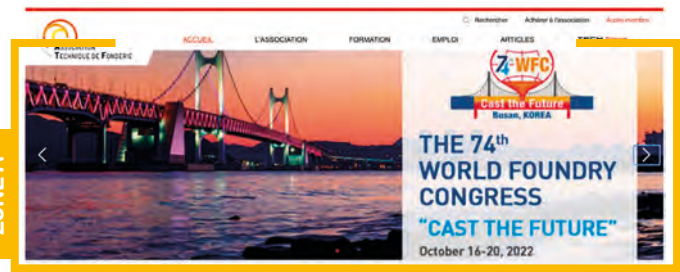
- Without disturbance for the Internet user
- Horizontal scrolling

ZONE D (IN-CONTENT) (middle of page in the thumbnail drop-down menu: Featured in the foundry)

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



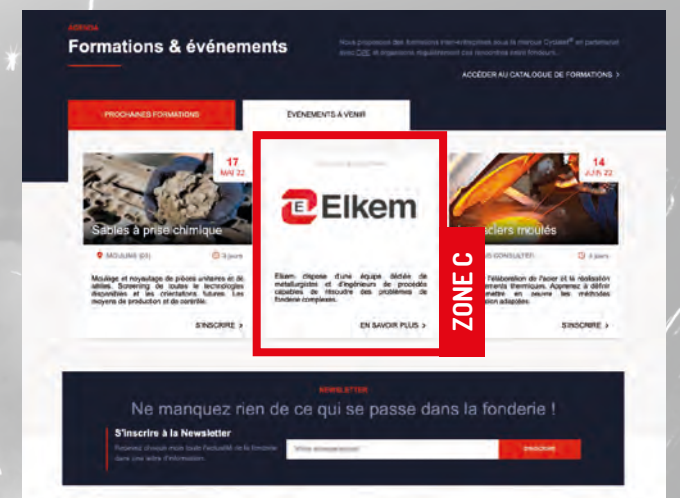
ZONE B



ZONE C



ZONE D



GRILLE DE PRIX : VOIR PAGE SUIVANTE

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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



NEW WEBINAR

you want to take advantage
of our platform as well as our partners
and members base
In order to promote
your future webinar?

There are 2 options for this:

You are a member of the association as a legal entity, you can have free access to it and unlimited.

You would like to do this as a guest, you can for €500 excluding tax.

For any additional requests
contact us!

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