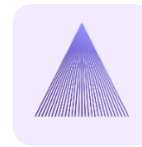


Leading brand in the sector of raw materials for renewable ingredients

Since 2022, the Formule Verte magazine has been integrated into the Info Chimie magazine, a leading brand in the chemical industry sector.



2.6M
unique
visitors / month
(1)



584K
email contacts
in our database



7K
subscribers to our
newsletter

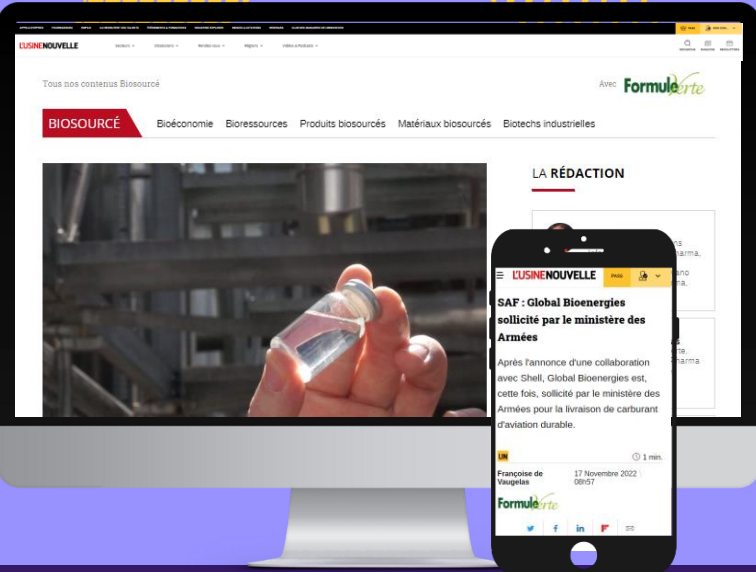


75K
monthly readers



15K
copies
distributed

Bioeconomy
Bioresources
Green chemistry
Sustainable development
Cosmetics
industrialists
Materials
Biotechs
Textile
Bioenergy
Fine chemicals



Source
(1) AT Internet January 2022

A team of journalists specialized in the sector



Sylvie LATIEULE
Editorial Director



Françoise DE VAUGELAS
Head of section



Find all the information related to the bioeconomy sector with :

- ▶ A special report providing an exhaustive vision of a green chemistry issue
- ▶ A decoding of all the most innovative projects and promising research avenues
- ▶ The latest products from renewable raw materials and ingredients

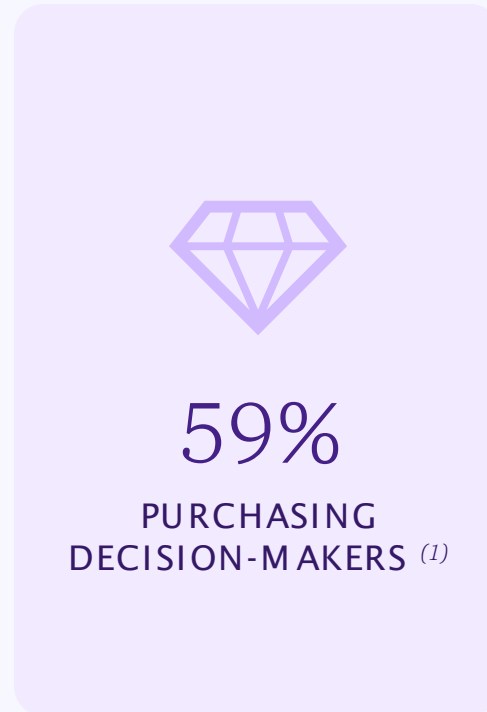
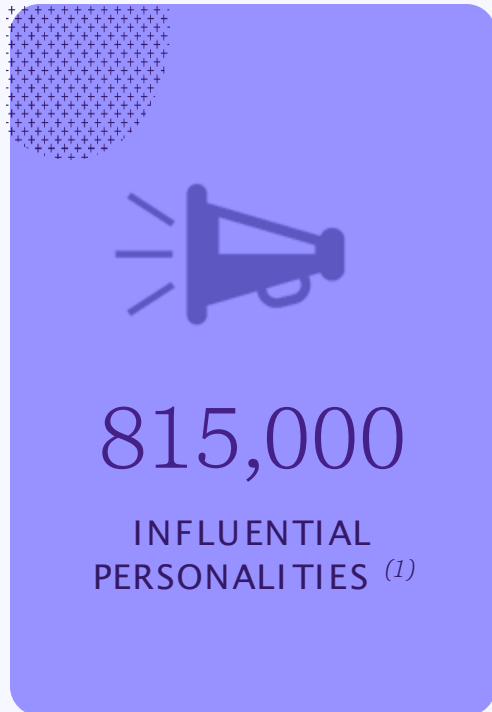
Formule*verte*
Le magazine des matières premières et des ingrédients renouvelables



The Formule Verte website, expert sector on the usinenouvelle.com website



L'USINE NOUVELLE, industry leader with an audience that is **influential** and **exclusive** :

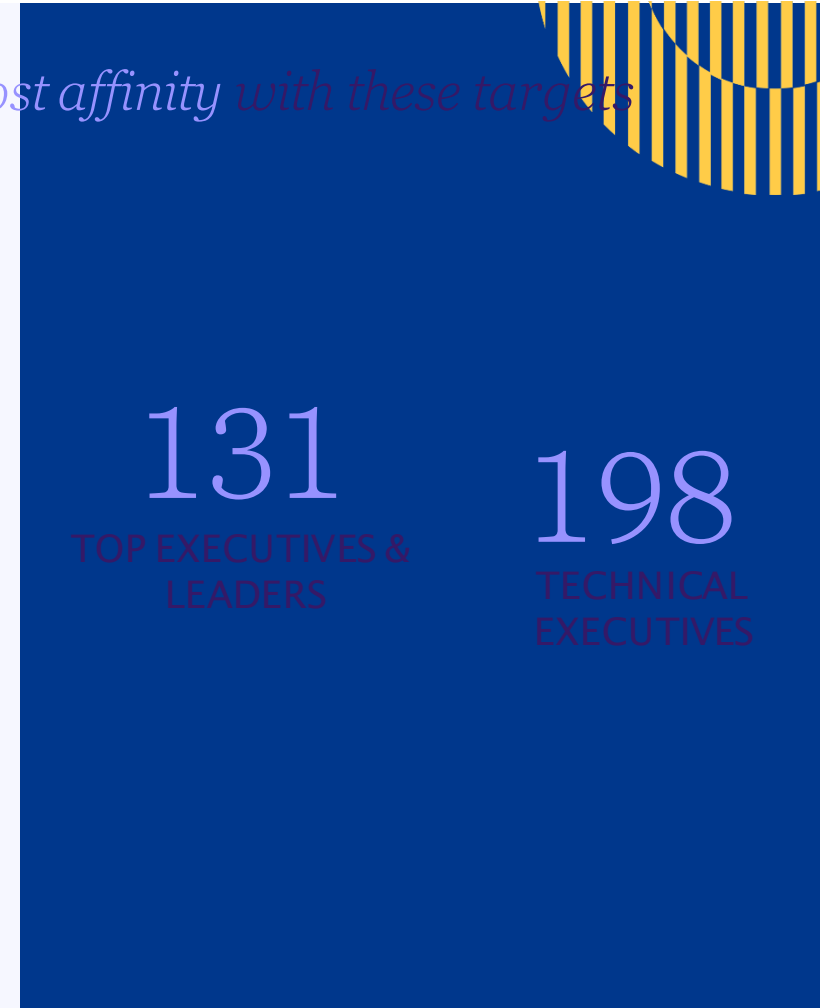
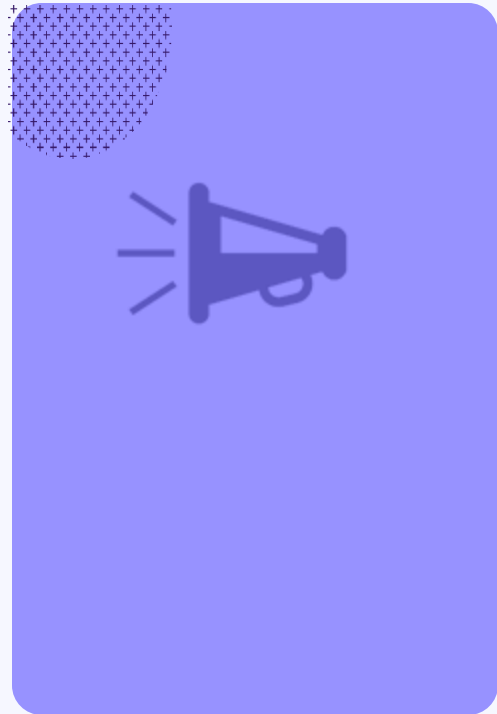


Sources
(1) One Next Influence 2021
(2) ACPM Mars 2022

The Formule Verte website, expert sector on the usinenouvelle.com website



L'Usine Nouvelle is the brand with the most affinity with these targets

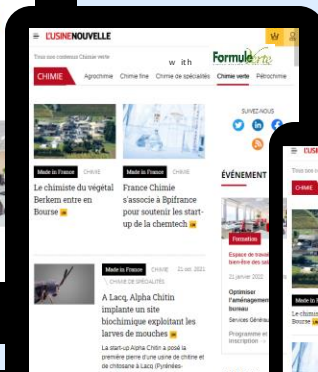
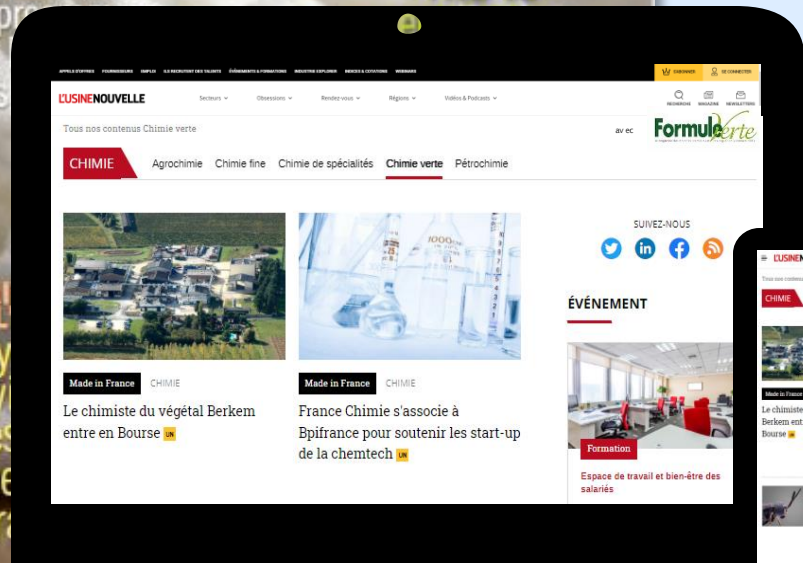


Sources

(1) One Next Influence 2021

(2) ACPM Mars 2022

The leading audience among Green Chemistry decision makers: 21,000 readers



Sectors looking for biobased solutions

- ▶ Paint
- ▶ Chemicals
- ▶ Cosmetics
- ▶ Detergency
- ▶ Lubricants
- ▶ Pharmaceuticals
- ▶ Supplements Food
- ▶ Plastics
- ▶ Packaging
- ▶ Textile
- ▶ Building
- ▶ Paper industry
- ▶ Cooperatives and suppliers of biobased products
- ▶ Equipment suppliers

Functions

- ▶ R&D
- ▶ Management commercial
- ▶ Marketing Department
- ▶ General Management
- ▶ Services Purchasing



infoprodigital
MEDIA

Andrea ROIG

Director of International Sales

Tel. : +33 1 77 92 96 46

andrea.roig@infopro-digital.com

Campaign Management

Tel. : +33 6 58 93 63 03

+33 6 58 93 63 13

salesipd@infopro-digital.com

Titilade ADEOYE-ALABI

International Marketing Coordinator

Tel. : +33 6 58 59 20 31

titilade.adeoye-alabi@infopro-digital.com



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