

Contents and Specifications

For the last 28 years, PEI has been a reliable resource chosen by decision makers during their search for new products and solutions in the industrial field. PEI reaches industrial design engineers and technical management of French-speaking countries in Europe.

Appearing in each Issue of PEI

Automation

PLCs, fieldbus systems, automation software, control systems, thermal imaging, cameras, industrial networks, MMI, robots, embedded systems, CPU boards, Industry 4.0, Robots, 3D printing, etc.

Motors and drives

Frequency converters, combustion engines, actuators, linear positioning systems, electrical drives, brakes, gears, motors, motor starters, bellows, miniature motors, couplings, bearings, dampers, etc.

Test & Measurement

Microscopes, endoscopes, shaft encoders, measuring systems, analysers, calibrators, data loggers, measurement of dynamic, geometric, mechanical and electric values, displays, reading recorders, etc.

Hydraulics and pneumatics

Valves, taps, distribution, fittings, actuators, drives, hydraulic jack systems, seals, compressors, power units, pumps, couplings, tightness, motors, etc.

Industrial electronics

Connectors, batteries, relays, cables, SMPS, switches, transformers, electric generators, power electronics, power distribution, laser, PCBs, infrared emission & detection, protection, racks & cabinets, fuses, power management, power supplies, etc.

Data acquisition, Sensors & Transducers

Sensors, transducers, data acquisition systems and software, identification systems, bar code readers, mobile applications, surveillance cameras, vision systems, etc.

Total subscribers: 63.891
 Website visitors per month: 80.000
 Language: French
 Launched: 1989



Advertisement Rates and Specifications

	Ad format	Dimensions (width x depth in mm)	Type area, centered	4C, Euro (excl. VAT)
A	1/1 page	180 x 259		9 050
B	1/1 page bleed	210 x 285 +5 mm bleed	180 x 259	9 050
C	2/3 page vertical	119 x 259		7 050
D	2/3 page horizontal	180 x 171		7 050
E	1/2 page island	119 x 170		5 450
F	1/2 page horizontal	180 x 125		4 700
G	1/2 page horizontal bleed	210 x 138 +5 mm bleed	180 x 125	4 700
H	1/2 page vertical	88 x 259		4 700

	Ad format	Dimensions (width x depth in mm)	Type area, centered	4C, Euro (excl. VAT)
I	1/2 page vertical bleed	103 x 285 +5 mm bleed	88 x 259	4 700
J	1/3 page horizontal	180 x 80		3 500
K	1/3 page horizontal bleed	210 x 98 +5 mm bleed	180 x 80	3 500
L	1/3 page vertical	57 x 259		3 500
M	1/3 page vertical bleed	72 x 285 +5 mm bleed	57 x 259	3 500
N	1/4 page	88 x 125		2 370
O	1/8 page	88 x 57		1 300

PEI France no. 28. Rates are subject to change. Effective from 1 January 2017

Technical information	
Trim size	210 x 285 mm
Type area	180 x 259 mm

Special positioning	
Inside front, inside back, outside back	+15%
Cover story. Cover presence incl. three inner pages.	Pricing and further information on request

Issue	Focus	Show/Events	Dates
1/2 January/February Closing Date 27.01 Mailing Date 22.02	Components and Mechatronic Systems Robotics and Factory Automation	Sepem Industries, Douai CFIA, Rennes Analyse Industrielle, Paris Enova, Strasbourg	24-26.01 07-09.03 15-16.03 15-16.03
3 March Closing Date 17.02 Mailing Date 14.03	Show Preview Industrie Lyon and Embedded Systems MtoM & Objets Connectés Industrial Computing and Embedded Systems Electricity and Automatism	Embedded Systems MtoM & Objets Connectés, Paris Industrie Lyon, Lyon	22-23.03 04-07.04
4 April Closing Date 10.03 Mailing Date 05.04	Factory Automation and Fieldbus Technology Motors & Drives	Foire de Hanovre, Hanovre Sepem Industries, Avignon	24-28.04 25-27.04
5 May Closing Date 07.04 Mailing Date 03.05	Data Acquisition Sensors & Transducers	Sensor+Test, Nuremberg Mesures Solution Expo, Lyon	30.05-01.06 31.05-01.06
6 June Closing Date 12.05 Mailing Date 07.06	Hydraulics, Pneumatics, Pumps, Valves Connectivity and Terminal Blocks Nouveaux Catalogues Industriels (see Page D11)	Salon de l'aéronautique et de l'espace, Bourget	19-25.06
9 September Closing Date 28.07 Mailing Date 06.09	Show Preview Enova Measurement and Regulation Show Preview Midest and Smart Industries Industry 4.0	Sepem Industries, Angers Enova, Paris	10-12.10 19-21.09
10 October Closing Date 22.09 Mailing Date 18.10	Energy Efficiency Industrial Electronics	Midest, Paris Smart Industries World Efficiency, Paris	03-05.10 17-19.10
11 November Closing Date 13.10 Mailing Date 08.11	Motors & Drives Assembly and Handling	SPS IPC Drives, Nuremberg Maintenance Expo, Paris	28-30.11
12 December Closing Date 10.11 Mailing Date 06.12	Monitoring Tools and Telemaintenance Environment and Industrial Safety Nouveaux Catalogues Industriels (see Page D11)		



Readership Profile 2017

Print + Digital: Circulation 2017

Par secteur	By industry	Electronique Digital	Papier Paper	Total Total	%
Matériaux, minéraux, verre	Materials, minerals, glass	634	238	872	1%
Production, distribution d'énergie	Power production & distribution	1.019	557	1.576	2%
Métallurgie, première transformation des métaux	Metallurgy, fabricated metal products	3.023	1.353	4.376	7%
Construction mécanique	Mechanical assemblies	4.744	3.712	8.456	13%
Construction électrique	Electrical assemblies	2.987	2.687	5.674	9%
Industrie électronique	Electronic industry	4.018	3.419	7.437	12%
Instruments de précision, mesure, contrôle	Precision, measuring & control instruments	3.346	2.480	5.826	10%
Industrie automobile	Automotive industry	1.842	2.233	4.075	6%
Produits chimiques, pharmaceutiques, secteur sanitaire	Chemicals, pharmaceuticals, health sector	2.585	1.763	4.348	7%
Plastiques et caoutchouc	Plastics, rubber	1.171	427	1.598	3%
Industries agro-alimentaires, boissons	Food processing & beverage industries	1.055	502	1.557	2%
Bâtiment, travaux publics	Construction, public works	1.099	554	1.653	3%
Textile, habillement, cuir, chaussures	Textile, clothing, leather, shoes	838	172	1.010	2%
Industrie du bois, ameublement	Lumber, wood, furnishings	662	278	940	1%
Papier, carton, impression, édition	Paper, cardboard & print services	1.177	334	1.511	2%
Service public, recherche, défense nationale	Public service, research, national defence	2.418	1.124	3.542	6%
Autres industries	Other industries	996	257	1.253	2%
Transport	Transportation	587	239	826	1%
Commerce inter-industrie	Inter-industrial trade	1.647	553	2.200	3%
Ingénierie, consultants	Engineering services, consultancy	2.343	1.214	3.557	6%
Sous-Traitance	Sub-contracting	449	319	768	1%
Formation professionnelle	Technical education & training	515	321	836	1%
TOTAL	TOTAL	39.155	24.736	63.891	100%

Par département	By department	Electronique Digital	Papier Paper	Total Total	%
Etudes, conception, bureau d'études	Product & system design	14.132	10.366	24.498	38%
Méthodes, production, qualité	Quality & production engineering	6.021	3.863	9.884	15%
Entretien, sécurité, travaux neufs	Operations / maintenance	3.603	3.729	7.332	11%
Achats	Purchasing & procurement	3.674	1.344	5.018	8%
Direction générale	General & corporate management	10.365	4.716	15.081	24%
Autres	Others	1.360	718	2.078	2%
TOTAL	TOTAL	39.155	24.736	63.891	100%

Par fonction	By job function	Electronique Digital	Papier Paper	Total Total	%
Chef d'entreprise, d'établissement, directeur	CEO, Managing Director, General Manager	11.310	5.032	16.342	26%
Chef de service, chef de projet, ingénieur	Department Head, Project Manager, Engineer	15.387	14.363	29.750	47%
Technicien, agent technique	Technician, Technical Agent	4.851	2.879	7.730	12%
Responsable achats	Purchase Manager	5.066	1.744	6.810	11%
Autres	Others	2.541	718	3.259	5%
TOTAL	TOTAL	39.155	24.736	63.891	100%

Source: Publisher's Projection 2017