

# KIT MÉDIA

# Qualité Références

Tools and Methods for managers

[www.qualite-references.com](http://www.qualite-references.com)



Benefit from the aura of a unique brand on the market for your multi-channel communication.



**32 000**  
copies  
per year



**120 000**  
visitors  
per year



**6 000**  
industry contacts  
receiving the  
newsletter



**1 000**  
followers on  
social media



**15**  
partner trade shows

# CREATE OR MAINTAIN THE LINK WITH YOUR TARGET



PERFORMANCE QUALITE  
**TPE - PME**

OUR PARTNERS

## Multi-channel Communication



Print magazine, digital magazine, website, Apple and Google mobile applications, newsletters.... **Qualité références** is present on all media with professionals from the sector in order to provide you with true multi-channel communication with players in the sector.

EURE

### Holopharm : la qualité dans l'industrie pharmaceutique

Premiers pas en qualité de l'entreprise Holopharm située à Val de Reuil (27) et spécialisée en Recherche pour des analyses, préparation de procédés, de produits semi-finis ou finis pour l'industrie pharmaceutique et cosmétique. Le Président, Julien Morvan et le directeur général, Pierre-Marie Mondin, le Responsable externalisé QSE, Jean-Yves Turmel et l'animateur qualité Xavier Lutherer, l'ingénieure chimiste Léa Roudier et la stagiaire Qualité Sabrina Senechal ont participé à la rédaction de cet article avec moi-même, Olec Kovalevsky.

NOTA : CET ENTRETIEN A ÉTÉ RÉALISÉ AVANT LE COVID-19. À PARTIR DU 18 MARS 2020, LA SOCIÉTÉ HOLOPHARM S'EST ADAPTÉE :

Les salariés ont été mis au chômage partiel et les deux dirigeants ont répondu au besoin en solution hydroalcoolique des hôpitaux voisins : Evreux, Elbeuf, les Mureaux, des cliniques, des EHPAD et autres administrations : la Poste, les services pénitentiaires... En six semaines, 25 000 L de solution hydroalcoolique ont été produits selon la formule de l'OMS.

## Quality Manager.

Efficace, Intuitif, Mobile



Besoin d'un outil de management **tout terrain**

Décuplez le potentiel de vos équipes au bureau et sur le terrain, en leur offrant un accès ergonomique à leurs processus, documents et tâches, depuis tout terminal web ou mobile, y compris en mode d'urgence.

Créez en un temps record vos propres applications mobiles : fiche d'intervention, inspection, déclaration de travaux, suivi de chantier, état des lieux, fiche de contrôle, relevé d'heures, demande d'achat, congé, notes de frais...

## Events



As a partner of nearly 20 trade shows each year, **Qualité références** helps you strengthen your attendance at the sector's events, or even replace it by being present in the issues distributed physically and free of charge to visitors and exhibitors.

## Cobranding



Highlight your expertise by associating your brand with that of a publication recognised in your market: in addition to the news, practical solutions and expert opinions in each issue, the in-depth reports on current market trends help make **Qualité références** a genuine business partner for its readers. The articles published on the magazine's website and on social media also ensure permanent contact with readers.

# PRINT AUDIENCE



\*Préventica, CFIA, Produrable, Journées de la Qualité, ...



4

issues per year



10 000

copies per year



5 000

Extra-diffusion copies per issue

# DIGITAL AUDIENCE



16 000

visitors per year



20 000

Qualified e-mails on our database



3 000

followers on social media

## PRINT DISTRIBUTION FORMATS

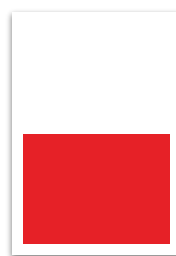
(allow 5 mm bleed)



Full page  
210\*297 mm



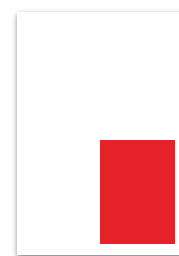
Halfpage  
90\*274 mm



Half page  
190\*125 mm

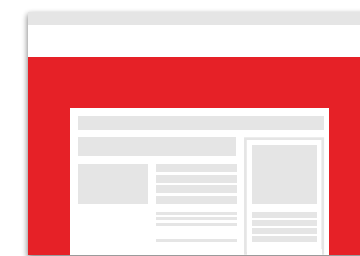


Third page  
55\*274 mm

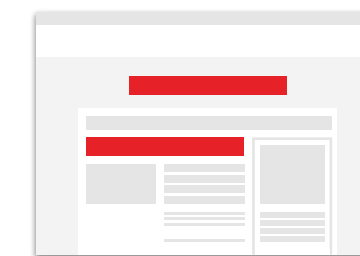


Quarter page  
90\*132 mm

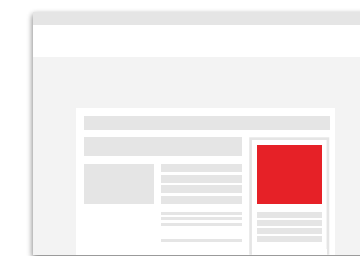
## DIGITAL DISTRIBUTION FORMATS



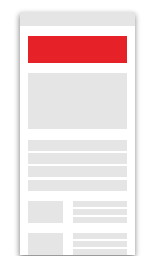
Interface skin  
1920\*925 pixels



Leaderboard & banner  
728\*90 pixels



In-line rectangle  
300\*250 pixels



Mobile  
320\*100 pixels

# COMMUNICATE TO A TARGETED AUDIENCE

## A circulation targeted at professionals

Distribution by subscription 10.000 copies

- 35% Quality- Safety - Environment
- 20% Direction
- 12% HR
- 10% Documentalist - Archivist
- 9% Informatique
- 6% Developpment & stratégy
- 3% Logistic
- 3% Production
- 2% Others



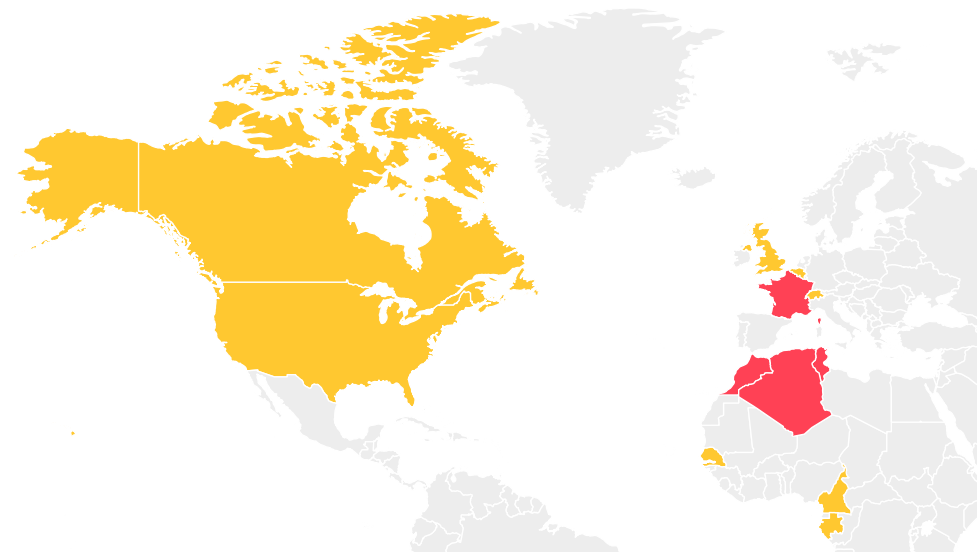
## Activity area



Metallurgy, mechanical industry	19%
Aeronautic / Aerospace	17%
Automotive / Railway	13%
Food industry	10%
Health	10%
Bank / insurance	8%
Informatique	8%
Public work	7%
Research & développment	5%
Others	3%


## An International readership

- |             |                |
|-------------|----------------|
| 65% France  | 4% Belgium     |
| 10% Marocco | 3% Switzerland |
| 7% Tunisia  | 4% Others      |
| 7% Algeria  |                |



Magazine	Rates
<b>Inside pages</b>	
Front cover	€ 5 200
Full page (210*297 mm)	€ 3 200
Half page vertical (90*274 mm)	€ 2 100
Half page horizontal (190*125 mm)	€ 2 100
Third of a page (55*274 mm)	€ 1 800
Quarter page (90*132 mm)	€ 1 200
Employment section: half page (190*125 mm)	€ 1 500
Employment section: quarter page (90*132 mm)	€ 1 000
<b>Preferred spaces</b>	
2nd cover	€ 5 200
3rd cover	€ 4 000
4th cover	€ 5 900
<b>Special offers</b>	
Insert: right of asylum of your document (printing and routing costs on quotation)	€ 3 500
Communication on the back of our offers for subscription or re-subscription	€ 1 500 per issue

New customer	- 4%	Loyalty	- 6%	Broker agency	- 15%
2 publications	- 4%	3 publications	- 7%	4 parutions	- 9%

Website, social media, apps and digital magazine	Rates
<b>Display *</b> <span style="float: right;">*Display managed by Google Ad manager </span>	
Site design as home after 1 300 pixels (1920*925 pixels)	€ 2 500 for 1 month
Large leaderboard on the website (970*90 pixels)	€ 2 000 for 1 month
Bannière on the web site (728*90 et 320*100 pixels)	€ 500 for 1 month
In line rectangle on the web site (300*250 pixels)	€ 1 000 for 1 month
News on the website (text + photo)	€ 450 (no end date)
Video on the website (embedded Youtube format)	€ 450 (no end date)
White paper on the website	€ 450 (no end date)
Webinar, conferences, training, et. announced on the Agenda section	€ 300 (no end date)
<b>Newsletters</b>	
Banner in the newsletter (728*90 pixels)	€ 450 per newsletter
News in the newsletter (product/service)	€ 350 per newsletter
<b>Data</b>	
Production of the html file, Location & Routing	From € 450
<b>Brand content</b>	
Sponsored news of 3,000 characters (written by a specialist journalist and published on the website and in a newsletter)	€ 3 000

**Our art studio can give you a quote for the production of your advertisement on simple request.**

Rates in € HT without taxes  
(TVA : 20%)

# PLANNING NEWSLETTER

# SPECIFICATIONS

N°59	03	January	2023
N°60	17	January	2023
N°61	31	January	2023
N°62	14	February	2023
N°63	28	February	2023
N°64	14	March	2023
N°65	28	March	2023
N°66	11	April	2023
N°67	25	April	2023
N°68	09	May	2023
N°69	23	May	2023
N°70	06	June	2023
N°71	20	June	2023
N°72	04	July	2023
N°73	18	July	2023
N°74	05	September	2023

N°75	19	September	2023
N°76	03	October	2023
N°77	17	October	2023
N°78	31	October	2023
N°79	14	November	2023
N°80	28	November	2023
N°81	12	December	2023
N°82	02	January	2024
N°83	16	January	2024
N°84	30	January	2024
N°85	13	February	2024
N°86	27	February	2024
N°87	12	March	2024
N°88	26	March	2024
N°89	09	April	2024
N°90	23	April	2024

## BANNER

Size ..... 728 \* 90 pixels  
 Type ..... jpeg ou png  
 Weight..... 30 Ko max

## NEWS

Title ..... 72 caractères\* maximum  
 Subtitle ..... 282 caractères\* maximum  
 Text ..... 943 caractères\* maximum  
 Photo ..... 320 \* 240 pixels, 30 Ko maximum

*\*blanks included*



# Qualité Références

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78550 Houdan

Follow us on social media



Since 2006, our vocation has been to inform professionals about their profession through our magazines, our websites and our social networks. We publish 5 print and digital magazines, 2 applications and 3 online directories for connecting B2B professionals.

**EVERY YEAR, MRJ PRESSE IS :**

**200 000**

copies distributed

**400 000**

visitors on our websites

**800 000**

seen pages

**600 000**

e-mails sent

**50**

trade fairs

REALISED BY TAKASIT

ESSAIS & SIMULATIONS

Qualité Références

Production Maintenance

MAINTENANCE & ENTREPRISE

MAINTENANCE & CO

MESURES & TESTS

QUALITY & CO

TRAMETAL

N°	File	Excellence, Approach, Management	Training, Consultancy, Certification	Risk prevention, Environment	tools	Exhibitions
<b>N° 92</b> <b>FEV</b> <b>Deadline</b> 02-03-22	<b>Pharmaceutical, cosmetics and agri-food sectors</b>  Quality management, software, certification, quality control, digital tools	<b>Quality and Recovery Plan</b>  <b>Data Quality</b> An essential pillar of your business strategy	<b>The quality of the Purchasing processes</b> : A balance between digitalisation and relational excellence.  Use its <b>QSE management system</b> as a solid base to support the CSR approach	<b>carbon footprint</b> What tools are available?  <b>Covid-19 and Management</b> Lessons from the emergency	<b>Digital</b>  Digital technology at the service of quality of life, controlled hygiene and environmental transition	Documation Solutions RH Pharmacosmetech
<b>N° 93</b> <b>AVR</b> <b>Deadline</b> 26-04-22	<b>Training, Consulting and HR - Recruitment</b> e-learning, mobile learning, serious game, RV, RA, MBTI...	Quality Manager in <b>Defence and Security</b>  Leadership and quality of the future	<b>Quality of Working Life</b> , an asset for the 3rd industrial revolution  Implementation of the <b>CSE and ISO 45001</b> : levers to improve QVT and performance	Towards <b>responsible reindustrialisation</b> : environment, short circuits, recycling and the circular economy	<b>Mechanical and manufacturing industries</b> Software, Quality Control, Carbon Footprint, AI, IoT	Preventica Global Industrie Eurosatory
<b>N° 94</b> <b>SEPT</b> <b>Deadline</b> 05-09-22	<b>Digital</b> BPM, GED, dematerialisation, IA, ERP, customer relations, applications, platform, etc.	How does innovation prepare for resilience ?  <b>Operational excellence</b> What are the links between technology and people?	<b>Diversity and inclusion</b> Towards new standards  <b>Transport quality</b> and shrinking environmental footprint	<b>Risks, climate and corporate CSR</b> : how can quality meet the challenge?  Implementation of the <b>Industry Decarbonization</b> Recovery Plan	<b>health and environment</b> What solutions for risk and quality management? Software, Quality Control, AI ...	Salon Solutions Prourable Santexpo Pollutec Mesures Solutions Expo
<b>N° 95</b> <b>NOV</b> <b>Deadline</b> 23-11-22	<b>Sectors Aeronautics, space and defence</b>  Quality Management, Software and Quality Control	<b>Changes in work</b> What approaches to Health and Quality of Life at Work?  Does a company's <b>CSR performance</b> depend on its relocation ?	<b>certification</b> The certification market in 2022 and the outlook for 2023	<b>Control of raw and hazardous materials</b> From approval to storage	<b>agri-food sector</b> Solutions for process and food safety, low-carbon plant, food quality	Journée Française France Qualité CFIA ASD Days