



MEDIA KIT 2026

TECH News

FONDERIE

A PUBLICATION OF



ASSOCIATION
TECHNIQUE DE FONDERIE

TECH News Fonderie' is more than a digital foundry magazine, it reaches every decision-maker in the industry, from design and R&D to industrialization and purchasing.

+ **7 issues** per year

2026 CALENDAR

JANUARY	N° 57
MARCH	N° 58
APRIL	N° 59
MAY / JUNE	N° 60
SEPTEMBER	N° 61
OCTOBER	N° 62
NOVEMBER	N° 63

+ **Increased visibility**

Digital distribution to over 6,000 subscribers per issue, not to mention **additional reach through our website** via sharing features.

+ **Your interactive ADS**

Boost the impact of your ads with links to your website, any landing page, or videos!

+ **Readable on all devices**

Desktop, tablet, or smartphone, the magazine is accessible everywhere. Members can read articles independently and have the option to print them.

+ **Annual report**

A detailed report is provided at the end of the year to help you measure the results of your communication and refine your future campaigns.



NEED MORE INFO?

For any additional inquiries,
please contact
« TECH News Fonderie » :



Cloé TEODORI
regiepubtnf@atf-asso.com
+33 (0)6 02 58 01 09



OUR COMMERCIAL PACKAGES **NEW!**

LAUNCH PACKAGE

For new members

- + **Half-page ad** in the issue of your choice
- + **Sponsored article** (company or product presentation over 2 pages)
- + **Continuous presence in Zone B on our website for the full year**

→ € 3 150*

€ 2 550**

QUARTERLY VISIBILITY PACKAGE

Ideal for continuous presence

- + **3 cover placements** (front cover, inside front, and inside back)
- + **Sponsored article** (company or product presentation over 2 pages)
- + **Presence in Zone D on our website for 3 months**
- + **Continuous presence in Zone B on our website for the full year**

→ € 7 250*

€ 6 400**

PREMIUM ANNUAL PACKAGE

Ideal for maximum visibility

- + **7 A4 pages per issue**
- + **3 cover placements** (front cover, inside front, and inside back)
- + **Continuous presence in Zone C on our website for the full year**
- + **Continuous presence in Zone B on our website for the full year**

→ € 9 400*

€ 8 250**

EXPERT ANNUAL PACKAGE

Enhanced presence for maximum and extended visibility

- + **Sponsored article** (company or product presentation over 2 pages)
- + **4 A4 pages** in the issues of your choice
- + **3 cover placements** (front cover, inside front, and inside back)
- + **Continuous presence in Zone B on our website for the full year**

→ € 15 000*

€ 12 600**

*Unit Value of Placements • **Package value at a special rate

**Our packages don't meet your needs?
Create your custom offer on the next page**

OUR ADVERTISING FORMATS





Formats available in our digital magazine

Increase your publications and enjoy discounted rates!

Formats (in mm)	Annual Total Insertions			
	1 or 2	3 or 4	5 or 6	7
A4 (W 210 x H 297)	€ 950	€ 850	€ 800	€ 750
1/2 page (W 84 x H 248 ou W 176 x H 116)	€ 550	€ 500	€ 475	€ 450
1/4 page (W 84 x H 116)	€ 400	€ 350	€ 325	€ 300
Cover 4 (W 210 x H 297)	€ 1450	€ 1400	€ 1375	€ 1350
2 nd and 3 rd Cover (W 210 x H 297)	€ 1350	€ 1300	€ 1275	€ 1250
Sponsored Article 2 A4	€ 2000	Layout fees included, thumbnail on cover + website distribution		
Sponsored Article 3 A4	€ 2400			

Our website AD placement options

Multiply your insertions and benefit from reduced rates!

Website AD Placements		Insertion Duration			
		1 month	2 months	6 months	12 months
	ZONE A: Your ad in the horizontal scrolling banner	€ 400	x	x	x
	ZONE B: Your fixed logo in the ATF partner logo banner	€ 100	€ 150	€ 400	€ 600
	ZONE C: Your logo in the homepage feed, training, events, etc.	€ 200	€ 300	€ 800	€ 1200
	ZONE D: Your AD in the right vertical banner	€ 200	€ 300	€ 800	€ 1200

TERMS & CONDITIONS:

By placing an ad, you agree to our sales and payment terms.

The publisher reserves the right, in accordance with standard press practices, to refuse the insertion of an advertisement without the need to justify the refusal.

Visuals must be provided 3 weeks prior to publication.

You will receive the issue in which your advertisement will appear via digital delivery.

CANCELLATION POLICY:

Cancellations must be made at least one month prior to the scheduled publication. **Late cancellations will incur full charges for the reserved placement.**

AUDIENCE MEASUREMENT:

For each advertisement:

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

LEARN MORE

about our locations on our website

ZONE A (DISPLAY)

(area at top of page)

Place your advertisement in the horizontal scrolling banner on the ATF website, including a link to your website or promotional product.

- This banner ad is displayed across all pages of the site, visible before any scrolling.

ZONE B (LOGOS)

(logo area at the bottom of the page)

Insert your logo in the footer of the ATF website homepage, with a direct link to your website.

- **Build trust among users** through the presence of renowned partners, while **mutually enhancing the visibility and reputation** of both ATF and advertisers.

ZONE C (IN-FEED)

(middle of page in the thumbnail drop-down menu: Featured in the foundry)

Insert your logo within the thumbnail feed displayed on the homepages, training pages, events, and articles, with a link to your website or promotional 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)

Insert your advertising insert in the right vertical banner with a link to your website or your advertising product.

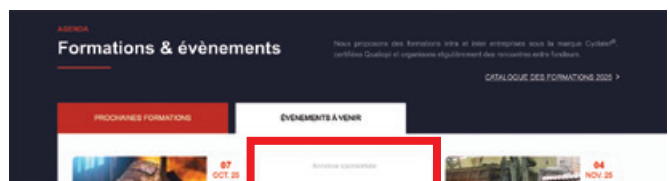
- **Visible on all content pages** of the website: training, events, jobs and articles
- **Remains static** while content is scrolling
- **Responsive width** (mini 2/5th of the page), free height
- **Precise targeting** : specific placement on a chosen page (by topic, profile, etc.)



ZONE A



ZONE B



ZONE D

+ Take advantage of our distribution network!

Through the distribution of our digital magazine, our website, and our activity on LinkedIn, you benefit from strong advantages that enhance your visibility.

ATF is also about...

+ Membership in the association

Join us! Together, let's build the future of the profession.

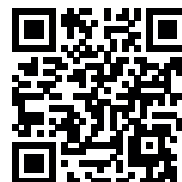
Our French association plays a key role in:

- >>> Sharing knowledge and best practices
- >>> Continuous training and technical support
- >>> Bringing industry professionals together
- >>> Promoting French expertise

To continue our work, we need your support. Your contribution helps fund concrete actions that benefit the entire profession.

By joining or supporting our association, you:

- >>> Invest in the future of your profession
- >>> Take part in collaborative technical projects
- >>> Increase your visibility within the professional network



INDIVIDUAL MEMBERSHIP

2026 SUBSCRIPTION FEES



COMPANY MEMBERSHIP

2026 SUBSCRIPTION FEES



+ Qualiopi-certified training programs

Many foundry-related training courses to explore and discover in our catalog!



La certification qualité a été délivrée au titre de la catégorie d'action suivante :
ACTIONS DE FORMATION



+ Connect with us online

>>> Visit our website:

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

>>> Follow us on LinkedIn:

<https://www.linkedin.com/company/asso-technique-de-fonderie/>

