Become a sponsor of a 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 usine nouvelle.com, usinedigitale.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









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 usine nouvelle.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: <u>Automotive, Aeronautics, Energy, Chemistry...</u> A year of simulation

2018: <u>Healthcare</u>, <u>Automotive</u>, <u>Design</u>, <u>Production</u>... <u>The new uses of simulation</u>

2017: <u>Automotive, Shipbuilding, Aerospace... Simulating electrical systems</u>

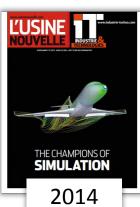
2016: S.O.S Planet: special simulation issue

2015: Simulation: big data's big bang

2014: The champions of simulation

2013: Simulation: the French touch









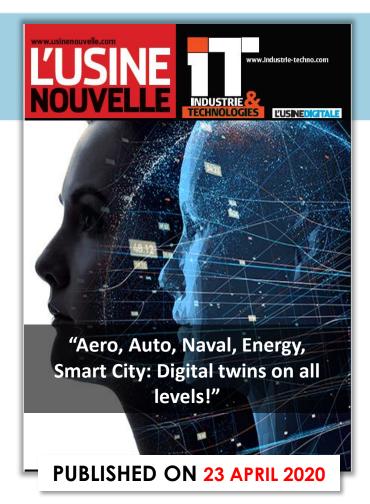




A UNIQUE AND DEDICATED CONTENT

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









100% SUPPORT FOR YOU

Pagination

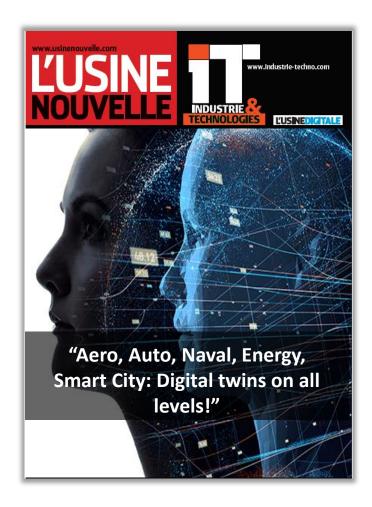
- 32 editorial pages
- 8 inside advertising pages
- 2 self-promotion pages
- 3 advertising covers

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







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