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unique issue

**“Aero, Auto, Naval,  
Energy, Smart City:  
Digital twins on all  
levels!”**

Published on 23 April 2020



# A TAILOR-MADE CONCEPT

- ◆ **A supplement in the magazines L'Usine Nouvelle and Industrie & Technologies dedicated and sponsored primarily by Teratec members and partners**
  - Themes dedicated to HPC, simulation, Big Data and AI sectors
- ◆ **A distribution of nearly 55,000 copies**
  - Among subscribers of 2 strong brands
  - Supply of copies for further distribution
- ◆ **Published on the 3 websites usinenouvelle.com, usine-digitale.fr and industrie-techno.com**
  - Creation of a dedicated section on each of the websites and access to the PDF supplement
  - Spotlight on the homepage of the websites for 1 month
  - This section will be supplied with articles from the editorial staff



**L'USINE  
NOUVELLE**

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

**IT  
INDUSTRIE &  
TECHNOLOGIES**



# A HIGH VISIBILITY

## ◆ Broadcasting on 3 brands



## ◆ A distribution on a group of 5 media, in total more than 3.4 million contacts



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



Creation of a dedicated  
section on usinenouvelle.com  
**2,7 millions** unique visitors  
per month



Creation of a dedicated  
section on usine-digitale.fr  
**610 000** unique visitors per  
month



Creation of a dedicated section  
on industrie-techno.com  
**96 000** unique visitors per  
month



**5 000 copies**  
sent to Industrie &  
Technologies subscribers

## ◆ A complementary diffusion

- **20,000 copies** (10,000 in French and 10,000 in English) made available to sponsors and Teratec
- **Distribution to the 1,300 participants** of the TERATEC 2020 Forum and "Trophées de la Simulation numérique 2020" (2020 Digital Simulation Trophies)
- Possibility to **digitize the supplement** and **distribute it additionally by email** to a base of your choice or to **put it online on your website**



# A MUST-HAVE SUPPLEMENT

## After the success of the previous 7 editions

Teratec, L'Usine Nouvelle, L'Usine Digitale and Industrie & Technologies propose in 2020 a **new supplement on the theme "The digital twins"**



## DISCOVER PREVIOUS PUBLICATIONS:

- 2019: [Automotive, Aeronautics, Energy, Chemistry... A year of simulation](#)
- 2018: [Healthcare, Automotive, Design, Production... The new uses of simulation](#)
- 2017: [Automotive, Shipbuilding, Aerospace... Simulating electrical systems](#)
- 2016: [S.O.S Planet : special simulation issue](#)
- 2015: [Simulation: big data's big bang](#)
- 2014: [The champions of simulation](#)
- 2013: [Simulation : the French touch](#)



# A UNIQUE AND DEDICATED CONTENT

**Theme : “Aero, Auto, Naval, Energy, Smart City:  
Digital twins on all levels!”**

◆ **In-depth Interview**

- Interview with Bernard CHARLÈS, Chief Executive Officer of Dassault Systèmes

◆ **A year of simulation**

- HPC, quantum, initiatives, experiments, new tools, discoveries, actors  
- How does France simulate climate change?

◆ **Interview**

- Interview with Daniel VERWAERDE, President of TERATEC

◆ **Main survey: digital twins at all levels**

- Introductory survey  
- Aeronautics, automotive, health, smart cities (Singapore), naval, energy...

◆ **Reportage / Portfolio**

- Flight simulator



Support/Content produced independently by the editors of L'Usine Nouvelle and Industrie et Technologies

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# 100% SUPPORT FOR YOU

## ◆ Pagination

- 32 editorial pages
- 8 inside advertising pages
- 2 self-promotion pages
- 3 advertising covers

## ◆ Technical specifications

- Same format as the magazine (21.0 x 27.2 cm)
- Same graphic quality, with an adapted layout
- Paper weight: calculated on the basis of 54 grams

## ◆ Creation

- 100% support by l'Usine Nouvelle, from the draft to the distribution





# OUR COMMERCIAL OFFERS

AN EXCEPTIONAL DISCOUNT OF 20% FOR TERATEC MEMBERS

PACKS	MAGAZINE	WEB	NET TARIF
Pack Nr.1	1 <sup>st</sup> page (right hand)	Formats Leaderboard, skyscraper et MPU Display campaign  500 000 impressions	<b>16 000 €</b> instead of 20 000 €
Pack Nr.2	3 <sup>rd</sup> page (right hand)		
Pack Nr.3	2 <sup>nd</sup> page (left hand)	Location ROS with high exposure on the dedicated section	<b>12 800 €</b> instead of 16 000 €
Pack Nr.4	1 full page inside	200 000 impressions	<b>8 000 €</b> instead of 10 000 €
Pack Nr.5	½ page inside	100 000 impressions	<b>4 800 €</b> instead of 6 000 €



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