



**Alain Dieul**  
 Editor - PEI  
 a.dieul@tim-europe.com

PEI (Produits Equipements Industriels) is considered as a reliable source for manufacturers searching for new products or new solutions in the industrial sector.

With unmatched readership and contacts, PEI is always at the forefront of the novelties' presentation on the B2B market, reaching to industrial designers and decision makers of the French market. In addition to dynamic sectors such as automation, measurement or motors, the keywords for PEI this year will be: industry 4.0, artificial intelligence, energy efficiency...

**Language: French - Launched: 1989**



**Add a VIDEO in PEI Digital Edition FREE of Charge!**

- 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

**60.264**  
 Total subscribers

**70.000**  
 Website visitors per month

**Advertisement Rates and Specifications**

 <b>7.700 €</b>	 <b>6.000 €</b>	 <b>6.000 €</b>	 <b>4.800 €</b>	 <b>4.200 €</b>
<b>1/1 page</b> <input type="checkbox"/> 210 x 285 mm +5 mm bleed <input type="checkbox"/> *180 x 259 mm	<b>2/3 page vertical</b> <input type="checkbox"/> *119 x 259 mm	<b>2/3 page horizontal</b> <input type="checkbox"/> *180 x 171 mm	<b>1/2 page island</b> <input type="checkbox"/> *119 x 170 mm	<b>1/2 page horizontal</b> <input type="checkbox"/> 210 x 138 mm +5 mm bleed <input type="checkbox"/> *180 x 125 mm
 <b>4.200 €</b>	 <b>3.200 €</b>	 <b>3.200 €</b>	 <b>2.000 €</b>	 <b>1.400 €</b>
<b>1/2 page vertical</b> <input type="checkbox"/> 103 x 285 mm +5 mm bleed <input type="checkbox"/> *88 x 259 mm	<b>1/3 page horizontal</b> <input type="checkbox"/> 210 x 98 mm +5 mm bleed <input type="checkbox"/> *180 x 80 mm	<b>1/3 page vertical</b> <input type="checkbox"/> 72 x 285 mm +5 mm bleed <input type="checkbox"/> *57 x 259 mm	<b>1/4 page</b> <input type="checkbox"/> *88 x 125 mm	<b>1/8 page</b> <input type="checkbox"/> *88 x 57 mm

**\*Type area, centered**  
 Dimensions (width x depth).  
 Prices in Euro (Excl. VAT).  
 Trim size 210 x 285 mm

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

# PUBLISHING SCHEDULE 2021

Issue	Focus	Shows/Events	Dates
<b>1/2</b> <b>January/February</b> Closing Date 29.01 Mailing Date 23.02	Process Equipments and Robotic Electricity and Industrial Electronics		TBC
<b>3</b> <b>March</b> Closing Date 12.02 Mailing Date 12.03	Show Preview Global Industrie Lyon Industrial Computing & Embedded Systems Industry 4.0	Global Industrie Lyon Forum de l'Electronique Lyon Embedded, Paris IoT Wor, Paris MtoM, Paris	16-19.03 16-19.03 31.03-01.04 31.03-01.04 31.03-01.04
<b>4</b> <b>April</b> Closing Date 19.03 Mailing Date 16.04	Motors, Variators and Drives Hydraulic, Pneumatic, Pumps and Valves		
<b>5</b> <b>May</b> Closing Date 09.04 Mailing Date 07.05	Sensors & Transducers Food processing equipments	SEPEM, Toulouse Forum de l'Electronique, Toulouse CFIA, Rennes	01-03.06 01-03.06 08-10.06
<b>6</b> <b>June</b> Closing Date 14.05 Mailing Date 11.06	Industrial automation and Industry 4.0 Cameras and Vision Systems <b>New Industrial Catalogs</b>		
<b>9</b> <b>September</b> Closing Date 23.07 Mailing Date 03.09	Measurement and Data Acquisition Assembly and Handling	Measurement World, Paris	28-30.09
<b>10</b> <b>October</b> Closing Date 10.09 Mailing Date 08.10	Energy Efficiency Remote Diagnostics and Telemaintenance	SEPEM, Angers	12-15.10
<b>11</b> <b>November</b> Closing Date 22.10 Mailing Date 19.11	Environnement and Industrial Security Connectors and Terminal Blocks		
<b>12</b> <b>December - WEBMag</b> Closing Date 12.11 Mailing Date 10.12	Industrial Displays and Human-Machine Interface Industrial supplies <b>New Industrial Catalogs</b>		

## Print + Digital: Circulation 2021

By industry	Print	Digital	Subscribers	%
Other industries	4.547	9.514	14.061	23,33%
Construction, public works	333	547	880	1,46%
Chemicals, pharmaceuticals	794	937	1.731	2,87%
Inter-industrial trade	791	1.185	1.976	3,28%
Mechanical assemblies	3.998	3.075	7.073	11,74%
Electrical assemblies	2.109	1.886	3.995	6,63%
Energy distribution	447	358	805	1,34%
Professional electronics	2.881	2.409	5.290	8,78%
Consumer electronics	359	537	896	1,49%
Materials, minerals, glass	690	415	1.105	1,83%
Technical education & training	285	398	683	1,13%
Automotive industry	1.098	1.129	2.227	3,70%
Food processing & beverage industries	504	552	1.056	1,75%
Lumber, wood, furnishings	212	301	513	0,85%
Engineering services, consultancy	1.035	1.472	2.507	4,16%
Precision, measuring & control instruments	1.176	1.222	2.398	3,98%
Metallurgy, fabricated metal products	2.118	1.514	3.632	6,03%
Paper, cardboard & print services	549	596	1.145	1,90%
Plastics, rubber	783	1.070	1.853	3,07%
Power production	667	462	1.129	1,87%
Health sector	375	331	706	1,17%
Public service, research, national defence	1.330	1.307	2.637	4,38%
Sub-contracting	271	519	790	1,31%
Textile, clothing, leather, shoes	236	314	550	0,91%
Transportation	255	371	626	1,04%
<b>TOTAL</b>	<b>27.843</b>	<b>32.421</b>	<b>60.264</b>	<b>100%</b>

Source: Publisher's Projection 2021

By job function	Subscribers	%
Purchase Manager	2.960	4,91%
Others	16.842	27,95%
Department Head, Project Manager, Engineer	17.799	29,54%
CEO, Managing Director, General Manager	15.958	26,48%
Technician, Technical Agent	6.705	11,13%
<b>TOTAL</b>	<b>60.264</b>	<b>100%</b>

Nombre d'employés - Number of employees

