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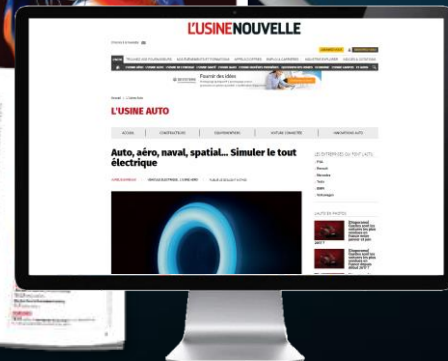
**L'USINE  
NOUVELLE**

**L'USINE DIGITALE**  
LE MEDIA DE LA TRANSFORMATION NUMÉRIQUE

**IT**  
INDUSTRIE &  
TECHNOLOGIES

**Teratec**

Become a sponsor of the special supplement  
**"THE NEW LIMITS OF SIMULATION"**  
Publication on 12 April 2018





## ■ A SUPPLEMENT TO THE MAGAZINES **L'USINE NOUVELLE** AND **INDUSTRIE & TECHNOLOGIES** DEDICATED TO AND MAINLY SPONSORED BY **TERATEC MEMBERS AND PARTNERS**

- Topics dedicated to the simulation sector

## ■ DISTRIBUTION OF ALMOST **55,000 PRINT COPIES**

- To subscribers to **two strong brands**
- Copies available for additional distribution

## ■ DISTRIBUTION TO ONLINE VISITORS TO **USINENOUVELLE.COM**, **L'USINE-DIGITALE.COM** AND **INDUSTRIE-TECHNO.COM**

- Creation of a **dedicated section** on each of the websites and access to the supplement in PDF format
- Promoted on the websites' home pages **for one month**
- This section **supplied** with articles from the editorial team



# HIGH PROFILE COVERAGE



**L'USINE DIGITALE**  
LE MEDIA DE LA TRANSFORMATION NUMÉRIQUE



## DISTRIBUTION ACROSS THREE BRANDS

**L'USINE DIGITALE**  
LE MEDIA DE LA TRANSFORMATION NUMÉRIQUE



## DISTRIBUTION ACROSS FIVE MEDIA, REACHING A TOTAL OF MORE THAN **2.7M CONTACTS**



**30,000 copies** sent  
to subscribers of L'Usine  
Nouvelle



Creation of a dedicated section  
on usinenouvelle.com  
**1.8m visitors per month**



Creation of a dedicated section  
on usine-digitale.fr  
**700,000 visitors per month**



Creation of a dedicated section  
on industrie-techno.com  
**198,000 visitors per month**



**5,000 copies** sent to  
subscribers of L'Usine  
Nouvelle

## ADDITIONAL DISTRIBUTION

- 20,000 copies (10,000 in French and 10,000 in English)  
made available to sponsors and Teratec
- Distribution to 1,300 participants at the **TERATEC 2018 Forum** and  
the 2018 *Trophées de la Simulation numérique* (Digital simulation trophies)
- Possibility of digitising the supplement and also sending it by email to a base  
of your choosing, or publishing it on your website



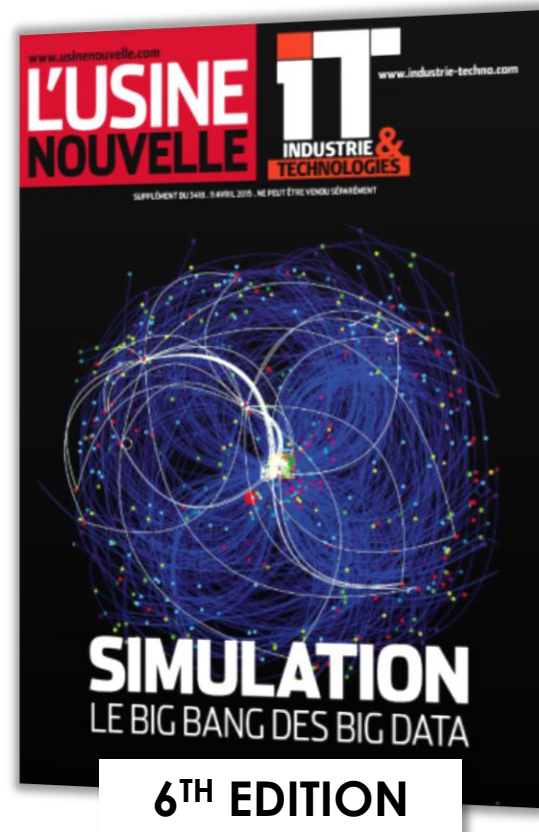


## BUOYED BY THE SUCCESS OF THE LAST FIVE EDITIONS, **TERATEC** AND **L'USINE NOUVELLE** HAVE ONCE AGAIN JOINED FORCES TO OFFER THE **SPECIAL SIMULATION 2018 SUPPLEMENT**

- Take a look at the 2017 version [here](#)
- Take a look at the 2016 version [here](#)
- Take a look at the 2015 version [here](#)
- Take a look at the 2014 version [here](#)
- Take a look at the 2013 version [here](#)

## YOU CAN ALSO VIEW THE PREVIOUS EDITIONS ON THE [USINENOUVELLE.COM](http://USINENOUVELLE.COM) WEBSITE

- View the 2017 section [here](#)
- View the 2016 section [here](#)
- View the 2015 section [here](#)
- View the 2014 section [here](#)





## THEME: "THE NEW LIMITS OF SIMULATION"

### NEW USES

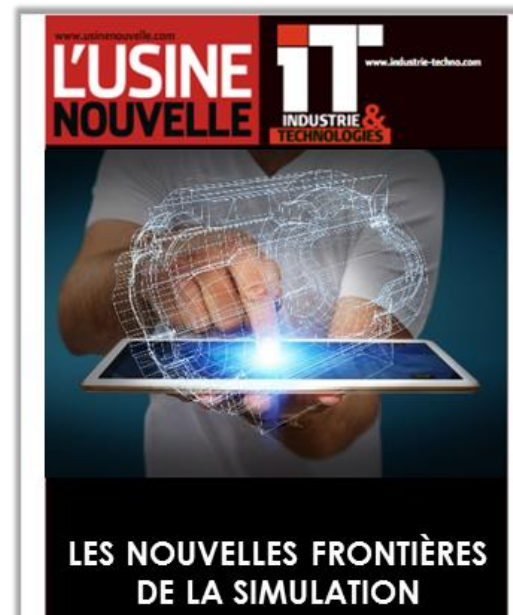
- Simulation as means of nurturing AI
  - Difficulties in collecting and quantifying the data required for the machine-learning process of AI
  - Learning data simulation enables the process to be accelerated
- Application in biology and pharmacy
- Portfolio
  - Images of simulations illustrating the new uses

### NEW TECHNOLOGIES

- The race to increase computing power
  - A review and map of the supercomputers in the world and the fields in which they are used
- The post-Moore's law era
  - 3D chips, quantum and neuromorphic computers
- A practical guide to Quantum computing
  - Start quantum programming now
- Portfolio
  - New technologies for simulation

### NEW PLAYERS

- Improving access to simulation
  - SMEs and sub-contractors begin to use simulation
- Examples
- How mainstream simulation industry players are renewing their offer
- Good practices
- Portfolio on the new players



**PUBLISHED ON 12 APRIL 2018**

**32 EDITORIAL PAGES** PRODUCED **INDEPENDENTLY** BY THE EDITORIAL TEAMS OF L'USINE NOUVELLE AND INDUSTRIE ET TECHNOLOGIES

# PRODUCTION COSTS FULLY INCLUDED






**L'USINE DIGITALE**  
LE MEDIA DE LA TRANSFORMATION NUMÉRIQUE



## **PAGINATION**

-  Editorial: 32 editorial pages
-  Advertising: 8 pages of inner advertising + 2 self-promotion + 3 advertising covers

## **TECHNICAL CHARACTERISTICS**

-  Same format as the magazine (21.0 x 27.2cm)
-  Same graphical quality, with an adapted mock-up
-  Paper weight (grams per square metre): calculations based on 54 gsm

## **PRODUCTION: PRODUCTION COSTS FULLY COVERED BY L'USINE NOUVELLE, FROM THE MOCK-UP TO DISTRIBUTION**





## ONE-OFF **20%** DISCOUNT FOR MEMBERS OF **TERATEC**



	MAGAZINE	WEB	NET PRICE
<b>Pack no.1</b>	Inside front cover	Online display campaign (leaderboard, skyscraper and rectangle banner formats)	<b>€16,000</b> instead of €20,000
<b>Pack no.2</b>	Back cover	500,000 display adverts	
<b>Pack no.3</b>	Inside back cover	Location General rotation with additional focus on dedicated section	<b>€12,800</b> instead of €16,000
<b>Pack no.4</b>	1 inner page	200,000 display adverts	<b>€8,000</b> instead of €10,000
<b>Pack no.5</b>	½ inner page	100,000 display adverts	<b>€4,800</b> instead of €6,000

# A TEAM THAT LISTENS TO YOU



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**INFOPRO**  
*digital*

10 place du Général de Gaulle BP 20156  
92 186 Antony cedex  
FRANCE  
[www.infopro-digital.com](http://www.infopro-digital.com)

## Béatrice Allegre

**Director of Sales & Marketing, Industry Business Unit**  
+33 (0)1 77 92 93 62  
[ballegre@infopro-digital.com](mailto:ballegre@infopro-digital.com)