

THE MAGAZINE OF TESTING TECHNOLOGIES AND APPLICATIONS FOR LABORATORIES AND INDUSTRY

NEW  
FORMULA



# Media Kit 2018



**rem** contrôles  
essais  
mesures

your partner for successful communication with professionals of metrology, non-destructive testing, electronics, optics/photonics and instrumentation

[www.controles-essais-mesures.fr](http://www.controles-essais-mesures.fr)

## The CEM magazine is the following:

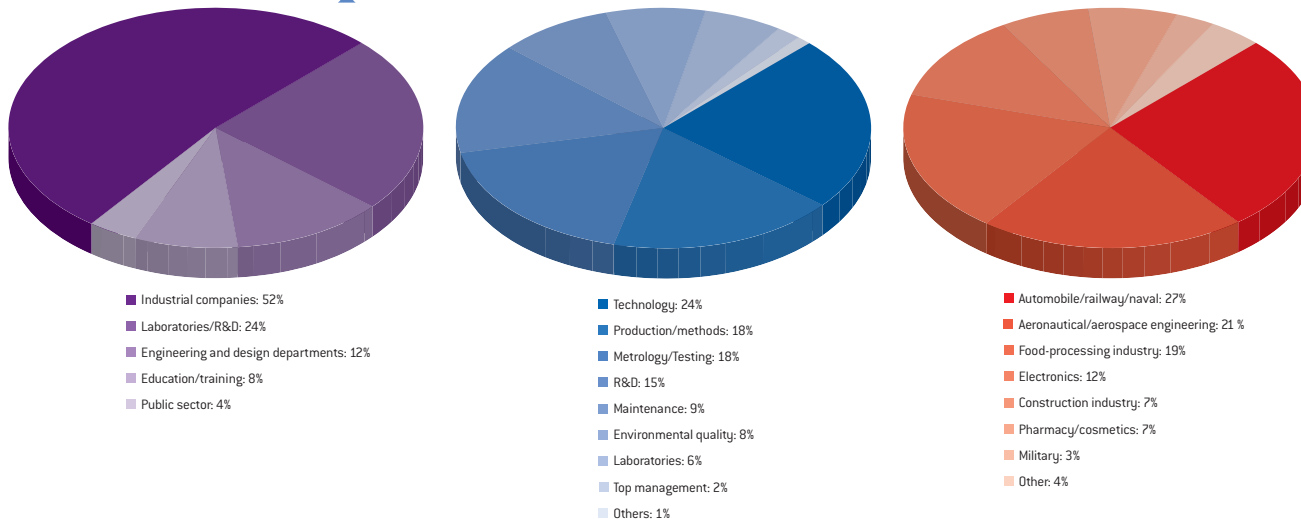
- **Reliable and complete information** from an editorial team made up of specialists and experts and validated by the field's biggest partners
- **Showcasing of your products and services**, in a layout which enables the reader to quickly find the information he or she needs
- A **reactive team** at your service (writing of texts, advertising, marketing, graphic design)
- An **internet site** of specialized information
- Multi-support **digital versions**: tablets, web navigators



### Key points

- **A relevant distribution**
- **40,000 annual copies.**  
20,000 copies sent directly to subscribers.  
20,000 copies distributed at the major events of the field.
- **Publication: February | May | September | November**

## Readership



## The publisher

The magazine *Contrôles Essais Mesures* was created in 2001 and has been published since 2010 by the company Editocom. This new publisher has enabled the founders, with their considerable experience of professional press, to dedicate all their energy to the new launch of a worthwhile publication. The company was built on a flexible model particular to the activities of publishing and of communication, in order to better fulfil customer expectations. The company is remarkable for its great reactivity and determination. Today, *Contrôles Essais Mesures* has received a number of first-hand accounts and rewards proving that the publication is at the heart of the market and responds to the readers' expectations. The company manager was also elected as a board member of a professional press federation. He is a guarantor of the ethics and fair-play needed by entire profession.

### Infos +

## THE NEW FORMULA OF CEM

2018: Further going, more in-depth, more attractive.

The CEM magazine is now enhanced with the "le mag" section. Interviews with decision-makers, meetings on the ground, answers on questions about metrology, non-destructive testing (NDT) and optics, news: here you will find everything that sparks your interest.

CEM 2018 will of course keep its strong points: its special reports, expert opinions, technical spotlight, reports, product information.

CEM 2018 will start to investigate testing and electronic measurement and these areas will be covered in every future issue.

### The Partners of *Contrôles Essais Mesures*

The partners of *Contrôles Essais Mesures* have a role in constantly providing high-quality and professional information, thus enhancing our readers' experience.



**62** FEBRUARY

**Special distribution:** Jec World, industrie Lyon, Smart Industries, MSE, Midest, Forum Labo, CFIA, control, Sepem Grenoble

**Special report Industry of the future**

The organisation of a number of trade fairs at the same time during the first trimester will provide a concrete overview of advances in terms of an industry of the future. What are today's key issues? What is the role of testing and measurement in this context?

**Non-destructive testing**

The latest news on the products and markets of NDT and its players, innovations and feedback on experience. Our expert opinions on the topic of **ultrasound**.

**Technical spotlight**

**How to handle new members of the labour market?**

New generations are arriving on the labour market. Familiar with computing and networks, are these Millennials an advantage for today's companies or do they need to be trained in industrial practices ?

**Expert opinions**

Our experts in **metrology**, in **electronic testing & measurement**, in **optics** present you with the results of their latest studies. Measurement uncertainty, smart metrology, medical biology laboratories accreditation, 3D measurement, feedback on experience, tribunes, focus on the use of photonics today...

**63** MAY

**Special distribution:** Enova Toulouse, Sepem Colmar, ECNDT, WNE

**Special report nuclear sector**

**A sector under surveillance**  
How do the NDT players and metrology guarantee the operational security of plants?

**Special report composites**  
How can the tests and measurement boost this field?

**Non-destructive testing**

The latest news on the products and markets of NDT and its players, innovations and feedback on experience. Our expert opinions on the topic of **non-destructive testing through robots**.

**Technical spotlight**

The right equipment pool management and machine control tools.  
**Which tools to choose?**

**Expert opinions**

Our experts in **metrology**, in **electronic testing & measurement**, in **optics** present you with the results of their latest studies. Measurement uncertainty, smart metrology, medical biology laboratories accreditation, 3D measurement, feedback on experience, tribunes, focus on the use of photonics today...

**64** SEPTEMBER

**Special distribution:** Sepem Avignon, Micronora, Enova Paris, Préventica Strasbourg, NI Days

**Special report miniaturization**

**Measurement in the era of micros and nanos.**  
How do instruments go miniature? Why does the equipment leave the metrology lab? In the end, what improvements can the user expect?

**Non-destructive testing**

The latest news on the products and markets of NDT and its players, innovations and feedback on experience. Our expert opinions on the topic of **POD**.

**Technical spotlight**

**Fault insertion**  
develop ? What is it used for? Which technologies does it use?

**Expert opinions**

Our experts in **metrology**, in **electronic testing & measurement**, in **optics** present you with the results of their latest studies. Measurement uncertainty, smart metrology, medical biology laboratories accreditation, 3D measurement, feedback on experience, tribunes, focus on the use of photonics today...

**65** NOVEMBER

**Special distribution:** Pollutec, Sepem Douai

**Special report simulation**

**How to simulate monitoring, testing and measurement?**  
Which tools to use? What performances to expect?

**Non-destructive testing**

The latest news on the products and markets of NDT and its players, innovations and feedback on experience. Our expert opinions on the topic of **Eddy currents**.

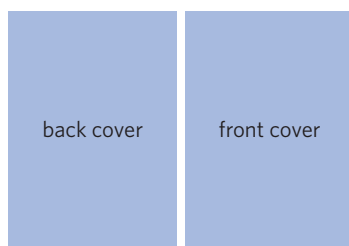
**Technical spotlight**

**Tomography**  
The right balance between NDT and metrology? What is the performance level ? What are its new applications?

**Expert opinions**

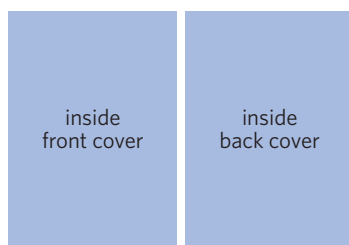
Our experts in **metrology**, in **electronic testing & measurement**, in **optics** present you with the results of their latest studies. Measurement uncertainty, smart metrology, medical biology laboratories accreditation, 3D measurement, feedback on experience, tribunes, focus on the use of photonics today...

*And still our news magazine, reports and product information...*



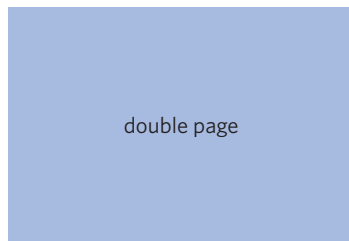
**back cover**  
210x297 mm\* ▶ 5 900 €

**first cover**  
on request, with prior  
acceptation concerning  
the photograph

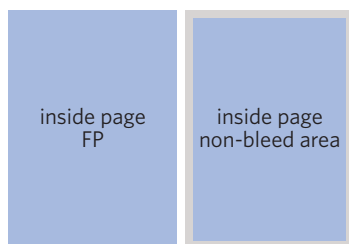


**inside front cover**  
210x297 mm\* ▶ 5 200 €

**inside back cover**  
210x297 mm\* ▶ 4 500 €

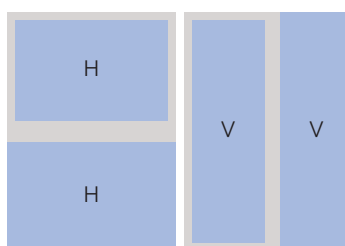


**double page**  
420x297 mm\* ▶ 5 650 €



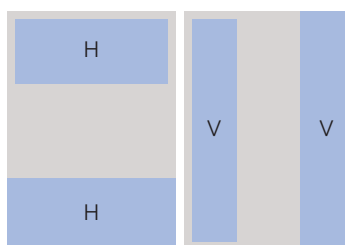
**inside full page**  
inside page FP  
210x297 mm\* ▶ 3 600 €

**inside full page non-bleed area**  
inside page non-bleed area  
190x270 mm ▶ 3 600 €



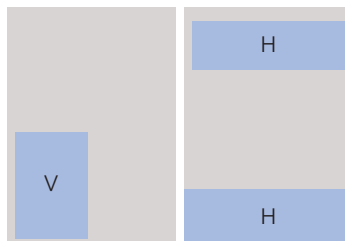
**1/2 horizontal page**  
non-bleed area  
190x125 mm ▶ 2 400 €  
bleed area  
210x140 mm ▶ 2 400 €

**1/2 vertical page**  
non-bleed area  
90x274 mm ▶ 2 400 €  
bleed area  
100x297 mm ▶ 2 400 €



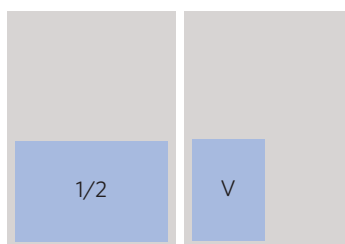
**1/3 horizontal page**  
non-bleed area  
190x85 mm ▶ 2 000 €  
Bleed area  
210x95 mm ▶ 2 000 €

**1/3 vertical page**  
non-bleed area  
55x274 mm ▶ 2 000 €  
bleed area  
65x297 mm ▶ 2 000 €



**1/4 vertical page**  
90x132 mm ▶ 1 350 €

**1/4 horizontal page**  
non-bleed area  
190x60 mm ▶ 1 350 €  
bleed area  
210x70 mm ▶ 1 350 €



**1/2 appointments page**  
190x125 mm ▶ 1 700 €

**1/4 appointments page**  
90x132 mm ▶ 1 100 €

## TAPERING CHARGES

- New client - 4%
- Loyalty rate - 6%
- Agency representative - 15%
- 2 issues - 4%
- 3 issues - 7%
- 4 issues - 9%

- Increase 15% for special spaces (recto or first section)
- For any special notifications, please contact us.

## Info +

Our graphic studio is available to help you with your advertisements.  
Technical costs will be invoiced to you.

Coupled rates can be suggested to you if you want your  
communication to appear both in the magazine and on the website.

2018 rates, in EUROS, exclusive of tax.  
The formats are indicated as follows: breadth, then height,  
in millimetres  
These rates are subject to change without notice

\* Add 5 mm bleed



**A true mine of information,  
the controles-essais-mesures.fr Internet site  
provides you with a complementary**

**Key points**

- Daily update
- Target audience
- Google integration
- Search ranking improvement

**You want to communicate once-off for a specific operation...**

**PRICES AND FORMATS**

BANNERS		
Type	Dimensions	Monthly prices
Rotating banner	468x60 px	600 € excl tax
Fixed mega banner	728x90 px	1 200 € excl tax
Fixed rectangle	300x250 px	900 € excl tax
Fixed square	250x250 px	900 € excl tax
Fixed vertical banner	120x600 px 160x600 px	1 000 € excl tax
Fixed banner in the newsletter	468x60 px	1 400 € excl tax
Exterior layout	on all the margins	On request

**... You prefer long-term communication**

**YOUR LATEST NEWS ARTICLES ON THE SITE**

FUNCTIONALITIES	INITIAL	COMPLET
Presence in the <b>Vitrines du Marché</b> section (logo, presentation, links...)	no	yes
Access to the morning news section of the site	no	yes
Possibility of being contacted through the <b>Vitrines du Marché</b> section	no	yes
Assistance with the writing and publication of your latest news articles	no	yes
Autonomous publication on-line of your latest news articles	yes	yes
Maximum size of your latest news articles	1 200 characters	15 000 characters
Maximum number of images	1	15
Video	no	1
External links	no	yes
Download link	no	yes
Publication of the latest news articles on the homepage	no	yes
Latest news articles published on our Facebook and Twitter pages	no	yes
Latest news articles published in the RSS streams	no	yes
Latest news articles published in the newsletter	no	yes
Statistics of your latest news articles in the newsletter (openings, clicks...)	no	yes
Publication of your events in the agenda	yes	yes
<b>Rotating banner on the site for one month</b>	no	yes
<b>PRICES</b>	0 €	<b>2 200 € excl tax/yr</b>

Updated daily and promoted by a **morning news** section and a monthly newsletter, the site has benefited from a supplementary visibility after having been listed as a source of information by **Google** since the summer of 2014. All site content is now immediately passed onto the **Google News** site in order to multiply the visibility.

This update also enables the transmission of information on the social networks and on the news feeds that we provide to certain partners (on the home page of the Enova trade fair, for example). Over 120,000 pages are visited annually\*.

For greater visibility and enhanced Internet ranking, the **"Vitrines du Marché"** section provides you with a complementary audience. As well as the access to your contact details and to the documents provided, Internet users can consult all the news that you have published on the website. Thanks to our ranking policy, this content also goes onto the Internet, thus boosting your e-reputation.

\*source: Google Analytics

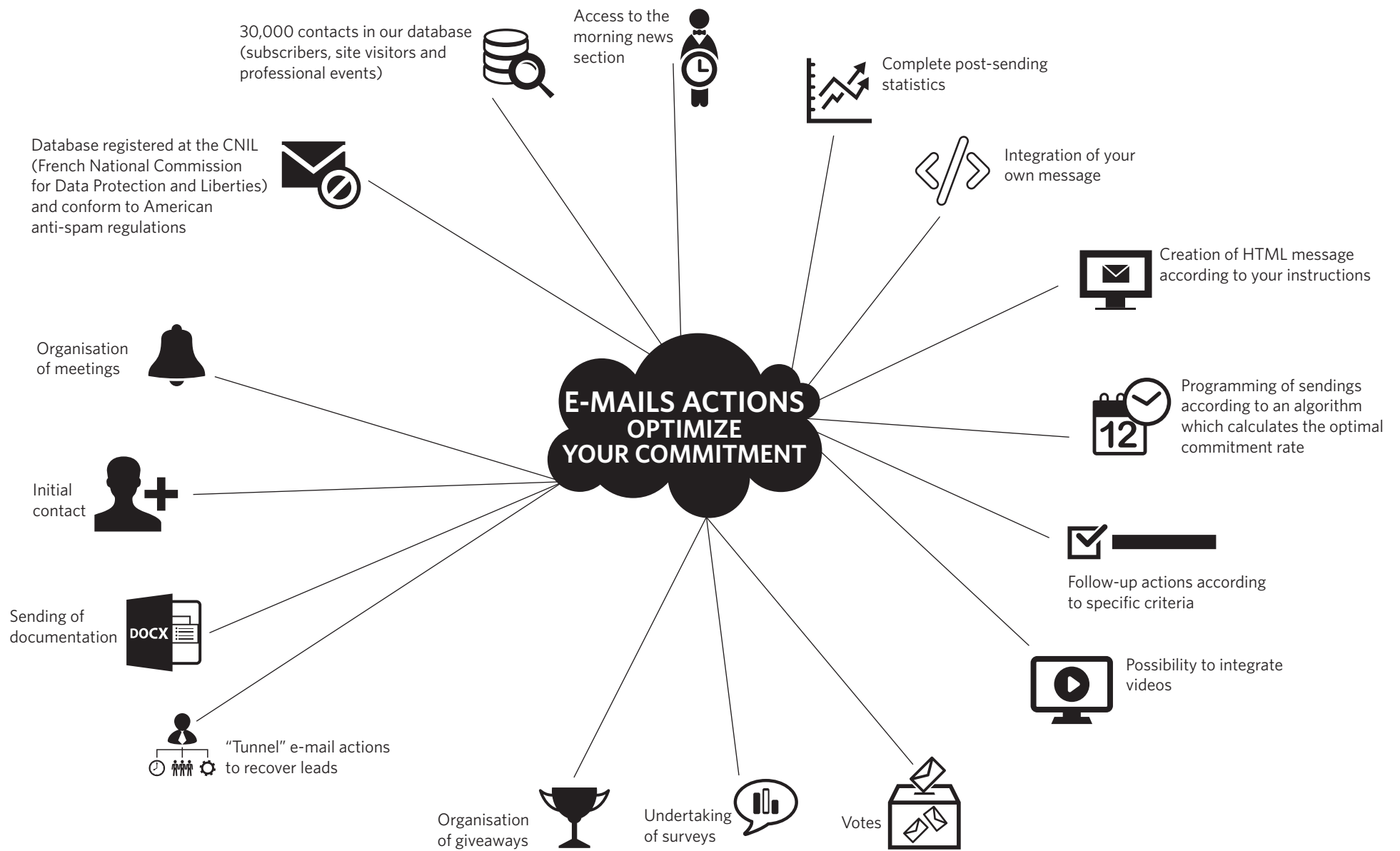
**JOB OFFERS**

You want to advertise a job offer on our website and reach ultra-specialised candidates? Leave it to us!

With our Job Package you get:

- your job offer title displayed on our homepage
- increased visibility of your advertisement compared with others published on the website
- inclusion of your logo in the advertisement
- inclusion of your job offer in a dedicated newsletter
- inclusion of your job offer in our monthly newsletter
- direct receipt of application forms

Price: 500 € excl tax per job offer



## Ad insert or catalogue accompanying the magazine

Your own **document inserted in the magazine** and delivered directly to the subscribers. Our reputation will help pass on your message

## Special issue

You have a lot to say? Let us say it for you by offering you a **special issue distributed to all our subscribers**



## Extensive coverage



You want to be at the heart of the magazine with some pages dedicated to you? Our “extensive coverage” section is made for that! You then want to transmit this section as an autonomous document? Order our **copies separately**

## Promotional magazine feature

Some information to share? Our team can write your **promotional magazine feature** and publish it in the magazine

They have chosen to communicate using a special operation:  
Cetim, Institut de Soudure, Airbus Defence & Space, Olympus France,  
Insavalor, Collège français de métrologie, Cofrend...

### Key points

- A different form of communication
- Offer the reader an additional service
- Boost the customers visibility

## Actions on the cover

An inside cover? A banner? A special paper? A special gloss? A coupon? A sample? All **direct marketing** actions are possible with *Contrôles Essais Mesures* in order to strike a chord with our readers from the moment they take the magazine into their hands.



## Delegated edition

You have an internal magazine which you would like to pair up with *Contrôles Essais Mesures* for distribution to your own subscribers? We can **become your editor**



**You have other ideas?  
We will surely be able to respond to them,  
Just contact us!**

Collaboration with *Contrôles Essais Mesures*, does not just mean the purchase of a commercial service. It is the certainty of having the maximum commitment of our teams. We strive constantly to improve the magazine and to provide you with the best exposure and maximum feedback. We communicate all through the year in order to ensure a continuous relationship with the market and its players.

## Key points

- A visible magazine
- A carefully researched marketing
- A constant dynamism

## What we did for you last year

### TRADE-FAIR PARTNERSHIPS

Free samples of the magazines were distributed among visitors of the biggest professional events of the sector so that they could become acquainted with them in detail. **Some references:** Enova, International Congress of Metrology, instrumentation trade-fair, Sepem Industries, Micronora, JEC Composites conferences, Pollutec, Journées de la Cofrend (The Cofrend Days)...

### VISUAL COMMUNICATION AT TRADE FAIRS

To impart the magazine's image and logo so that they are firmly established in the minds of our readers and partners. This can be summed up as follows: wherever you go for your professional activities, we are there too! **Some references:** logo on the maps of major professional events, in the trade fair catalogues, on the crowd management ropes; advertising pages in the

trade fair catalogues, in the visitor guides; flags, kakemonos; notebooks and pens with our logo...

### PARTNERSHIP WITH PUBLISHERS OF PROFESSIONAL PUBLICATIONS

*Contrôles Essais Mesures* is the exclusive press partner of certain collections: logo on back cover and dedicated pages to acquaint readers with the magazine at the end of the publications.



### DIGITALISATION & INTERNET

Our readers can access the magazine on line with their personal logon details. In this way, they have the advantage of the tablet version and can consult an enriched off-line version. We have pooled resources and carried out

email action exchanges with our partners in order to ensure the promotion of the magazine.

### LAUNCH OF A NEW PUBLICATION

As measurements, testing and monitoring are everywhere, we have decided to launch a new sector-specific publication: *Industries Cosmétiques* (*The Cosmetics Industries*).

The magazine of cosmetology, of equipment and services for laboratories and production is a complementary publication of *Contrôles Essais Mesures* and has given rise to a greater amount of feedback than ever!



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