



infoprodigital

MEDIA

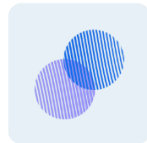


2024 MEDIA KIT

13/11/2023

The number one media for technical expertise and digital transition.

The leading source of information for **specifiers, designers and technical decision makers.**



45K

Unique visitors / month ⁽¹⁾



603K

Intentional e-mails in our construction database



73 000

Readers



12 000

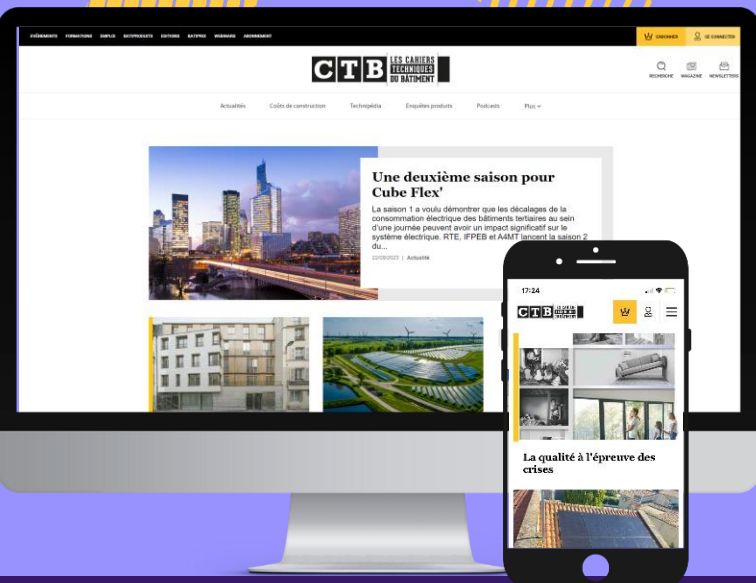
Monthly copies

News Digital Decarbonize Sustainable development

Construction costs Innovation Urbanism

Concrete RE2020 Renewable energies Renovation

Insulation Life of Construction Technical evolutions Low carbon



Source :
(1) Piano Analytics Mars 2023

A team of expert editors recognized by influencers, designers, and technical decision makers



Carole FERRY
Editor-in-Chief



Félicie GESLIN
Journalist



Didier PERON
Journalist



A team of 3 permanent journalists:

- ▶ All **technical and regulatory information** on the building for project management, the project owner, and the construction companies
- ▶ Every month, **BTCs highlight exclusive items** on technical news and offer new visual content (portfolio, videos, virtual tours...)

Les cahiers techniques du bâtiment : Involved readership and a captive audience



An involved readership

74%

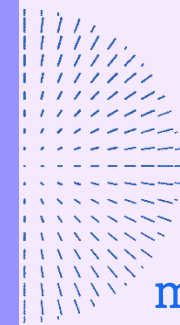
of readers are satisfied with
Les Cahiers Techniques du
Bâtiment



A captive audience

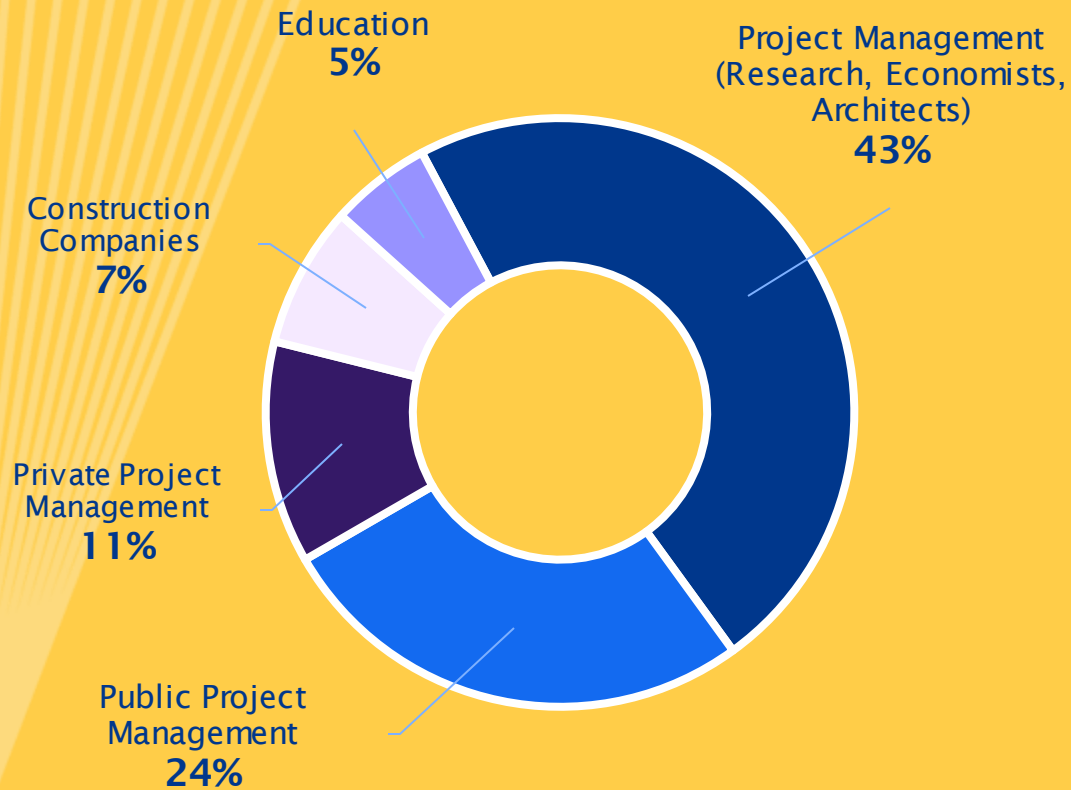
75%

of readers read the
magazine of Les Cahiers
Techniques du
Bâtiment every month



Readership profile of the CTB brand

Sectors of activity:



Les Cahiers Techniques du Bâtiment

... provide a global view of the technical evolution of construction

93%

... allows me to follow production evolution trends

93%

... inform myself on the digital transition within the construction industry

84%

... enable myself to monitor changes in regulations

77%



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GARDONS LE CONTACT !