

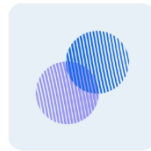
L'USINE NOUVELLE



MEDIAKIT 2024

The leading B2B media on manufacturing

L'Usine Nouvelle is **THE brand of reference for industry leaders since 1891** (133 years). Our communication solutions make you visible, strengthen your reputation and bring you business opportunities with an influential and committed community.



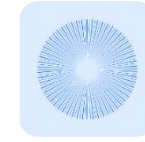
2.6M

Unique Visitors/
Month ⁽¹⁾



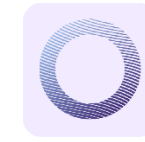
198

affinity index on
technical executives ⁽²⁾



584K

intentional emails in
our database



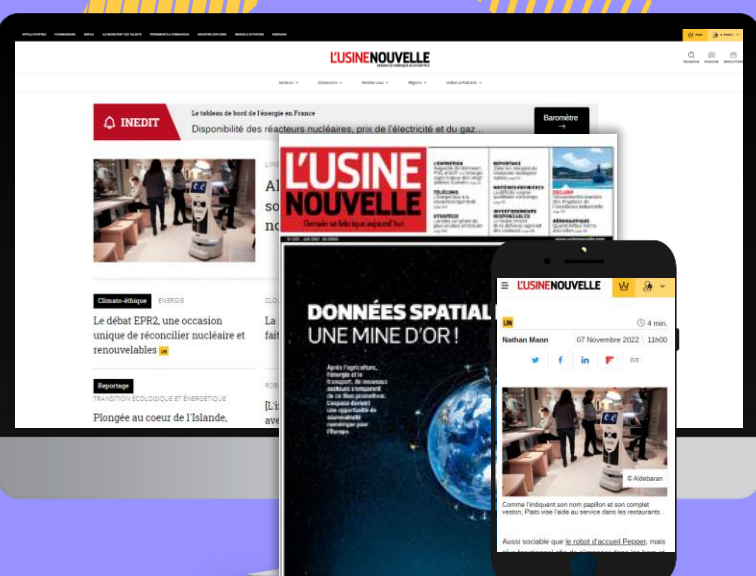
395K

Monthly readers ⁽²⁾



159K

subscribers to our
newsletters



Innovations
Digital transformation
New mobilities
Made in France
Future of work
Circular economy
Cybersecurity
Health
Relocalisation
Bio-base
Mobilites

A team of expert editors recognized in the manufacturing sector

> AN EDITORIAL STAFF OF 40+ JOURNALISTS <



Emmanuel DUTEIL
Editorial Director



Anne-Sophie BELLAICHE
Editor in chief of print



Sylvain ARNULF
Editor in chief of the web and
indices and quotations



Guillaume DESSAIX
Editor in chief of publishing

Leader in B2B professional information

► L'Usine Nouvelle, the leading B2B business news magazine, deciphers the major trends in economic and industrial news, helps decision-makers to understand developments in the sector and techniques and to identify promising and strategic markets...

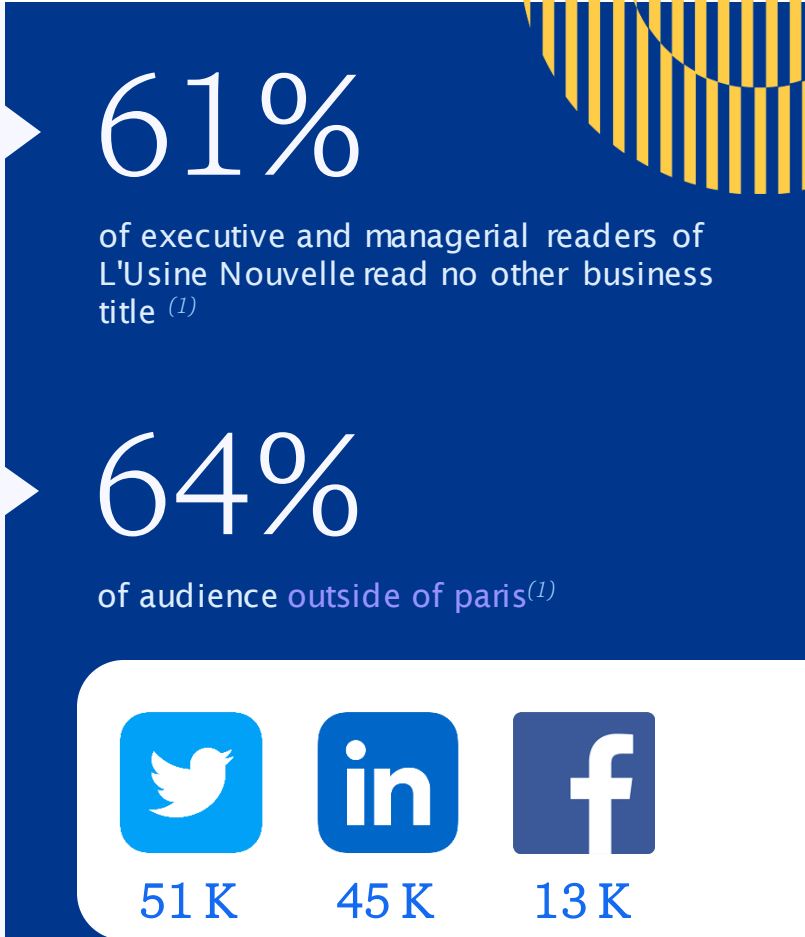
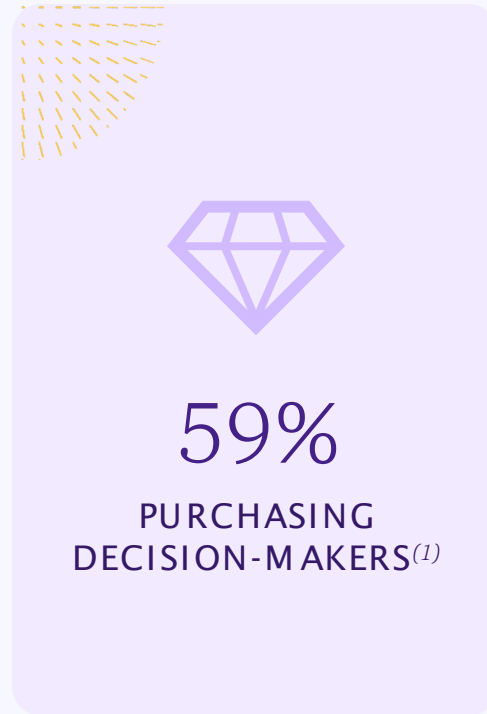
► Decarbonisation, reindustrialization, skills, new mobility, and innovation are the obsessions addressed by L'Usine Nouvelle. In total, more than 20 sectors are covered by an editorial team of over 40 journalists, on a daily basis on L'Usine Nouvelle portal and every month in a magazine that brings together the best of the editorial team's expertise.

In addition, on L'Usine Nouvelle portal you can find the expertise of specialist titles in key sectors that complement that of L'Usine Nouvelle:

- Le Club des Managers de l'Innovation
- Emballages magazine
- Plastiques et caoutchoucs
- Info Chimie
- Industrie Pharma
- Chimie Pharma weekly
- Formule Verte on plant-based chemistry
- Galvano Organo surface treatment

L'USINE NOUVELLE





Source
(1) One Next Influence 2021
(2) ACPM Mars 2022

L'Usine Nouvelle An audience with a strong affinity

L'Usine Nouvelle is the brand with the strongest affinity with these targets



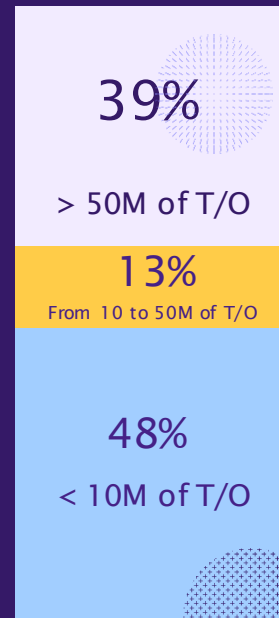
The profile of our brand audience

L'USINENOUVELLE

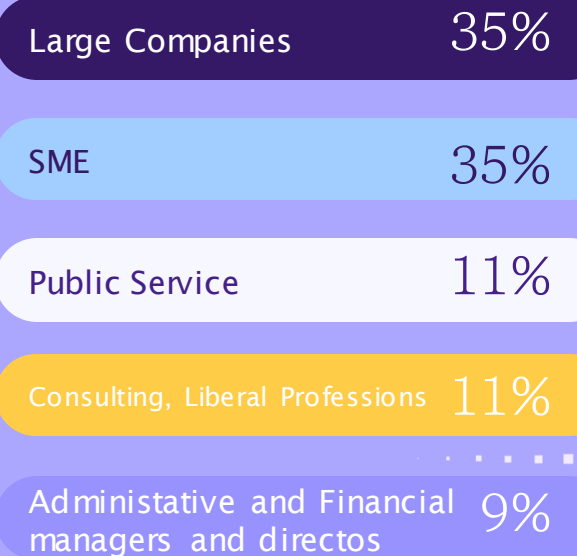
Functions



Turnover



Types of Business



L'USINE NOUVELLE

A magazine
to boost your visibility and reputation



11 Editions and 2 special editions

46,543 copies distributed

395,000 monthly readers

Index 429

L'Usine Nouvelle is the brand with the greatest affinity in the manufacturing sector

75%

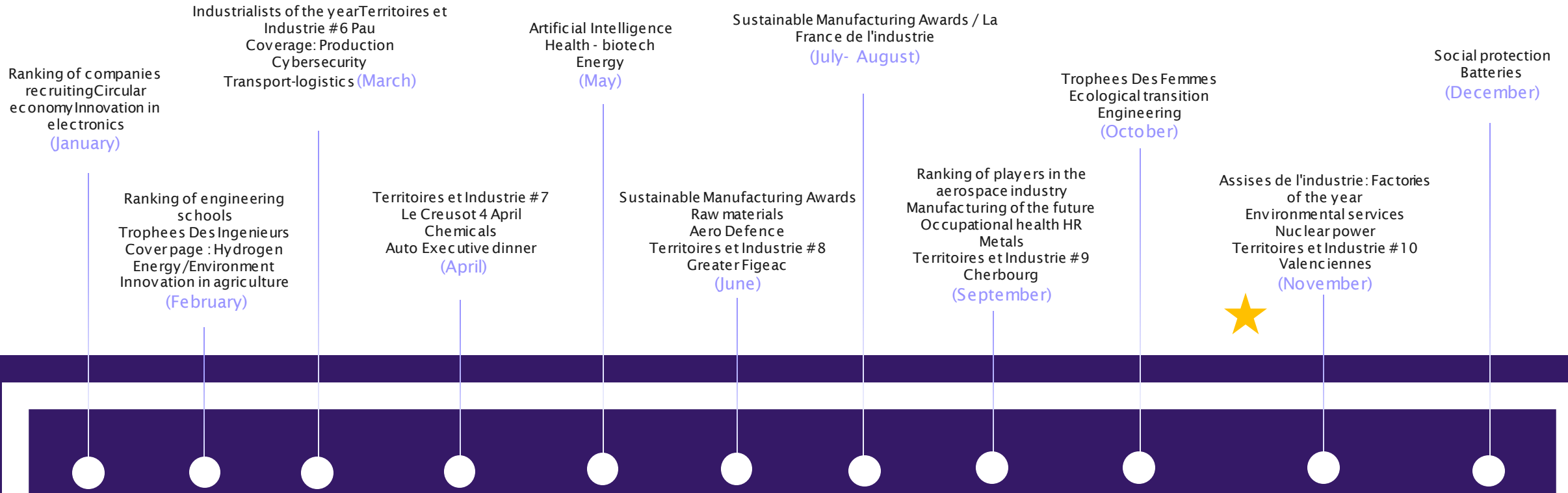
of readers are executives and managers and do not read any other business press titles (1)

64%

of readers are buyers or purchasing advisors for their companies

71%

of readers say they do not read any other weekly or monthly business publications



Contact us for the full editorial calendar- salesipd@infopro-digital.com

A strong alliance: reputation & expertise!

usinenouvelle.com welcomes :

6 expert channels

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**Galvano
Organo**

Leader in surface treatments and paintwork

**Formule
Verte**

Leader in the raw materials and renewable ingredients sector

**Plastiques
& Caoutchoucs**
MAGAZINE

Leader in the plastics and rubber industry

EMBALLAGES
MAGAZINE

Leader in the packaging and graphic arts sector

**INDUSTRIE
Pharma**

Leader in fine chemicals and pharmaceutical processes

+

The innovation managers club



The reference media on innovation in the industrial sector



an enrichment in formats, contents and services



a powerful and affinity-based audience



access to all the content of the expert sectors on usinenouvelle.com



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LET'S KEEP IN TOUCH!