



The magazine for promotional garments,  
gifts and personalisation techniques

**MEDIA KIT**

**2023**

# THREE COMMUNICATION MEDIA

## THE MAGAZINE

**2,500 posted issues** in January and in September

**+ 1,500 additional issues** distributed  
at CTCO trade show in February

**+ 1,000 additional issues** distributed  
at Premium Sourcing Paris trade show in September.



## THE NEWSPAPER

**2,500 posted issues** in April  
and in November.



## WEB

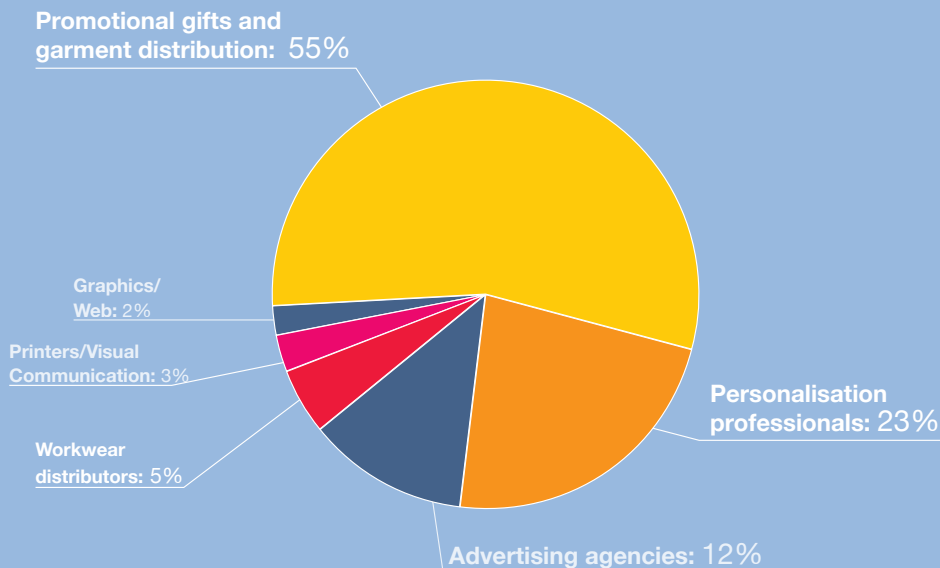
A web-based media plan with  
more effective « online » tools.

C!mag website benefit from an optimised SEO.  
Newsletter sent each month to 25,000 contacts.\*



OPTIMISED  
CIRCULATION,  
A WELL TARGETED  
READERSHIP

C!mag and C!mag News news are sent to  
the largest companies in the market from  
CTCO Lyon and Premium Sourcing Paris visitors!



\*Our databases are dynamic and updated regularly, as a consequence this figure is likely to evolve.

# EDITORIAL CALENDAR

	PUBLICATION DATE	ADVERTISING MATERIAL SUBMISSION DATE	MAIN THEMES	CIRCULATION
<b>C!MAG #30</b>	January 2023	12/16/2022	<ul style="list-style-type: none"> <li>• The Must of promotional gifts and garment: the new objects, garment and personalisation that will hit the headlines in 2023.</li> <li>• Promotional gifts and garments for the rugby world cup 2023 and the olympic games 2024</li> </ul>	2,500 mailbox copies and 1,500 copies distributed on <b>CTCO Lyon</b>
<b>C!MAG NEWS SPRING</b>	April 2023	03/24/2023	<ul style="list-style-type: none"> <li>• All the market's news and new products</li> <li>• Focus: outdoor accessories</li> </ul>	2,500 mailbox copies
<b>C!MAG #31</b>	September 2023	07/21/2023	<ul style="list-style-type: none"> <li>• The new «end of year gifts» to be seen on <b>Premium Sourcing 2023</b></li> <li>• All the The latest market's news and new products</li> </ul>	2,500 mailbox copies and 1,000 copies distributed on <b>Premium Sourcing Paris</b>
<b>C!MAG NEWS AUTUMN</b>	November 2023	10/20/2023	<ul style="list-style-type: none"> <li>• All the latest news on the market and new products</li> <li>• Focus: cocooning accessories</li> </ul>	2,500 mailbox copies



Send us your ad the 12/16/2022

JANUARY



SPRING 2023

Send us your ad the 03/24/2023

APRIL



#31  
Send us your ad the 07/21/2023

SEPTEMBER



AUTUMN 2023

Send us your ad the 10/20/2023

NOVEMBER

Distributed at the entrance of the trade show



31 JANUARY, 1 & 2 FEBRUARY 2023 / LYON

Distributed at the entrance of the trade show

**PREMIUM SOURCING**

6/7 SEPTEMBER 2023 / PARIS

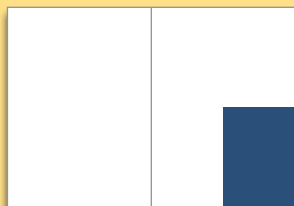
# PRICES AND FORMATS



## THE MAGAZINE



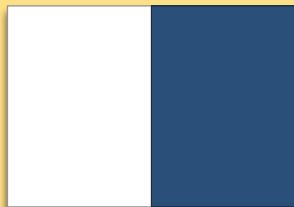
**MAGAZINE SIZE**  
215 mm (l.) x 295 mm (h.)  
Pagination : approximately 80 pages



### 1/4 PAGE

Box : 105 mm (w.) x 150 mm (h.)

**PRICE : €1050 excl. taxes**



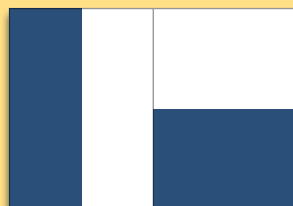
### FULL PAGE (excl. taxes)

215 mm (w.) x 295 mm (h.) **PRICE : €2310**

**2<sup>nd</sup> COVER PRICE : €2520**

**3<sup>rd</sup> COVER PRICE : €2520**

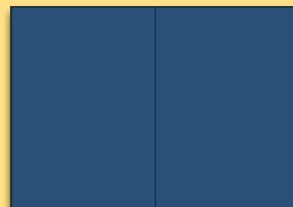
**4<sup>th</sup> COVER PRICE : €2730**



### 1/2 PAGE

Vertical : 105 mm (w.) x 295 mm (h.)  
Horizontal : 215 mm (w.) x 145 mm (h.)

**PRICE : €1580 excl. taxes**



### DOUBLE PAGE SPREAD

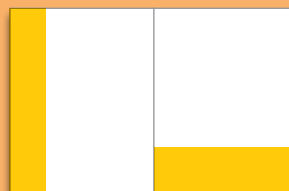
430 mm (w.) x 295 mm (h.)  
**PRICE : €3360 excl. taxes**



## THE NEWSPAPER



**NEWSPAPER SIZE**  
297 mm (w.) x 420 mm (h.)  
Pagination : approximately 36 pages



### 1/4 PAGE

Verticale : 65 mm (w.) x 370 mm (h.)  
Horizontal : 260 mm (w.) x 92 mm (h.)  
Bow : 130 mm (w.) x 185 mm (h.)

**PRICE : €1050 excl. taxes**



### 1/2 PAGE

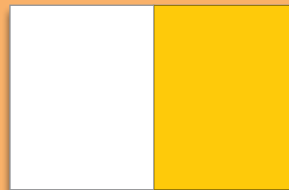
Vertical : 130 mm (w.) x 370 mm (h.)  
Horizontal : 260 mm (w.) x 185 mm (h.)

**PRICE : €1680 excl. taxes**



### FULL PAGE

297 mm (w.) x 420 mm (h.)  
**PRICE : €2840 excl. taxes**  
**3<sup>rd</sup> COVER PRICE : €3050 excl. taxes**  
**4<sup>th</sup> COVER PRICE : €3260 excl. taxes**



**WARNING:** Do not forget to include a 5mm trap - do not position graphical elements less than 5mm from the edge of the page.  
Save formats: PDF 300 dpi or Adobe Photoshop .eps in 300 dpi. **FILE TO BE SENT TO [bertrand.genevi@656editions.net](mailto:bertrand.genevi@656editions.net)**

# NEWSLETTER AND WEBSITE BANNERS

## WEBSITE BANNERS



1,500 UNIQUE  
MONTHLY VISITORS  
5,000 PAGES  
VIEWED MONTHLY

## NEWSLETTER BANNERS



SENT TO A  
DATABASE OF  
25,000 NOMINATIVE  
EMAIL ADDRESSES\*

\*Our databases are dynamic and updated regularly, as a consequence this figure is likely to evolve.

## 2 BANNER FORMATS AVAILABLE!

<b>TOP BANNER</b> 728 x 90 pixels	<b>PRICES : €685 excl. taxes/month</b> 1 advertiser max.
<b>SIDE BANNER</b> 336 x 140 pixels	<b>PRICES : €475 excl. taxes/month</b>

### Technical specifications:

Site: .gif / .jpeg / .swf	Newsletter: .jpeg	Site and Newsletter: Image weight < 50ko
File to be sent to: <a href="mailto:bertrand.genevi@656editions.net">bertrand.genevi@656editions.net</a>		



# PACKAGES

## PRINT & DIGITAL

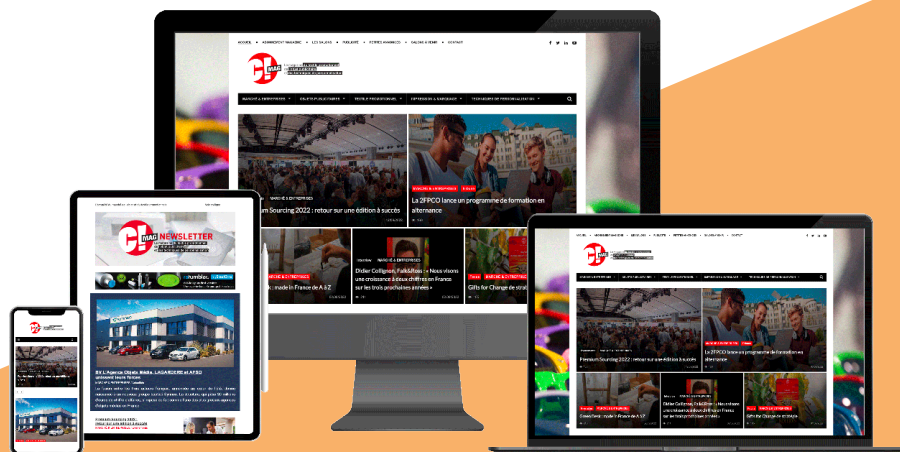
C!MAG		C!MAG NEWS	
Full page + Pack Top Banner Online	<b>€2730</b> instead of €3470	1/2 page + Pack Top Banner Online	<b>€2100</b> instead of €2840
Full page + Pack Side Banner Online	<b>€2520</b> instead of €3050	1/2 page + Pack Side Banner Online	<b>€1990</b> instead of €2400

Pack Top Banner = Top Banner website + Top Banner Newsletter

Pack Side Banner = Side Banner website + Side Banner Newsletter

## ONLINE

Pack Top Banner Website + Newsletter	<b>€1160</b> instead of €1370
Pack Side Banner Website + Newsletter	<b>€740</b> instead of €950



\*To be displayed according to the availability of the Top Banners of the site and the newsletter



## TRADE SHOWS



**C!PRINT MADRID**  
SEPTEMBER 2023- MADRID, SPAIN  
Image, personalisation, digital  
[www.salon-cprint.es](http://www.salon-cprint.es)



**C!PRINT LYON**  
31 JAN, 1 & 2 FEB 2023 - LYON, FRANCE  
Image, personalisation, digital  
[www.salon-cprint.com](http://www.salon-cprint.com)



**CTCO LYON**  
31 JAN, 1 & 2 FEB 2023 - LYON, FRANCE  
Promotional gifts and garment  
[www.salon-ctco.com](http://www.salon-ctco.com)

PREMIUM  
SOURCING

**PREMIUM SOURCING**  
6/7 SEPTEMBER 2023 - PARIS, FRANCE  
Business meetings on promotional  
gifts and garment  
[www.premium-sourcing.fr](http://www.premium-sourcing.fr)

LYON  
**sido**

**SIDO LYON**  
20 & 21 SEPT 2023 - LYON, FRANCE  
The IoT, IA, Robotique & XR event  
[www.sido-event.com](http://www.sido-event.com)

PARIS  
**sido**

**SIDO PARIS**  
7 & 8 NOV 2023 - PARIS, FRANCE  
The IoT, IA, Robotique & XR event  
[www.sido-event.com](http://www.sido-event.com)



**SIDO PARIS**  
7 & 8 NOV 2023 - PARIS, FRANCE  
Meeting with the european open source community  
[www.opensource-experience.com](http://www.opensource-experience.com)

## PRESS



**C!MAG**  
The magazine for promotional  
garments, gifts and personalisation  
techniques  
[www.cmag.fr](http://www.cmag.fr)



**IC LE MAG**  
The magazine dedicated  
to personalisation solutions  
[www.lemag-ic.fr](http://www.lemag-ic.fr)



 **infopro**digital

**The C!mag magazine is published by the firm 656 Éditions**, coordinator of the promotional gift and garment professional community, and the visual and graphic design industries. The group brings together events, press publications, social media and marketing services specialized in the markets of visual communication, gift/garment, the printing market, and the graphic arts and its new applications market (decoration, design, photography, industry, etc.).

Throughout the year 656 Éditions disseminates content to the markets, new trends, the most innovative technical applications, and communication campaigns geared towards contacts who are 100% qualified, making 656 Éditions a multi-channel network.

**Since 2016, 656 Éditions has been a partner of the group Infopro Digital** to support its growth both in France and abroad.

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