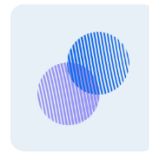


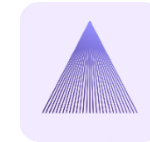
The reference media for the automotive repair and service sectors

The **media brand** that drives the automotive service community.



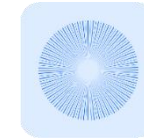
392K

Unique visitors/
month⁽¹⁾



150K

Intentional automotive
targetted emails in our
database



21 500

copies distributed for
Décision Atelier

Carrosserie

After sales

Car market

Maintenance

Dealers

Repair

Financing

Aftermarket

Painting

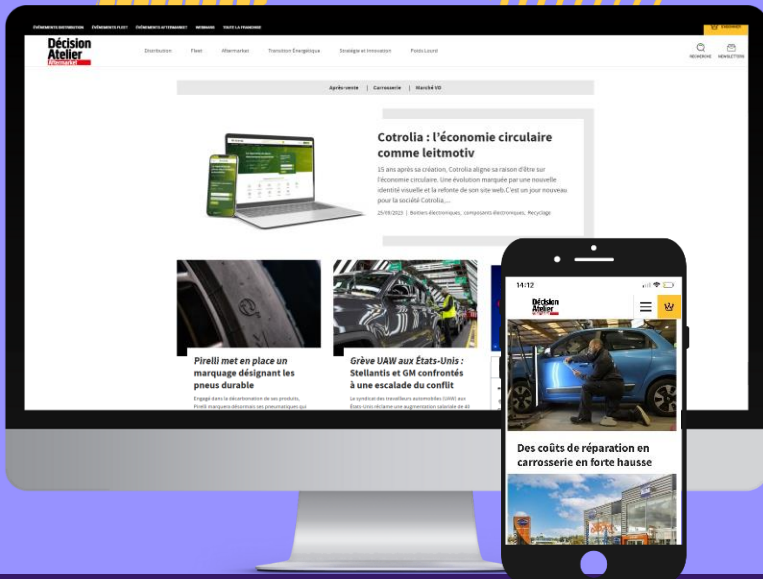
Artificial Intelligence

Constructors

Repair

Bodywork

Équipementiers



Source :
(1) AT Internet March 2023

An expert and recognised editorial team in the aftermarket sector

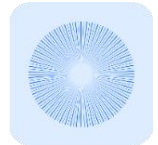
An editorial team of 4 experienced journalists specialised in the automotive repair sector.



Christophe CARIGNANO
Editorial Manager



Jean-Marc GERVASIO
Technical editor



Fabio CROCCO
Editor- in- chief



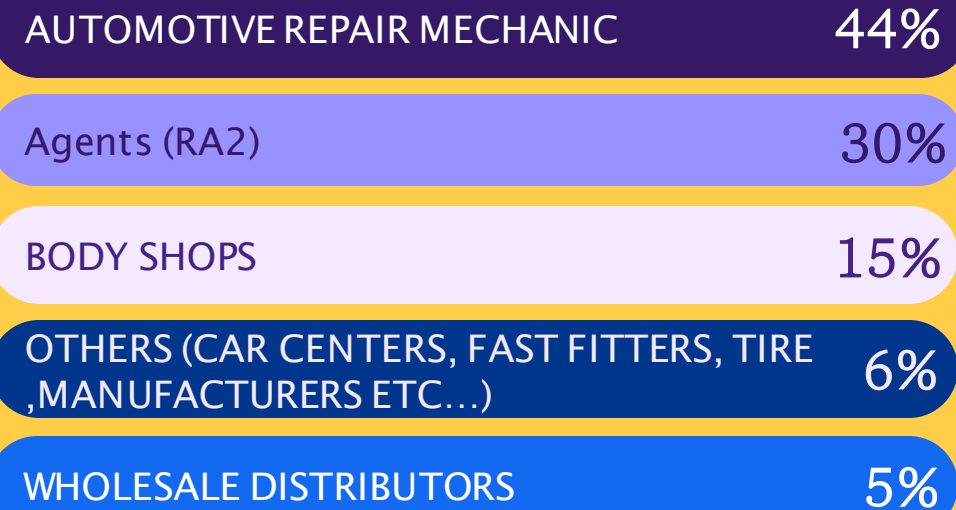
Victoire de FAULTRIER TRAVERS
Journalist

- ▶ With a circulation of **21,500 copies** and a **reading audience of 75,000 professionals**, Décision Atelier achieves 53% coverage of the automotive services sector. The media is thus positioned as the reference medium for this sector.
- ▶ The purpose of Décision Atelier is to **explain all the challenges of this profession and to answer the questions of professionals** in terms of market, constraints and opportunities, as well as in terms of workshop management and business development.

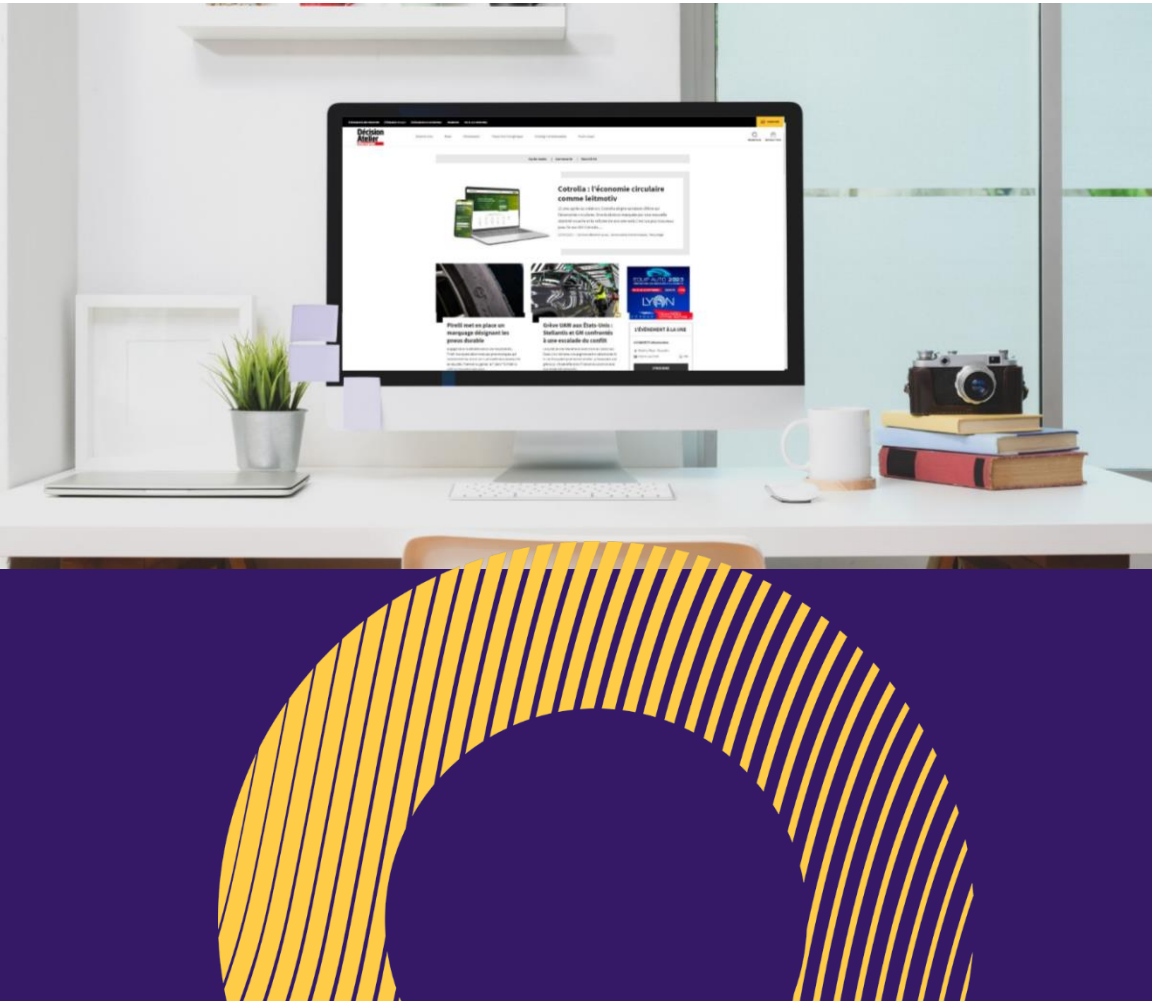


Audience profile of Décision Atelier

Breakdown by function :



Décision Atelier : focus on the Newsletter



The Décision Atelier Newsletter:

E-Newsletter	La Quotidienne
Publication Dates	5 sendings Monday to Friday
Subscribers	8,900 contacts
Average open rate	20%



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LET'S KEEP IN TOUCH!