

MEDIAKIT

Qualité Références

Tools and Methods for managers

www.qualite-references.com



Benefit from the aura of a unique brand on the market for your multi-channel communication.



32 000
copies
per year



120 000
visitors
per year



6 000
industry contacts
receiving the
newsletter



1 000
followers on
social media



15
partner trade shows

CREATE OR MAINTAIN THE LINK WITH YOUR TARGET



PERFORMANCE QUALITE
TPE - PME

OUR PARTNERS

Multi-channel Communication



Print magazine, digital magazine, website, Apple and Google mobile applications, newsletters.... **Qualité références** is present on all media with professionals from the sector in order to provide you with true multi-channel communication with players in the sector.

Events



As a partner of nearly 20 trade shows each year, **Qualité références** helps you strengthen your attendance at the sector's events, or even replace it by being present in the issues distributed physically and free of charge to visitors and exhibitors.

Cobranding



Highlight your expertise by associating your brand with that of a publication recognised in your market: in addition to the news, practical solutions and expert opinions in each issue, the in-depth reports on current market trends help make **Qualité références** a genuine business partner for its readers. The articles published on the magazine's website and on social media also ensure permanent contact with readers.

EURE

Holopharm : la qualité dans l'industrie pharmaceutique

Premiers pas en qualité de l'entreprise Holopharm située à Val de Reuil (27) et spécialisée en Recherche pour des analyses, préparation de procédés, de produits semi-finis ou finis pour l'industrie pharmaceutique et cosmétique. Le Président, Julien Morvan et le directeur général, Pierre-Marie Mondin, le Responsable externalisé QSE, Jean-Yves Turmel et l'animateur qualité Xavier Lutherer, l'ingénieure chimiste Léa Roudier et la stagiaire Qualité Sabrina Senechal ont participé à la rédaction de cet article avec moi-même, Olec Kovalevsky.

NOTA : CET ENTRETIEN A ÉTÉ RÉALISÉ AVANT LE COVID-19. À PARTIR DU 18 MARS 2020, LA SOCIÉTÉ HOLOPHARM S'EST ADAPTÉE :

Les salariés ont été mis au chômage partiel et les deux dirigeants ont répondu au besoin en solution hydroalcoolique des hôpitaux voisins : Evreux, Elbeuf, les Mureaux, des cliniques, des EHPAD et autres administrations : la Poste, les services pénitentiaires... En six semaines, 25 000 L de solution hydroalcoolique ont été produits selon la formule de l'OMS.

TPE - PME

Quality Manager.

Efficace, Intuitif, Mobile



Besoin d'un outil de management **tout terrain**

Décuplez le potentiel de vos équipes au bureau et sur le terrain, en leur offrant un accès ergonomique à leurs processus, documents et tâches, depuis tout terminal web ou mobile, y compris en mode d'urgence.

Créez en un temps record vos propres applications mobiles : fiche d'intervention, inspection, déclaration de travaux, suivi de chantier, état des lieux, fiche de contrôle, relevé d'heures, demande d'achat, congé, notes de frais...

PRINT AUDIENCE



*Préventica, CFIA, Produrable, Journées de la Qualité, ...



4

issues per year



10 000

copies per year



5 000

Extra-diffusion copies per issue

DIGITAL AUDIENCE



16 000

visitors per year



20 000

Qualified e-mails on our database



3 000

followers on social media

PRINT DISTRIBUTION FORMATS

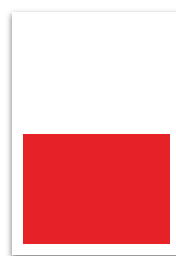
(allow 5 mm bleed)



Full page
210*297 mm



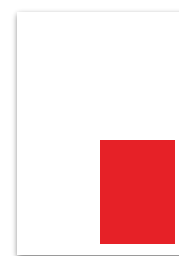
Halfpage
90*274 mm



Half page
190*125 mm

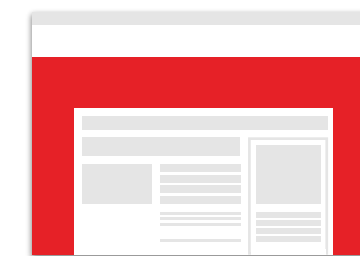


Third page
55*274 mm

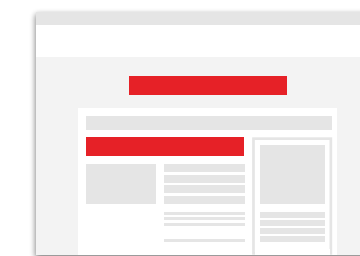


Quarter page
90*132 mm

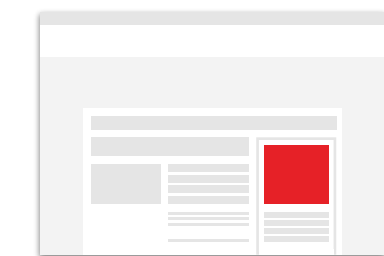
DIGITAL DISTRIBUTION FORMATS



Interface skin
1920*925 pixels



Leaderboard & banner
728*90 pixels



In-line rectangle
300*250 pixels



Mobile
320*100 pixels

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COMMUNICATE TO ATARGETED AUDIENCE

A circulation targeted at professionals

Distribution by subscription 10.000 copies

- 35% Quality- Safety - Environment
- 20% Direction
- 12% HR
- 10% Documentalist - Archivist
- 9% Informatic
- 6% Developpment & stratégie
- 3% Logistic
- 3% Production
- 2% Others



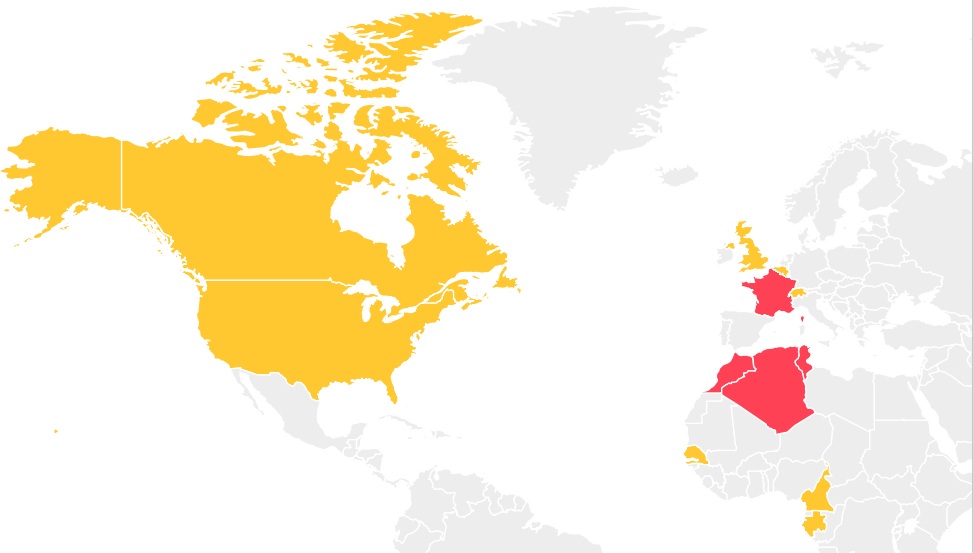
Activity area




Metallurgy, mechanical industry	19%
Aeronautic / Aerospace	17%
Automotive / Railway	13%
Food industry	10%
Health	10%
Bank / insurance	8%
Informatic	8%
Public work	7%
Research & développement	5%
Others	3%

An International readership

- 65% France
- 10% Marocco
- 7% Tunisia
- 7% Algeria
- 4% Belgium
- 3% Switzerland
- 4% Others



Magazine	Rates
Inside pages	
Front cover	€ 5 200
Full page (210*297 mm)	€ 3 200
Half page vertical (90*274 mm)	€ 2 100
Half page horizontal (190*125 mm)	€ 2 100
Third of a page (55*274 mm)	€ 1 800
Quarter page (90*132 mm)	€ 1 200
Employment section: half page (190*125 mm)	€ 1 500
Employment section: quarter page (90*132 mm)	€1 000
Preferred spaces	
2nd cover	€ 5 200
3rd cover	€ 4 000
4th cover	€ 5 900
Special offers	
Insert: right of asylum of your document (printing and routing costs on quotation)	€ 3 500
Communication on the back of our offers for subscription or re-subscription	€ 1 500 per issue
New customer	- 4%
Loyalty	- 6%
Broker agency	- 15%
2 publications	- 4%
3 publications	- 7%
4 parutions	- 9%

Website, social media, apps and digital magazine	Rates
Display * <small>*Display managed by Google Ad manager </small>	
Site design as home after 1 300 pixels (1920*925 pixels)	€ 2 500 for 1 month
Large leaderboard on the website (970*90 pixels)	€ 2 000 for 1 month
Bannière on the web site (728*90 et 320*100 pixels)	€ 500 for 1 month
In line rectangle on the web site (300*250 pixels)	€ 1 000 for 1 month
News on the website (text + photo)	€ 450 (no end date)
Video on the website (embedded Youtube format)	€ 450 (no end date)
White paper on the website	€ 450 (no end date)
Webinar, conferences, training, et. announced ont he Agenda section	€ 300 (no end date)
Newsletters	
Banner in the newsletter (728*90 pixels)	€ 450 per newsletter
News in the newsletter (product/service)	€ 350 per newsletter
Data	
Production of the html file, Location & Routing	From € 450
Brand content	
Sponsored news of 3,000 characters (written by a specialist journalist and published on the website and in a newsletter)	€ 3 000

Our art studio can give you a quote for the production of your advertisement on simple request.

Rates in € HT without taxes
(TVA : 20%)

PLANNING NEWSLETTER

SPECIFICATIONS

BANNER

Size 728 * 90 pixels
Type jpeg ou png
Weight..... 30 Ko max

NEWS

Title 72 caractê s* maximum
Subtitle 282 caractê s* maximum
Text 943 caractê s* maximum
Photo 320 * 240 pixels, 30 Ko maximum

**blanks included*



Qualité Références

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78550 Houdan

Follow us on social media



ESSAIS & SIMULATIONS

Qualité Références

Production Maintenance

MAINTENANCE & ENTREPRISE



Since 2006, our vocation has been to inform professionals about their profession through our magazines, our websites and our social networks. We publish 5 print and digital magazines, 2 applications and 3 online directories for connecting B2B professionals.

EVERY YEAR, MRJ PRESSE IS :

200 000

copies distributed

400 000

visitors on our websites

800 000

seen pages

600 000

e-mails sent

50

trade fairs

REALISED BY TAKASIT

MAINTENANCE & CO

MESURES & TESTS

QUALITY & CO

TRA METAL

N°	File	Excellence, Approach, Management	Training, Consultancy, Certification	Risk prevention, Environment	tools	Exhibitions
N° 92 FEV Deadline 02-03-22	Pharmaceutical, cosmetics and agri-food sectors Quality management, software, certification, quality control, digital tools	Quality and Recovery Plan Data Quality An essential pillar of your business strategy	The quality of the Purchasing processes : A balance between digitalisation and relational excellence. Use its QSE management system as a solid base to support the CSR approach	carbon footprint What tools are available? Covid-19 and Management Lessons from the emergency	Digital Digital technology at the service of quality of life, controlled hygiene and environmental transition	Documation Solutions RH Pharmacosmetech
N° 93 AVR Deadline 26-04-22	Training, Consulting and HR - Recruitment e-learning, mobile learning, serious game, RV, RA, MBTI...	Quality Manager in Defence and Security Leadership and quality of the future	Quality of Working Life , an asset for the 3rd industrial revolution Implementation of the CSE and ISO 45001 : levers to improve QVT and performance	Towards responsible reindustrialisation : environment, short circuits, recycling and the circular economy	Mechanical and manufacturing industries Software, Quality Control, Carbon Footprint, AI, IoT	Preventica Global Industrie Eurosatory
N° 94 SEPT Deadline 05-09-22	Digital BPM, GED, dematerialisation, IA, ERP, customer relations, applications, platform, etc.	How does innovation prepare for resilience ? Operational excellence What are the links between technology and people?	Diversity and inclusion Towards new standards Transport quality and shrinking environmental footprint	Risks, climate and corporate CSR : how can quality meet the challenge? Implementation of the Industry Decarbonization Recovery Plan	health and environment What solutions for risk and quality management? Software, Quality Control, AI ...	Salon Solutions Produrable Santexpo Pollutec Mesures Solutions Expo
N° 95 NOV Deadline 23-11-22	Sectors Aeronautics, space and defence Quality Management, Software and Quality Control	Changes in work What approaches to Health and Quality of Life at Work? Does a company's CSR performance depend on its relocation ?	certification The certification market in 2022 and the outlook for 2023	Control of raw and hazardous materials From approval to storage	agri-food sector Solutions for process and food safety, low-carbon plant, food quality	Journée Française France Qualité CFIA ASD Days