



The leading media brand for plastics manufacturers and principals in the Plastics and Rubber industry

Plastiques & Caoutchoucs is the **leading media for the plastics, rubber and composites sectors** and the only title to provide a monthly follow-up on the economic and technological news of the sector.



2.6M
unique visitors / month ⁽¹⁾



6,2K
newsletter subscribers



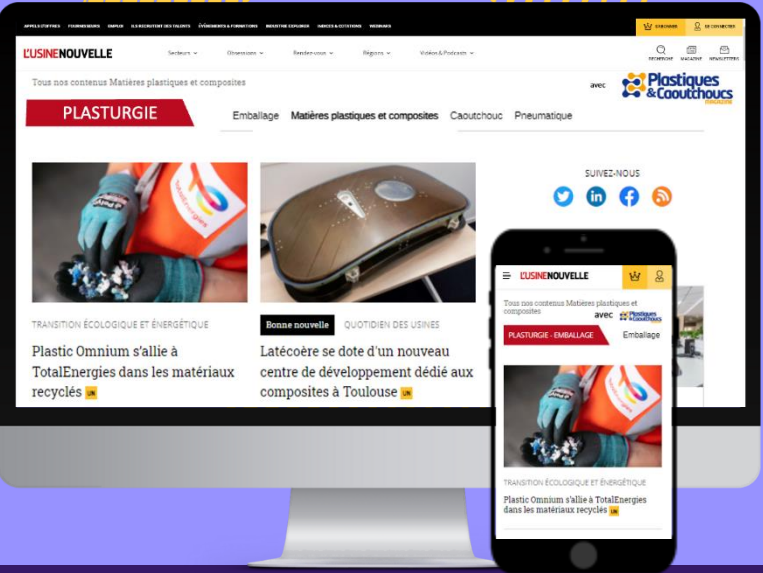
584K
email contacts in the database



20K
exclusive readers



5K
copies distributed/issue



Industry 4.0
Decarbonization
Energy
Recycling
Bioplastics
Composites
Industry
Technology
Innovation
Plastics
Manufacturing
Digital

Sources
(1) AT Internet March 2022

An editorial team on innovation of the industry



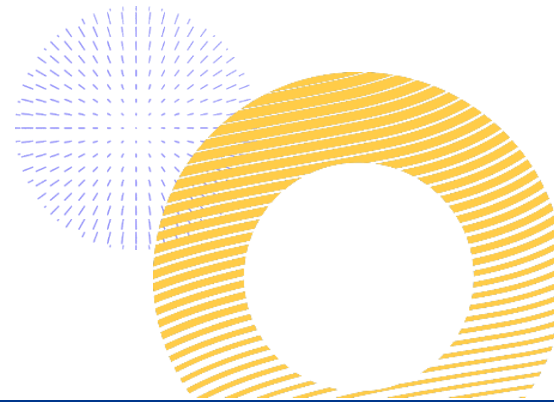
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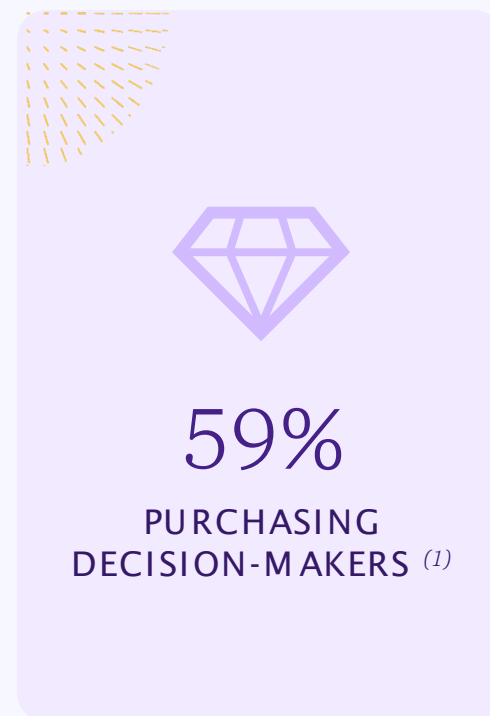
Plastique & Caoutchoucs magazine has been leading the community of decision-makers in the plastics and rubber industry since 1924.

- ▶ Focused on the concerns of plastics manufacturers, the leading magazine on the plastics, rubber and composites sectors is the only brand to provide monthly monitoring of the economic and technological news of the sector, whilst developing the strategies of downstream principals.
- ▶ It contains all the latest news as well as new products for raw materials, composites and equipment (machines, peripherals, etc.).



The website of Plastiques & Caoutchoucs, expert sector on the usinenouvelle.com website

L'USINE NOUVELLE, industry leader with an audience that is **influential** and **exclusive** :



3.4M visits per month ⁽²⁾

5.4M page views per month ⁽²⁾

61%

of L'Usine Nouvelle's executive and managerial readers do not read any other business press title ⁽¹⁾

64%

of audience outside of Paris ⁽¹⁾

Source

(1) One Next Influence 2021

(2) ACPM Mars 2022

The website of Plastiques & Caoutchoucs, expert sector on the usinenouvelle.com website



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



152
VERY SMALL
TO MEDIUM
BUSINESSES

166
LARGE
COMPANIES

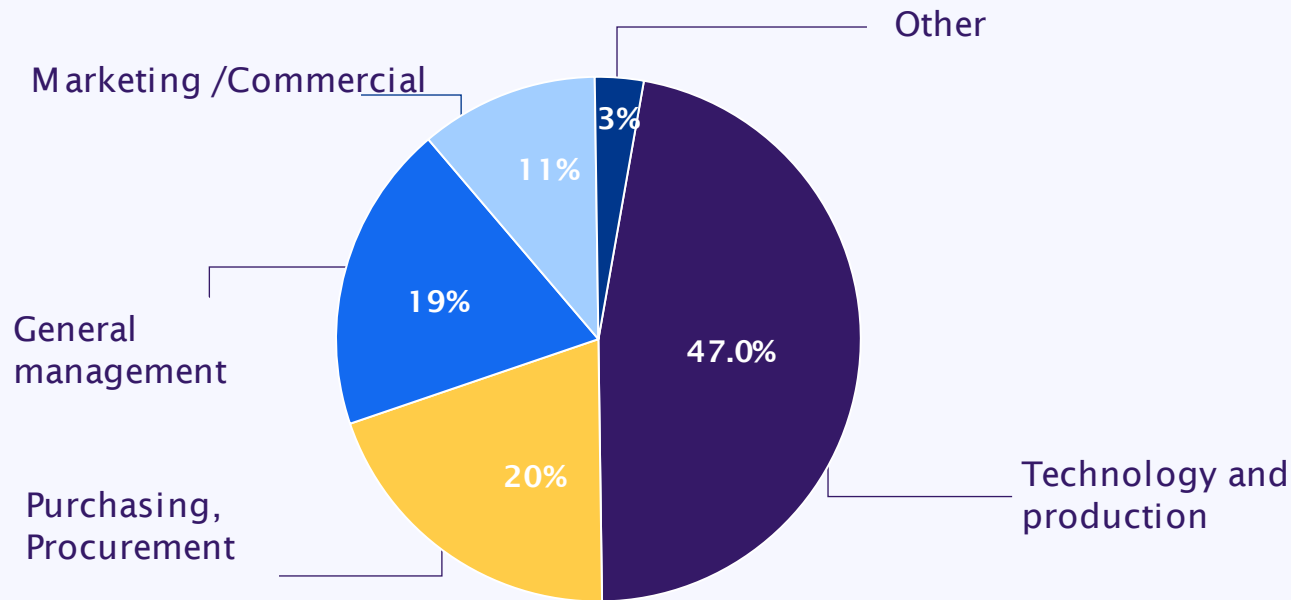
133
BTOB PURCHASING DECIDERS

131
TOP EXECUTIVES &
LEADERS

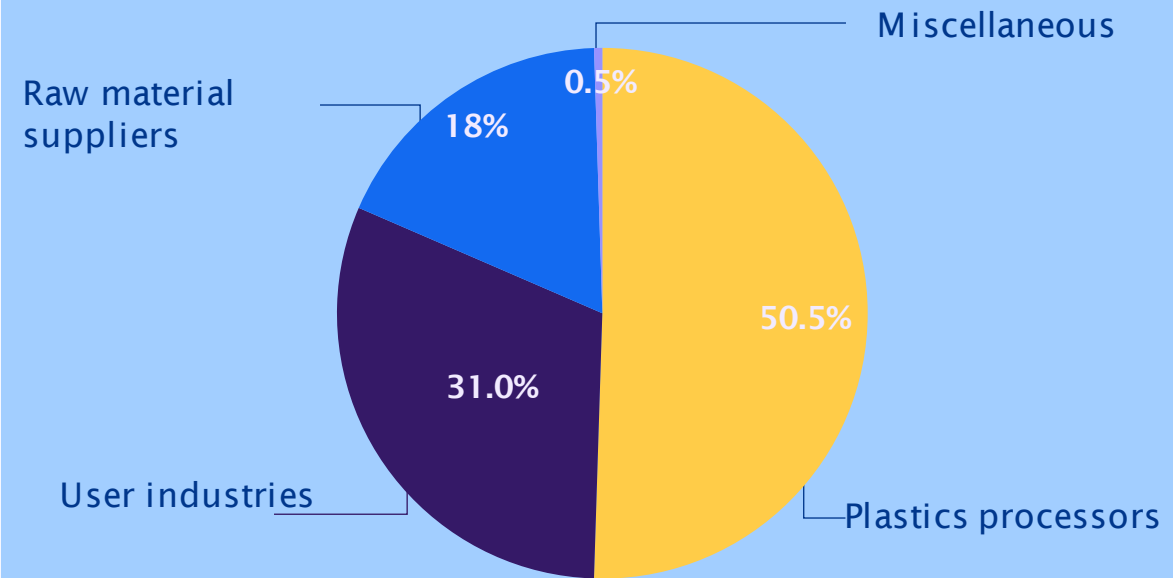
198
TECHNICAL
EXECUTIVES

A leading audience among decision-makers of the sector with 20,000 readers

Functions in the company



Distribution of circulation by business sector (1)



83% of readers consider that magazine advertising to provide very useful information



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LET'S KEEP IN TOUCH!