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NOUVELLE**

L'USINE DIGITALE
LE MEDIA DE LA TRANSFORMATION NUMÉRIQUE

IT
INDUSTRIE &
TECHNOLOGIES

Teratec

Become a sponsor of the special supplement
« THE NEW FIELDS OF SIMULATION »
Publication on 25 April 2019



A CUSTOM-MADE CONCEPT

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

■ Topics dedicated to HPC, simulation, big data, and AI

■ DISTRIBUTION OF UP TO 55 000 PRINT COPIES

■ To subscribers to the 2 strong media brands

■ Copies available for additional distribution

■ PUBLISHED FOR ONLINE VISITORS ON USINENOUVELLE.COM, L'USINE-DIGITALE.COM AND INDUSTRIE-TECHNO.COM

■ Creation of a dedicated section on the websites and access to the supplement in PDF format

■ Promoted on the websites' home pages for one month

■ This section is supplied with articles from the editorial team



DISTRIBUTION ACROSS THREE BRANDS

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DISTRIBUTION ACROSS FIVE MEDIA, REACHING A TOTAL OF OVER 2.6MIO CONTACTS



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to L'Usine Nouvelle
subscribers



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2mio visitors per month



Creation of a dedicated section
on usine-digitale.fr
500 000 visitors per month



Creation of a dedicated section
on industrie-techno.com
130 000 visitors per month



5 000 copies
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ADDITIONAL DISTRIBUTION

- 20,000 copies (10,000 in French and 10,000 in English) available for sponsors and Teratec
- Distribution to 1,300 participants at the 2019 TERATEC Forum and the 2019 *Trophées de la Simulation Numérique* (Digital simulation awards)
- Possibility of digitising the supplement and sending it by email to a contact selection of your choosing, or publishing it on your website

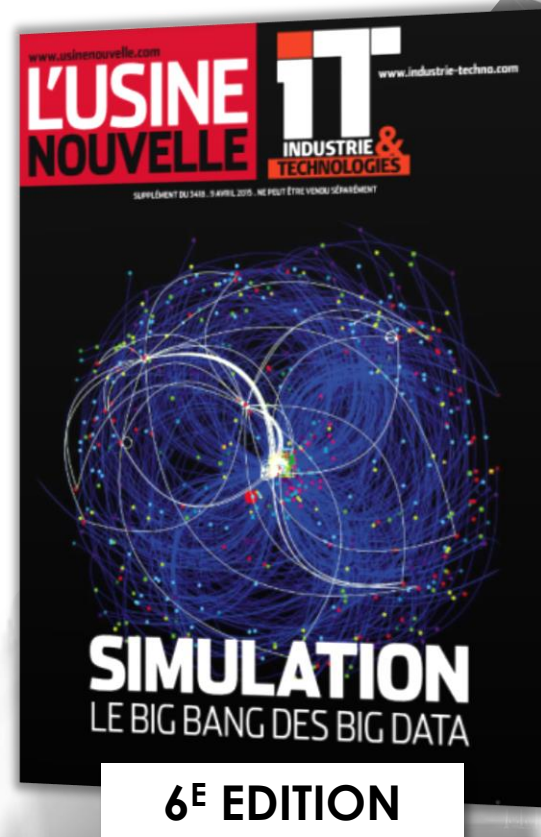


5 HIGHLY RENOWNED PREVIOUS EDITIONS

- In 2019, Teratec, L'Usine Nouvelle, L'Usine Digitale, and Industrie & Technologies have once again joined forces to offer the **new supplement dedicated to high-performance digital simulation and artificial intelligence**

YOU CAN ALSO VIEW THE PREVIOUS EDITIONS ON THE USINENOUVELLE.COM WEBSITE

- [View the 2018 online section here](#)
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- [View the 2015 online section here](#)
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TOPIC: « THE NEW TRENDS IN SIMULATION »

INTERVIEW

- Interview with a big boss of simulation in a CAC 40 company
- The strategic importance of simulation and the evolution of technologies and use

A YEAR OF SIMULATION

- Initiatives, experiences, new tools, nuggets and actors
 - Are automotive manufacturers investing in digital simulation technologies?
 - AI feeds on simulated data
 - Digital twins are gaining ground

MAIN INVESTIGATION: SIMULATING THE LIVING

- A new frontier being crossed
- Pharmacy, health, cosmetics, agro-food, energy, transport
 - What the simulation of life, biology and behavior brings

INQUIRY ON THE HEAVY TRENDS

- Quantum, how the manufacturers are preparing themselves
 - Automobile, aeronautics and chemicals
- Artificial Intelligence
 - The race to hardware
- Where will Europe's money go?
 - The new momentum of the European ecosystem



PUBLISHED ON
25 APRIL 2019

PAGINATION

- Editorial:
 - 32 pages
- Advertising:
 - 8 pages of advertising + 2 self-promotions + 3 advertising covers

TECHNICAL SPECIFICATIONS:

- Same format as the magazine (21,0 x 27,2 cm)
- Same graphic quality, with an adapted model
- Paper weight:
 - calculations based on 54 gsm

PRODUCTION:

- Production costs fully covered by L'Usine Nouvelle, from the mock-up to distribution



A SPECIAL **20%** FOR **TERATEC MEMBERS**



	MAGAZINE	WEBSITE	NET RATE
Pack N°1	Inside front cover	Online display campaign (leaderboard, skyscraper and MPU banners)	16 000 instead of 20 000 €
Pack N°2	Outside back cover	500 000 impressions	
Pack N°3	Inside back cover	Placement Run-of-site with additional focus on the dedicated section	12 800 € instead of 16 000 €
Pack N°4	1 inner page	200 000 impressions	8 000 € instead of 10 000 €
Pack N°5	½ inner page	100 000 impressions	4 800 € instead of 6 000 €



UNE MARQUE DU GROUPE

INFOPRO
digital

10 place du Général de Gaulle BP 20156
92 186 Antony cedex
FRANCE
www.infopro-digital.com

Béatrice ALLEGRE

Director of Sales & Marketing, Manufacturing Business Unit
+33 (0)1 77 92 93 62
beatrice.allegre@infopro-digital.com