

# MAINTENANCE & ENTREPRISE

Les services à l'industrie

Services for industry

<http://www.maintenance-entreprise.com>



## 2012 MEDIA KIT

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Maintenance Entreprise  
est une publication  
MRJ Presse

## **MAINTENANCE & ENTREPRISE** Les services à l'industrie

Since 1951, Maintenance & Entreprise "Les Services à l'industrie" (Enterprise & Maintenance "Services for industry") has provided the indispensable information required by all the key industry sectors for which maintenance is a strategic function.



Each quarterly edition provides: coverage of new developments in maintenance, focuses on particular industrial sites, interviews with maintenance professionals and feedback.

And in each issue, complete information on the products and services available to facilitate maintenance on a day-to-day basis.

REGULAR FEATURES: testing & diagnosis, management of inventories & spare parts, tooling, protective equipment, energy & fluids, CAMM & ERP applications, functional management/reporting, training & methods.

# Website's editorial concept

**MAINTENANCE  
& ENTREPRISE**  
Les services à l'industrie

<http://www.maintenance-entreprise.com>

Maintenance & Entreprise magazine's website.



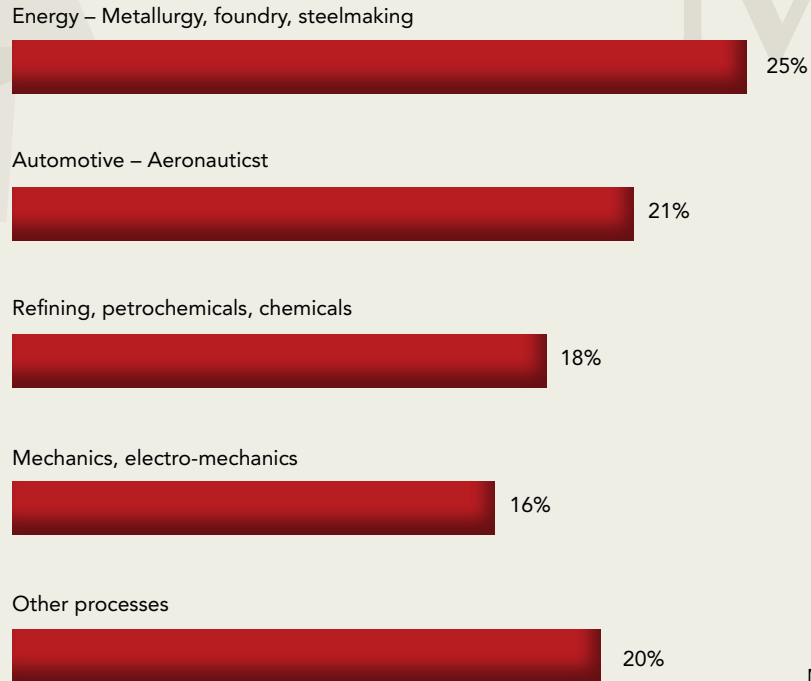
Maintenance-entreprise.com is a crossroads for all the professionals involved in industrial maintenance:

- The main contents of each issue of the magazine can be consulted on the site
- Internet users visit the site to discover the magazine and subscribe online
- Maintenance industry communication functions consult the site and download the material they require:

- Logos and banners for the magazine
- The media kit
- The editorial schedule

Maintenance-entreprise.com will publish news on new developments in maintenance as well as issuing a monthly newsletter to the sector's professionals.

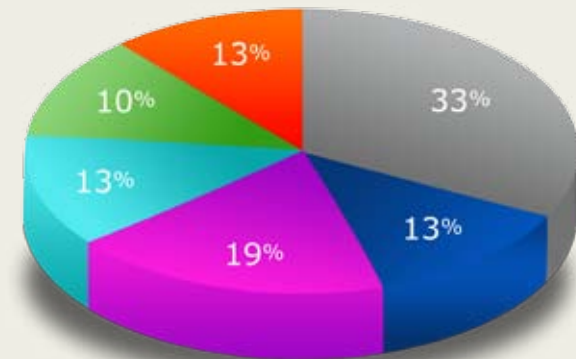
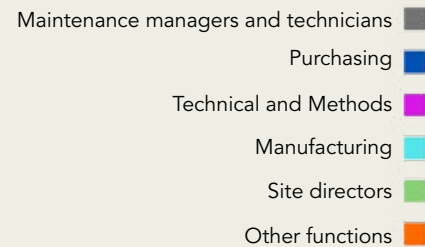
## Business/industry



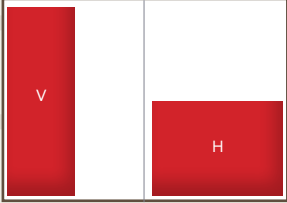
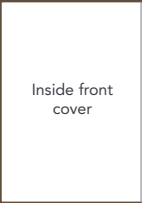
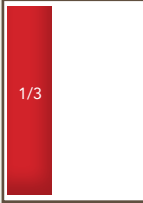
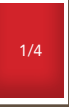
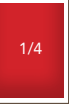
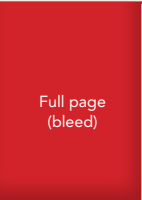
*Your customers*  
*Our readers*

A readership of managers and deciders  
Qualified subscriber circulation of 10,000 copies

### Enterprise functions held:



# The magazine's Formats / Rates / Technical information

Insertion	Format (WxH in mm)	4 colour Price	Insertion	Format (WxH in mm)	4 colour Price
 <p>Outside back cover</p>	210 x 297	€5,900	 <p>1/2 page (vertical)</p>	90 x 274	€2,100
Outside back cover	210 x 297	€5,900	 <p>1/2 page (horizontal)</p>	190 x 125	€2,100
 <p>Inside front cover</p>	210 x 297	€5,200	 <p>1/3 page</p>	55 x 274	€1,800
Inside back cover	210 x 297	€4,000	 <p>1/4 page</p>	90 x 132	€1,200
 <p>Double page</p>		€5,200	 <p>Employment section: 1/2 page</p>	190 x 125	€1,500
Double page		€5,200	 <p>Employment section: 1/4 page</p>	90 x 132	€1,000
 <p>Full page (bleed)</p>	210 x 297	€3,200			
Full page (non-bleed)	190 x 270	€3,200			

Prices for 2011 net of VAT at 19.6%

15% surcharge for special positions: front of page or front section  
For other formats or special events: contact us

## Discounts

- New customer: - 4%
- Loyalty discount: - 6%
- Placement agency: - 15%
- 2 issues: - 4%
- 3 issues: - 7%
- 4 issues: - 9%

# Publication schedule

	Editorial copy	Layout	Advertising content
<b>Maintenance &amp; Entreprise 625</b>	01/07/2012	01/04/2012	01/30/2011
<b>Maintenance &amp; Entreprise 626</b>	04/04/2012	04/11/2012	04/30/2012
<b>Maintenance &amp; Entreprise 627</b>	07/04/2012	07/13/2012	07/10/2012
<b>Maintenance &amp; Entreprise 628</b>	01/03/2012	10/13/2012	10/29/2012
<b>Your contacts</b>	<a href="mailto:jf.romain@mrj-corp.fr">jf.romain@mrj-corp.fr</a>	<a href="mailto:p.barlier@mrj-corp.fr">p.barlier@mrj-corp.fr</a>	
<b>Means of communication</b>	Email only	Email or MRJ's FTP server*	

The address of our FTP server will be communicated to you on request (please contact [p.barlier@mrj-corp.fr](mailto:p.barlier@mrj-corp.fr))

**Editorial copy:** Final date for submission of editorial copy. Please send us your articles and/or press releases in Word or Txt format, and attach any pictures or illustrations in high definition (300dpi) JPG format

**Layout:** Final date for layout of the magazine (editorial content and advertising)

**Advertising content:** Final date for submission of advertising content (visuals).

\*Please email your visuals in high definition ([p.barlier@mrj-corp.fr](mailto:p.barlier@mrj-corp.fr)) or lodge them on our FTP server.

*Coming soon*

# 2012 MEDIA KIT

## Your advertising contact

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Maintenance & Entreprise is published by MRJ Presse