

# SOUDAGE

et Techniques Connexes

## Media Kit 2020



### THE EDITOR

Soudage et Techniques Connexes – STC – is the only French magazine dedicated to the Welding industry and edited by the French Welding Institute (Institut de Soudure) – a technical know-how centre. 100 years old with a well versed team.

### THE MAGAZINE

- Practical and illustrated information
- Emphasis on welding progresses and similar technologies
- Clear topic sections, easy to consult
- The perfect tool for your technology surveillance



Centre technique industriel du soudage,  
de l'assemblage et des contrôles associés

## IN EVERY ISSUE:

- Recent news: products, companies, technologies
- Visits: a supplier, a customer
- Focus on: a particular welding process
- New products: machines and consumables
- The headings:
  - . Technology surveillance
  - . Fundamental research
  - . Equipment innovation
  - . 3D print and composites

## CIRCULATION:

- 6 issues a year
- 3000 printed magazines – 25 000 readers
- Additional distribution during trade fairs and technical conferences organized by the French Welding Institute

## READERSHIP:

The readership of Soudage et Techniques Connexes: industries using welding and assembling technologies; in particular in the field of energy, oil and gas, the chemical and steel industry, metal working, transport, construction and much more.

## CONTACT DETAILS:

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## TECHNICAL INFORMATION:

**Format of the magazine:**

210 x 297 mm (+5 mm bleed)

**Type of file:**

PDF, resolution 300 dpi



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## EDITORIAL PLAN:

### N° 1/2 January-February

Focus on a specific welding process: electron beam welding

Prevue: Global Industrie – Paris

Prevue: Tube – Düsseldorf

Interest and limits of on-site characterization methods et limites des méthodes de caractérisation sur site

**Closing date for editorial and advertising: 31<sup>st</sup> January 2020**

### N° 3/4 March-April

Focus on a specific welding process: laser beam welding

Objectives and issues of the reform of professional training

Industry : aeronautics

**Closing date for editorial and advertising : 27<sup>th</sup> March 2020**

### N° 5/6 May-June

Focus on a specific welding process: resistance welding

Thermographic inspection of composite and metal parts

Industry Oil & Gas

**Closing date for editorial and advertising: 29<sup>th</sup> Mai 2020**

### N° 7/8 July-August

Focus on a specific welding process: friction welding

Optimization of joining and inspection processes through simulation

Additional manufacturing

Industry: Construction

**Closing date for editorial and advertising: 30<sup>th</sup> July 2020**

### N° 9/10 September-October

Focus on a specific welding process: vertical electro-slag welding

Metal construction: welding deformation control

General assembly of the French Welding Institute

Industry: Transport

**Closing date for editorial and advertising: 29<sup>th</sup> September 2020**

### N°11/12 November-December

Focus on a specific welding process: brazing

Welding of aluminum and titanium alloys

Industry: Nuclear

**Closing date for editorial and advertising: 27<sup>th</sup> November 2020**

*The editorial program is subject to change according to the topicality of the profession.*

## ADVERTISING PRICES AND DIMENSIONS:

<b>Subscription:</b>	<b>Discounts:</b>
1 year (6 issues)	- 20 % for schools, universities ...
France : 88,50 Euros	- 20 % for private persons
International: 116,50 Euros	Free of charge for the members of the French Welding Institute (Institut de Soudure)

### Dimensions and Prices:

<b>Formats</b>	<b>Dimensions (LxH en mm)</b>	<b>Euros H.T.</b>
Inside front cover	210 x 297	3.400,00
Inside back cover	210 X 297	3.100,00
Back cover	210 x 297	3.100,00
Spotlight / Interviews	210 x 297	2.700,00
1 page	210 X 297	1.800,00
½ page vertical	90 x 260	1.300,00
½ page horizontal	185 x 130	1.300,00
¼ page	90 x 130	960,00
¼ page company profile horizontal	187 x 64 mm	1.200,00
¼ page company profile vertical	90 x 131 mm	1.200,00

### Discounts:

2 advertisements: - 10 %  
3 advertisements: - 15 %  
6 advertisements: - 20 %

New advertiser: - 10 % for the first advertisement  
Members of the Institut de Soudure: - 10 % on top

## Special advertisement « company profile » :

¼ de page company profile: according to our standard format including page make-up with your logo, text, photo and contact details:

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Société A.B.C.D. 3 rue des prairies ZA Les Buches 93270 Sevrans Tél : 01 34 94 33 22 contact@abcd.com www.abcd.com		<i>Duntempores quat inveles acia simolup tatus, sam expla doluptatis estet ipsam inuscite et dolupidebit, veliquatent accaboriae. Nosam fugianis eictur sit fugiae posam fugit omnimuscil magnis que deritFictemquid ulluptam fuga. Itassin plicidis aut ut qui dolupta temquo cum ea dolore ratibus, ullam fugitiis sam, omnest iusaeca boreper uptur?</i>

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<i>Votre activité ou slogan</i>

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Phone : ..... Mobile: .....

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herewith confirm following order for advertisement in the magazine SOUDAGE ET TECHNIQUES CONNEXES

Formats	Annual Quantity	Month of edition					
		1/2	3/4	5/6	7/8	9/10	11/12
Inside front cover							
Backsite front cover							
Back cover							
Spotlight / interview							
1/1 page							
1/2 page vertical							
1/2 page horizontal							
1/4 page							
1/4 page company profile horizontal							
1/4 page company profile vertical							

*General conditions: In case of order transmission by a third party (agency) the advertiser takes over the entire responsibility concerning the payment of the invoice. Institut de Soudure will send a printed issue to the advertiser as documentary evidence. The production fees for the advertisement will be taken over by the advertiser, who is the only responsible actor liable to third parties concerning the content of the advertisement. We hereby remind that no order can be cancelled or stopped during process. Any dispute or litigation is solely under the jurisdiction of the Commercial Court of Bobigny. In the special case where a company does not transmit the advertisement in time eight days after reminder, the advertisement will only indicate the company contact information. Payment terms : upon receipt of the publication and invoice*



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Town:.....

Date: ..... Agreed and signed:



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