

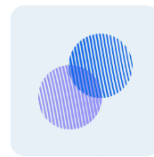
L'USINE DIGITALE



MEDIAKIT 2024

Your leading media on digital transformation

The 1st source of information for executives and managers in digital transformation since 2013: industry, distribution, construction, banking / insurance, health, communities / public actors, training ... on topics: IoT, cybersecurity, AR / VR, AI, Simulation, "Future of work", fintech, industry 4.0 ...



774K

Unique Visitors/
Month⁽¹⁾



900K

intentional emails
in our database



341

Affinity index for executives⁽²⁾



167K

subscribers to our
newsletters

AR / VR

Big Data

Artificial intelligence

Fintech

Electronics

Cybersecurity

Digital HR

Simulation

Cloud

Mobilities

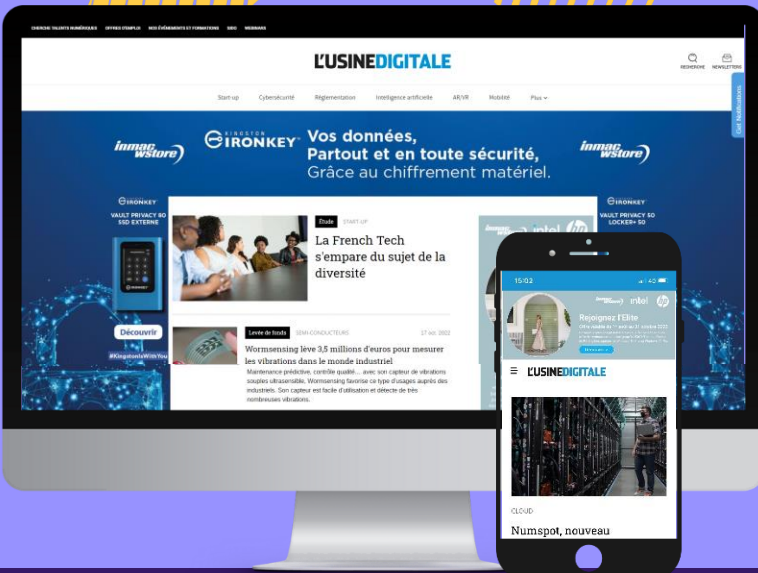
Telecoms

Health

Future of work

Digital Retail

IoT



An editorial team with expertise and recognition in the digital transformation sector



Emmanuel DUTEIL
Editorial Director



Alice Vitard
Journalist



Mélicia Poitiers
Journalist

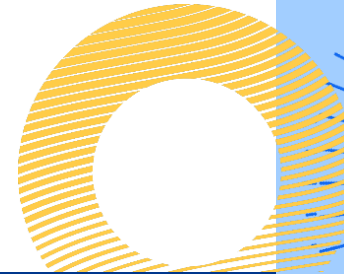


Julien BERGOUNHOUX
Editor-in-chief

Digital technology is changing everything in companies: business models, ways of working, selling and being competitive.

- ▶ L'Usine Digitale enables professionals from all sectors to understand how and why new technologies are transforming (and will continue to transform) their businesses.
- ▶ L'Usine Digitale's editorial team uncovers innovations and new trends upstream, reporting on case studies and best practices of both new disruptive players and established companies that are successfully evolving. It deciphers market changes and analyzes the trends to follow... or to avoid.

L'USINE DIGITALE



An audience of decision-makers

L'USINE DIGITALE

82.7%

of executives and managers

61%

of IT decision makers



138

affinity index on executives and managers

224

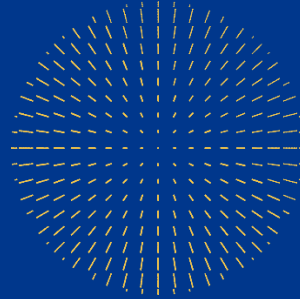
affinity index on purchase decision makers

89.7%

of visitors think that the information on L'Usine Digitale is accurate and relevant

88%

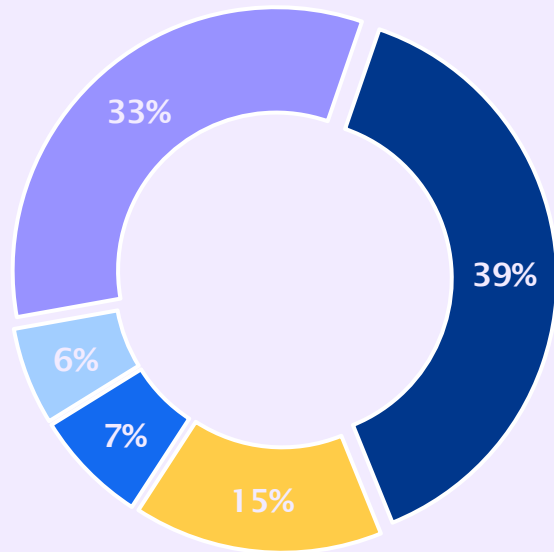
of IT decision makers* who consult L'Usine Digitale finds useful information for their job



The profile of our brand audience

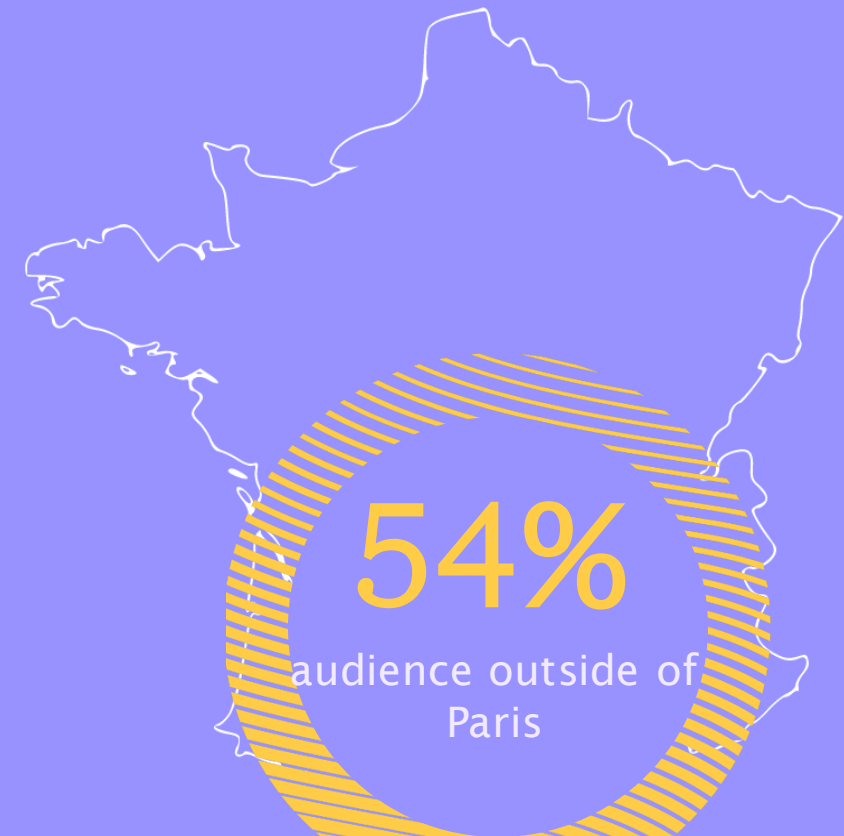
L'USINEDIGITALE

Company size



- From 0 to 50 employees
- From 50 to 250 employees
- From 250 to 500 employees
- From 500 to 1 000 employees
- More than 1 000 employees

Geographic location



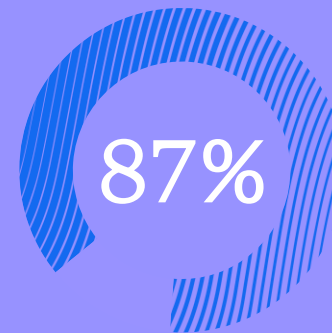
The reference site for digital transformation

L'USINE DIGITALE

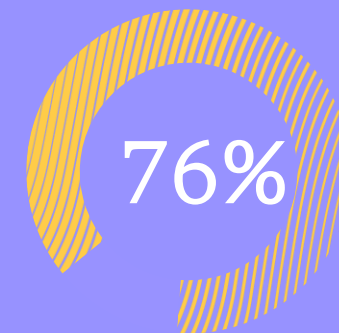
Ways to use the site



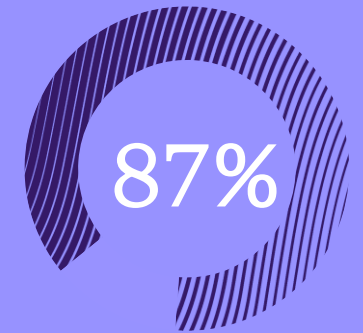
L'Usine Digitale, a reference site



of visitors think that L'Usine Digitale is a reference site.



of visitors see L'Usine Digitale as a professional development tool.



of visitors think that L'Usine Digitale offers sharp and unique content



infoprodigital
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LET'S KEEP IN TOUCH!