

Contents and Specifications

PEI is 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.

Good reasons to invest in France

France's economy is the fifth largest in the world and represents around one fifth of the Euro area gross domestic product (GDP). Currently, services are the main contributor to the country's economy, with over 70% of GDP stemming from this sector. In manufacturing, France is one of the global leaders in the automotive, aerospace and railway sectors as well as in cosmetics and luxury goods. France has been Europe's leading recipient of foreign investment in industry for the last 15 years (EY).

Main Topics

- Automation
- Sensors & Transducers
- Hydraulics and Pneumatics
- Mechanical Equipment
- Motors and Drives
- Electricity & Industrial Electronics
- Vision Systems
- Logistics and Industrial Supplies
- Industrial Computers
- Test & Measurement
- Production Equipment
- Safety
- Industry 4.0
- Additive Manufacturing - 3D Printing

Total subscribers: 84.549
 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 2018

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

Publishing Schedule 2018

Issue	Focus	Show/Events	Dates
1/2 January/February Closing Date 26.01 Mailing Date 21.02	Industrial Automation Mechanical and Hydraulic Equipments	Sepem Industries, Rouen Analyse Industrielle, Paris CFIA, Rennes Enova, Lyon	30.01-01.02 06-07.02 13-15.03 07-08.02
3 March Closing Date 16.02 Mailing Date 14.03	Show Preview Smart Industrie, Industrie Paris & Midest, Embedded Systems MtoM & Objets Connectés and Solutions Mesures Expo Industrial Computing and Embedded Systems Process Equipments, Robotic	Embedded Systems MtoM & Objets Connectés, Paris Sepem Industries, Grenoble Industrie, Paris Smart Industries, Paris Midest, Paris MaintenanceExpo, Paris Mesures Solutions expo, Lyon	21-22.03 27-29.03 27-30.03 27-30.03 27-30.03 27-30.03 28-29.03
4 April Closing Date 09.03 Mailing Date 04.04	Industrial Displays and Human-Machine Interface Industry 4.0	Foire de Hanovre, Hanovre	23-27.04
5 May Closing Date 06.04 Mailing Date 02.05	Sensors & Transducers Security Automation	Enova, Toulouse	30-31.05
6 June Closing Date 11.05 Mailing Date 05.06	Cameras and Vision Control Systems Industrial Electronics Nouveaux Catalogues Industriels	Sepem Industries, Colmar Eurosatory, Paris	05-07.06 11-15.06
9 September Closing Date 27.07 Mailing Date 04.09	Measurement and Data Acquisition Assembly and Handling	Sepem Industries, Avignon	25-27.09
10 October Closing Date 21.09 Mailing Date 17.10	Show Preview Enova Energy efficiency Connectors and Terminal Blocs	Enova, Paris	23-24.10
11 November Closing Date 12.10 Mailing Date 07.11	Motors & Drives Measure and Control Instrumentation Environment and Industrial Safety	SPS/IPC/DRIVES, Nuremberg Pollutec, Lyon	27-29.11 27-30.11
12 December Closing Date 09.11 Mailing Date 05.12	Remote diagnostics and Telemaintenance Industry 4.0 Nouveaux Catalogues Industriels	Sepem Industries, Douai	29-31.01.2019



Print + Digital: Circulation 2018

Par secteur	By industry	Electronique Digital	Papier Paper	Total Total	%
Other industries	<i>Autre industrie</i>	6.062	10.265	16.327	19,31%
Construction, public works	<i>Bâtiment. travaux publics</i>	762	444	1.206	1,43%
Chemicals, pharmaceuticals	<i>Chimie. parachimie. pharmacie</i>	1.436	947	2.383	2,82%
Inter-industrial trade	<i>Commerce inter-industriel</i>	1.547	855	2.402	2,84%
Mechanical assemblies	<i>Construction mécanique</i>	6.904	4.943	11.847	14,01%
Electrical assemblies	<i>Construction électrique</i>	3.968	2.676	6.644	7,86%
Energy distribution	<i>Distribution d'énergie</i>	765	606	1.371	1,62%
Professional electronics	<i>Electronique Professionnelle</i>	4.791	3.271	8.062	9,54%
Consumer electronics	<i>Electronique grand-public</i>	705	466	1.171	1,38%
Materials, minerals, glass	<i>Extraction de minéraux. fabr. verre ou céramiq.</i>	787	770	1.557	1,84%
Technical education & training	<i>Formation professionnelle</i>	576	320	896	1,06%
Automotive industry	<i>Industrie Automobile</i>	1.997	1.186	3.183	3,76%
Food processing & beverage industries	<i>Industrie agro-alimentaire. boissons</i>	710	535	1.245	1,47%
Lumber, wood, furnishings	<i>Industrie du bois. ameublement</i>	350	255	605	0,72%
Engineering services, consultancy	<i>Ingénierie. consultant</i>	2.006	1.168	3.174	3,75%
Precision, measuring & control instruments	<i>Instruments de précision. mesure. contrôle</i>	2.166	1.321	3.487	4,12%
Metallurgy, fabricated metal products	<i>Métallurgie. 1ère transformation des métaux</i>	3.722	2.619	6.341	7,50%
Paper, cardboard & print services	<i>Papier. carton. impress. artes graphiques. pres</i>	797	538	1.335	1,58%
Plastics, rubber	<i>Plastiques et caoutchouc</i>	1.289	1.086	2.375	2,81%
Power production	<i>Production d'énergie</i>	889	762	1.651	1,95%
Health sector	<i>Secteur-Santé</i>	562	363	925	1,09%
Public service, research, national defence	<i>Service public. Recherche. Défense</i>	2.348	1.510	3.858	4,56%
Sub-contracting	<i>Sous-traitance</i>	528	286	814	0,96%
Textile, clothing, leather, shoes	<i>Textile. habillement. cuir. chaussures</i>	485	287	772	0,91%
Transportation	<i>Transport</i>	609	309	918	1,09%
TOTAL	TOTAL	46.761	37.788	84.549	100%

Nombre d'employés	Number of employees	Electronique Digital	Papier Paper	Total Total	%
less than 19	<i>19 ou moins</i>	17.494	18.368	35.862	42,42%
20 to 49	<i>20 à 49</i>	7.610	5.452	13.062	15,45%
50 to 199	<i>50 à 199</i>	9.440	6.436	15.876	18,78%
200 to 499	<i>200 à 499</i>	5.221	3.275	8.496	10,05%
500 to 999	<i>500 à 999</i>	3.250	1.991	5.241	6,20%
1000 and over	<i>1000 salariés et plus</i>	3.746	2.266	6.012	7,11%
TOTAL	TOTAL	46.761	37.788	84.549	100%

Par fonction	By job function	Electronique Digital	Papier Paper	Total Total	%
Purchase Manager	<i>Acheteur</i>	2.597	1.537	4.134	4,89%
Others	<i>Autres</i>	4.627	9.796	14.423	17,06%
Department Head, Project Manager, Engineer	<i>Chef de service. Chef de projet. Ingénieur</i>	19.350	12.767	32.117	37,99%
CEO, Managing Director, General Manager	<i>Chef d'entreprise. détablissement. Directeur</i>	13.872	10.436	24.308	28,75%
Technician, Technical Agent	<i>Technicien. Agent Technique</i>	6.315	3.252	9.567	11,32%
TOTAL	TOTAL	46.761	37.788	84.549	100%

Source: Publisher's Projection 2018