



STC

SOUUSAGE
et Techniques Connexes

+

- 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 monitoring

Media kit 2026

Soudage et Techniques Connexes

is the only French magazine entirely devoted to welding, cutting, heat treatment and non-destructive testing (NDT) and their applications.

your media for marketing services needs

VISIBILITY • INFLUENCE • AUDIENCE • CONTENT • LEADS...

Our actuators



PAPER MAGAZINE

2 issues/year including a
French/English double issue
3,000 copies/issue



WEBSITE

Daily updates
1,000 pages views/month



DATABASE

15,000 email Addresses
GDPR compliant



SOCIAL NETWORKS











 We've chosen
LinkedIn!



WHO'S FOLLOWING US?

Management teams, technical managers,
research and innovation, engineers, technicians,
students and welders... In energy, petrol, gas, chemistry,
aeronautics, nuclear, renewable energy, metalworking,
transport, construction...

EXTRA DIFFUSIONS

Global Industrie  Sepem Industries  FCTM &
Esopo  Sifer  WNE  ICWAM  JEC 
Schweissen & Schneiden  Tubes  EuroBlech 
Préventica

WEB

Web & Digital Opportunities



WEBINAR

**You want to organize a webinar, but
you're not sure how to set it up?**

**You take care of the content,
we operate our database!**

Tailored offer in 3 steps:

promotion + implementation + follow-up

Package ▶ € 3,200 excluding VAT / session



PODCAST

**Do you want to accompany our readers
on a daily basis?**

Discover our offers dedicated to podcasts. This media ensures
that you get a highly qualified audience. All broadcast formats are
possible: interview, round tables, report...

From ▶ € 1,600 excluding VAT



VIDEO

**Product launches, strategic acquisitions, results
presentations, event promotions, and more**

There are countless opportunities to leverage
a video campaign

From ▶ € 1,600 excluding VAT



WEBSITE / DATABASE

**Do you need fast and efficient
communication on our STC
website and database?**

▶ E-blast marketing ▶ **€ 2,140 excluding VAT**

(2 identical sendings)

▶ Sponsored content ▶ **€ 1,930 excluding VAT / month**

▶ Banner ▶ from **€ 950 excluding VAT / month** (according
to the size and position of the banners)

▶ Banner in our weekly e-news ▶ **€ 320 excluding VAT / week**

▶ Website wallpaper ▶ **€ 3,150 excluding VAT / month**

▶ Complete subscription (market showcases, news,
1 banner) ▶ **€ 2,415 excluding VAT / year**



IMAGE

Do you need a professional photographer?

Our image department can handle all your corporate,
event and team coverage.

▶ on request



**For further explanations and options, please contact
Valentine Muyard, v.muyard@editocom.com**

2026 Rates & Formats

BACK COVER



210x297mm
add 5mm
of bleed
► € 3,850

210x170mm
add 5mm
of bleed
► on request

INSIDE FRONT COVER

bleed area
(add 5mm)
210x297mm
► € 3,640

INSIDE BACK COVER

bleed area
(add 5mm)
210x297mm
► € 3,320

DOUBLE PAGE

bleed area (add 5mm)
420x297mm
► On request

INSIDE FULL PAGE

bleed area
(add 5mm)
210x297mm

INSIDE FULL PAGE NON-BLEED AREA

non-bleed area
190x270mm

► € 1,930

Specials

We can say "yes" to your special needs:

- book marks,
- samples,
- special issue,
- catalogs,
- flyers...
- please, contact us.

Discounts:

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

More

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. 2026 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.

H

H

V

V

1/2 page ► € 1,390

H non-bleed area
190 x 125 mm

V non-bleed area
90 x 274 mm

H bleed area
(add 5mm)
210 x 140 mm

V bleed area
(add 5mm)
100 x 297 mm

H

H

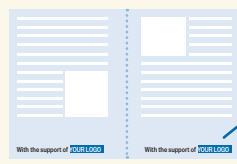
V

1/4 page ► € 1,030

H non-bleed area
190 x 60 mm

V non-bleed area
90 x 132 mm

H bleed area
(add 5mm)
210 x 70 mm



With the support of **YOUR LOGO**

Special report sponsoring
► € 750

2026 Editorial Planning

	Topics
#463 ◉ FIRST HALF 2026 Editorial closing date: 03-02-2026 Advertising closing date: 03-02-2026	III Feature: Global Industrie 2026 innovations III Focus on welding PPE And all our regular features
DIGITAL FEATURE (April-May 2026) Editorial closing date: 04-01-2026 Advertising closing date: 04-15-2026	III Feature: industrials gases
DIGITAL FEATURE (September-October 2026) Editorial closing date: 09-01-2026 Advertising closing date: 09-15-2026	III Feature: New challenges in additive manufacturing
#464 ◉ SECOND HALF 2026 Editorial closing date: 09-07-2026 Advertising closing date: 09-07-2026	III Feature: Euroblech 2026 innovations Preview of the digital feature “industrials gases” And all our regular features
DIGITAL FEATURE (November-December 2026) Editorial closing date: 11-02-2026 Advertising closing date: 11-15-2026	III Feature: Immersive training and augmented reality for welders (VR/AR headsets, simulators, AI-assisted learning)

Subject to change without notice

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

CALL ON THE PROS IN COMMUNICATION AND COPYWRITING



VALENTINE MUYARD
ACCOUNT DEVELOPMENT
MANAGER

☎ +33 7 45 00 66 26
✉ v.muyard@editocom.com



NICOLAS GOSSE
RÉDACTEUR EN CHEF

☎ +33 9 77 21 81 21
✉ n.gosse@editocom.com



© Photos: Xavier Muyard