

# SOUUDAGE

et Techniques Connexes

Media  
Kit 2023

*Soudage et Techniques Connexes, also known as STC, is the only French magazine entirely devoted to welding, cutting, heat treatment and non-destructive testing (NDT) and their applications.*

STC is today:

- a biannual print magazine
- a weekly news website
- a LinkedIn page



## THE EDITOR

The French reference for professionals, STC is edited since 1909 by The Institut de Soudure (French institut of welding).

## OUR MEDIA

- Powerful and illustrated information about your business and your sector
- Highlighting of welding processes and related technologies
- Clear and easy to read sections
- The perfect tool for your technological, normative and regulatory survey

## IN EVERY ISSUE AND ON OUR WEBSITE

- ✓ Our special feature
- ✓ The technical spotlight
- ✓ Focus on a sector of activities
- ✓ Previews and reviews of trade shows and events
- ✓ The news : products, companies, technologies"
- ✓ "Meet with..." to discover and to share with key leaders in the welding world
- ✓ New products : materials and supplies
- ✓ Life in the profession
- ✓ Technological and strategic survey
- ✓ Applied and fundamental Research articles
- ✓ News QHSE & PPE

**NEW !**



**NEW !**

**NEW !**

### READERSHIP

Soudage et Techniques Connexes finds its readers among industrialists - from small and medium-sized businesses to large groups - who use welding and assembly processes and suppliers of production technology.

Who's following us ? Management teams, technical managers, people in charge of research and innovation, engineers, technicians, workshop managers, supervisors, design and control office managers, not forgetting students, trainers and welders.

In all sectors of industry : energy, petrol, gas, chemistry, aeronautics, nuclear, renewable energy, metalworking, transport, construction, steel structures...

### DISTRIBUTION

- ✓ Global Industrie
- ✓ Measurement World
- ✓ Sepem Industries
- ✓ FCTM & ESOPE
- ✓ Sifer
- ✓ Paris Air Show
- ✓ WNE
- ✓ ICWAM
- ✓ JEC
- ✓ Schweissen und Schneiden
- ✓ Tubes

- 2 issues / year
- 3 000 copies / issue
- Extras distributed at the main events in the sector.

### EDITORIAL PLANNING

#### FIRST HALF OF 2023

# 457

closure on January 15<sup>th</sup>, 2023

#### REPORT:

What developments in screwing and unscrewing? Technologicals, control, measurement, norms...

#### TRADE SHOW:

What developments in screwing and unscrewing? Technologicals, control, measurement, norms...

#### MARCH-APRIL 2023

ONLINE

#### REPORT:

Simulation and welding : issues and associated NDT (non-destructive testing)

#### SECOND HALF OF 2023

N° 458

closure on March 15<sup>th</sup> 2023

#### REPORT:

French innovations at Schweissen und Schneiden

#### TRADE SHOW:

Exceptional distribution on Schweissen und Schneiden

#### SEPTEMBER-OCTOBER 2023

ONLINE

#### REPORT:

Collective protection from welding fumes : observations and technical developments

#### NOVEMBER-DECEMBER 2023


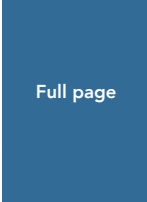


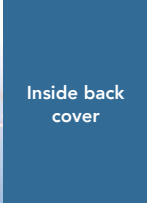




ONLINE

#### REPORT:

Hydrogen : a new sector for the welding industry

Editorial program subject to change according to the news of the profession.

### Formats, Dimensions (WxH in mm) & Rates

 <p>Back cover</p>	<p><b>First cover</b> On request 195 x 200 mm</p> <p><b>Back cover</b> 3,600 € excl. tax 216 x 303 mm</p>	 <p>Full page</p>	 <p>1/2 page horizontal</p>	<p><b>Full page</b> 1 800 € excl. tax 216 x 303 mm</p> <p><b>1/2 page horizontal</b> 1 300 € excl. tax 185 x 130 mm</p>
 <p>Inside front cover</p>	 <p>Inside back cover</p>	<p><b>Inside front cover</b> 3 400 € excl. tax 216 x 303 mm</p> <p><b>Inside back cover</b> 3 100 € excl. tax 216 x 303 mm</p>	 <p>1/4 page</p>	 <p>1/4 page company information horizontal</p> <p><b>1/4 page</b> 960 € excl. tax 90 x 130 mm</p> <p><b>1/4 page company information horizontal</b> 1 200 € excl. tax 187 x 64 mm</p>
 <p>Advertorial double page</p>	 <p>Advertorial double page</p>	<p><b>Advertorial double page</b> On request</p>		

Our graphic studio is available to help you with your advertisements. Technical costs will be invoiced to you (300 € HT). Coupled rates can be suggested to you if you want your communication to appear both in the magazine and on the website. 2023 rates, in euros, exclusive of tax. The formats are indicated as follows: width, then height, in millimetres. These rates are subject to change without notice.

#### Discounts:

2 inserts : -10 %  
New client : -10 % on the first ad  
Institut de Soudure member : -10 % more

#### Specials:

Book marks, samples, special issue, catalogs, flyers...  
Please, contact us.

#### TECHNICAL DATA

Format: 210 x 297 mm (add 5mm bleed)  
File: PDF high resolution (300 dpi)

#### YOUR CONTACTS

##### Advertising

Céline Dewaele  
+336 07 56 65 02  
c.dewaele@editocom.com

Valentine Muyard  
+337 45 00 66 26  
v.muyard@editocom.com

##### Editor

Nicolas Gosse  
+339 77 21 81 21  
n.gosse@editocom.com

### DISPLAY

Type	Size	Placement	Rate
Exclusive fixed banner	1140 x 720 px	Homepage	1,500 € EXCL. TAX / month
Leaderboard	728 x 90 px	Homepage	900 € EXCL. TAX / month
Banner	468 x 60 px	Articles	900 € EXCL. TAX / month
Square	250 x 250 px	Every page (sidebar)	1,000 € EXCL. TAX / month
Banner in our weekly news	728 x 90 px (max)	Newsletter	300 € EXCL. TAX / sending

### SPONSORED CONTENT

Your content on homepage (fixed placement) + dedicated page with text / pictures / videos / CTA + 1 content sending on our database.

Rate: 1,800 € exclusive of tax / month

### DATABASES

- Blind sending of your html message on our databases
- 15,000 addresses (RGPD compliant) (welding, cutting, additive manufacturing, industrial tolerancing, industrial piping, metallurgy, metal joinery, industrial gases, metal construction, industrial boilermaking, iron and metal processing, railway work, shipbuilding, aircraft construction...)
- Rate: 2,000 € excl. tax / sending

### COMMUNICATION

- Full organization of your webinar. You take care of the content, we take care of the rest (technical skills and database)  
Rate: 3,000 € excl. tax / session
- Dedicated episode of our "Soudage" podcast to reach listeners in a new way...  
Rate: 1,500 € excl. tax / episode
- Video shot by us and hosted on our site: our teams produce short videos suitable for digital communication.  
Rate: 1,500 € excl. tax