

# MEDIA KIT 2011

*The only French magazine exclusively dedicated to retailers*



Promotional garments – Promotional gifts – Decoration techniques

Magazine published by **656Editions** in partnership with **European Sourcing GROUP**

## A 100% RETAILERS AND DECORATORS READERSHIP

### RETAILERS (62%)

Promotional garments and gifts retailers (94%)

Work wear retailers (6%)

The extremely accurate **C!mag** databases are regularly updated and enhanced every year, thanks to those of visitors to the CTCO ("Communiquez Textile !" and "Communiquez Objet !") shows.

### DECORATORS (38%)

Screen printing (32%)

Embroidery (24%)

Digital printing (16%)

Transfer (12%)

Pad printing (8%)

Signage (5%)

Engraving/Cutting (3%)

**5,000**  
targeted postal addresses

**11,000**  
"opt-in" e-mail addresses.

4 TIMES PER YEAR



# The magazine in paper and in on-line format



Advertising in **C!mag**, means you get the best out of interactive advertising. In fact, you enhance, without any extra cost, the effectiveness of your advertising in the paper version of **C!mag** and you can measure its impact using anyone of the numerous interactive options offered by **e-Cmag**



**5,000** hard copies posted  
(also distributed at various trade events and shows)

**11,000** on-line copies sent out by e-mail  
(and resent 2 times every quarter)

## 2011 EDITORIAL CALENDAR

### **C!mag #4 - January**

#### **Special CTCO 2011 shows issue:**

Description of the various activities (conferences, workshops, seminars) organised during the "Communiquez Textile !" and "Communiquez Objet !" shows. An outlook of all news concerning promotional wear, promotional gifts and decoration introduced on that occasion.

**Advert submission deadline 15/12/2010**

### **C!mag #5 - April**

#### **File:**

Promotional garments and gifts for summer

#### **Garment focus:**

Organic products  
Work wear

#### **Gift focus:**

iPhones, smartphones and their accessories  
The home world

**Advert submission deadline 23/03/2011**

### **C!mag #6 - September**

#### **Special Premium Sourcing 2011 event file:**

End-of-year gifts

#### **Garment focus:**

Shirts  
Underwear

#### **Gift focus:**

The car world  
Calculators

**Advert submission deadline 15/07/2011**

### **C!mag #7 - November**

#### **File:**

Promotional garments and gifts for winter

#### **Garment focus:**

Sweatshirts  
Terry cloth

#### **Gift focus:**

Watches  
Congresses and seminars

**Advert submission deadline 14/10/2011**

In each edition of **C!mag**, you will also find a wide special section devoted to all the decoration techniques for garments and gifts.

[www.c-mag.fr](http://www.c-mag.fr)

EVERY MONTH

## Newsletter and Website



Book your banners and advertising space in the newsletter and on the Website to give you extra exposure and make more of an advertising impact on the **C!mag** community.

**Newsletter:**  
**11,000** "opt-in" e-mail addresses  
(from visitors to the CTCO shows and readers of the magazine)

**Web:**  
daily updates  
- 4,900 unique visitors per month  
- 43,000 pages seen per month  
(average visit rate for the C!mag Website)

## Advertisements

### In C!mag magazine and the on-line version e-C!mag

#### Advertising space (euros excl. VAT)

<b>Double page:</b> 3,600	<b>Double page 2/3:</b> 3,900	<b>Buyer's guide</b> (at the back of the magazine):
<b>Full page:</b> 2,200	<b>Outside back cover:</b> 2,600	
<b>1/2 page:</b> 1,300	<b>Inside front and back cover:</b> 2,400	
		<b>1/8 page:</b> 250

#### Bulk discounts:

2 adverts:	10% off
3 adverts:	15% off
4 adverts:	20% off

Over front cover insert, bound-in insert: please contact us

#### Technical details

<b>Double page:</b> 434x305 mm	<b>1/2 page vertical:</b> 110x305 mm	<b>Buyer's 1/4 page:</b> 90x130 mm
<b>Full page:</b> 217x305 mm	<b>1/2 page horizontal:</b> 217x150 mm	<b>guide 1/8 page:</b> 90x60 mm

#### Important:

please do not forget to include a margin of 5 mm – please do not position graphics less than 5 mm from the edge of the page. File formats we accept: PDF 300 DPI, Adobe Photoshop .eps in 300 DPI – Files should be sent to studio@656editions.net

**Preferential rates for joint adverts in other publications by 656 ÉDITIONS: -30%**

#### > ¡TOP! Spain and TOP! Italy

These 2 magazines are the quarterly versions of C!mag published in Spain and Italy, sent to retailers and decorators of these countries.

**EVERY TIME YOU BOOK ADVERTISING SPACE IN C!MAG YOU ARE ENTITLED TO A 30% DISCOUNT FOR A SIMILAR BOOKING IN ANY OF THE TWO OTHER PUBLICATIONS.**

## In the monthly newsletter

#### Advertising space (euros excl. VAT/issue)

##### Top banner (468x60 pixels)

1 issue	3 issues	6 issues	12 issues
600 euros	540 euros	480 euros	420 euros

##### Large insert (180x300 pixels)

1 issue	3 issues	6 issues	12 issues
400 euros	360 euros	320 euros	280 euros

##### Small insert (180x150 pixels)

1 issue	3 issues	6 issues	12 issues
250 euros	225 euros	200 euros	175 euros



## In the [www.c-mag.fr](http://www.c-mag.fr) Website

Triple rotation advertising spaces (euros excl. VAT/month)

**Top banner** (468x60 pixels)

1 issue	3 issues	6 issues	12 issues
600 euros	540 euros	480 euros	420 euros

**Large insert** (180x300 pixels)

1 issue	3 issues	6 issues	12 issues
400 euros	360 euros	320 euros	280 euros

**Small insert** (180x150 pixels)

1 issue	3 issues	6 issues	12 issues
250 euros	225 euros	200 euros	175 euros

### Super exposure PACKS: C!mag + newsletter + Web

#### ▶ Pack 1

- 1 full page in *C!mag*
- 1 top banner in the newsletter
- 1 top banner on the *C!mag* Website for 1 month

Standard price: 3,400 euros

**Special price: 2,700 euros**

#### ▶ Pack 2

- 1 full page in *C!mag*
- 1 large format insert in the newsletter
- 1 large format insert on the *C!mag* Website for 1 month

Standard price: 3,000 euros

**Special price: 2,400 euros**

#### ▶ Pack 3

- 1/2 page in *C!mag*
- 1 small format insert in the newsletter
- 1 small format insert on the *C!mag* Website for 1 month

Standard price: 1,800 euros

**Special price: 1,400 euros**

## Services

### Broadcasting

Document or catalogue sent to *C!mag* (5,000 targeted postal addresses) either with the magazine (in the wrapping pouch) or independently.

### E-mailings

Move up to high speed advertising with our strategic database (11,000 "opt-in" e-mail addresses) available on rental for your e-mailing campaigns and get their extremely useful statistics.  
690 euros excl. VAT (file provided by customer)

### On-line catalogues

Make sure your catalogues are seen on the Net thanks to our digitalising and uploading service.



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