



MEDIAKIT 2024



Your reference media on innovation in the industrial sector

Industrie & Technologies has been **leading the community of decision-makers in profitable innovation** since 1958. With a new magazine and website formula, launched in 2022, **the brand strengthens its position as a reference for innovation in industry**, from deep tech to the factory floor, with a unique coverage of technological innovation.



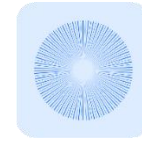
2.6M

Unique visitors/month⁽¹⁾



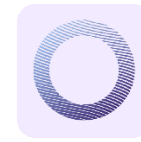
198

Affinity Index on the technical frameworks⁽²⁾



584K

Intentional emails in our database



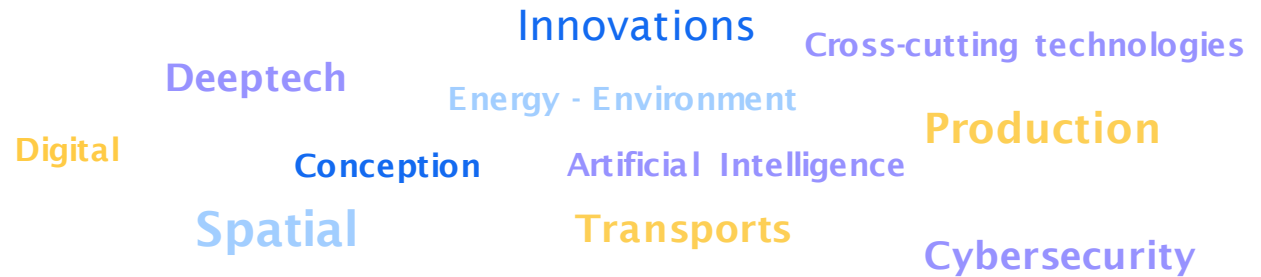
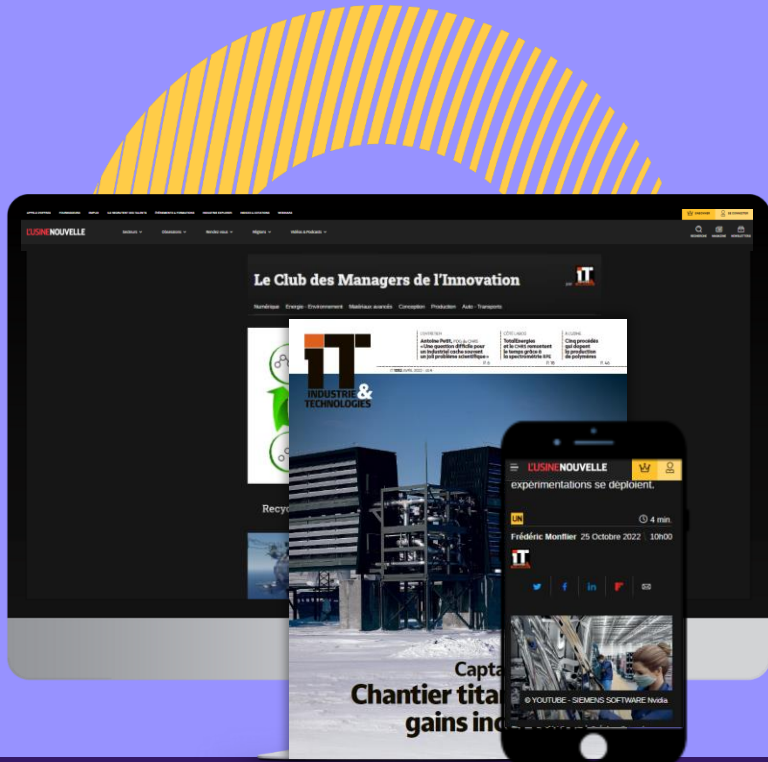
91K

monthly readers



12,580

copies distributed



Sources

(1) AT Internet January 2023 – Usine Nouvelle

(2) One Next Influence 2021 – Usine Nouvelle

The editorial team on technological innovation



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Industrie & Technologies accompanies you and deciphers for you each month the key innovations for the industry:

► In Industrie & Technologies, you will find all the information on R&D, from scientific advances in research laboratories to innovations in industry, including the breakthroughs of deep-tech start-ups. Transformation of production techniques, decarbonization of processes, diffusion of artificial intelligence, advanced materials...



The reference media on innovation reinvents itself in 2022

Industrie & Technologies in 2022 offered...



A unique **coverage** of **technological innovation**



An enrichment of **formats**



A **reinvented magazine** with expert content



The creation of the **Innovation Managers Club**



Increased visibility with the association to usinenouvelle.com



Exclusive advantages for subscribers

A new approach

Technological innovation has returned to the **forefront** after the tsunami of digital connectivity-app-use innovation. It is now the emergence of :



Cross-functional technologies that are transforming or will transform the industry: **AI, quantum, 5G, blockchain, cybersecurity, IoT...**



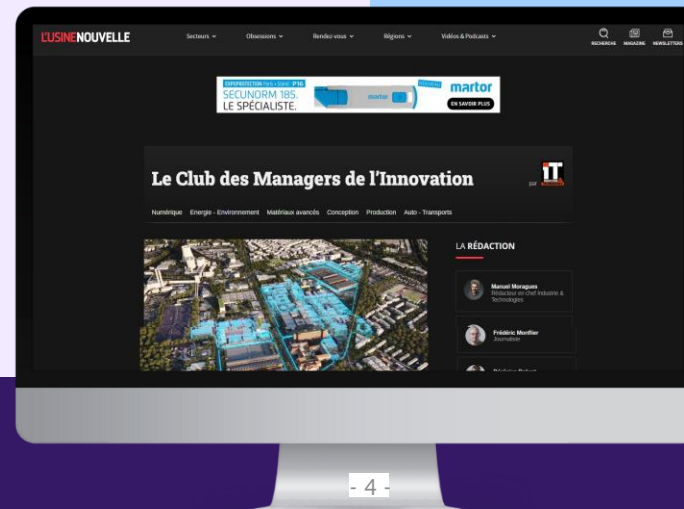
Disruptive technological innovations, crucial to addressing major challenges, climate and environment: **advanced materials, batteries, hydrogen...**



Deep-tech, a new phenomenon that is taking hold and reflects the emergence of start-ups in technology R&D



Industrie & Technologies is ideally placed at the crossroads of **research laboratories, industry and start-ups**



Industrie & Technologies **reinforces** its position as a reference for technological innovation, from deep-tech to the manufacturing industry.

From scientific breakthroughs to product use, Industrie & Technologies tracks down and **deciphers** the best technologies along the entire innovation chain, in laboratories, manufacturers and deep-tech start-ups

Industrie & Technologies is a unique **coverage** of technological innovation

- ▶ multi-sector and transversal
- ▶ A link between research and industry
- ▶ Coverage of key technologies in the transformation of industrial companies
- ▶ Highly specialized analyses



Our monthly meetings



Report from a research laboratory



Focus on a state-of-the-art research equipment available to industry



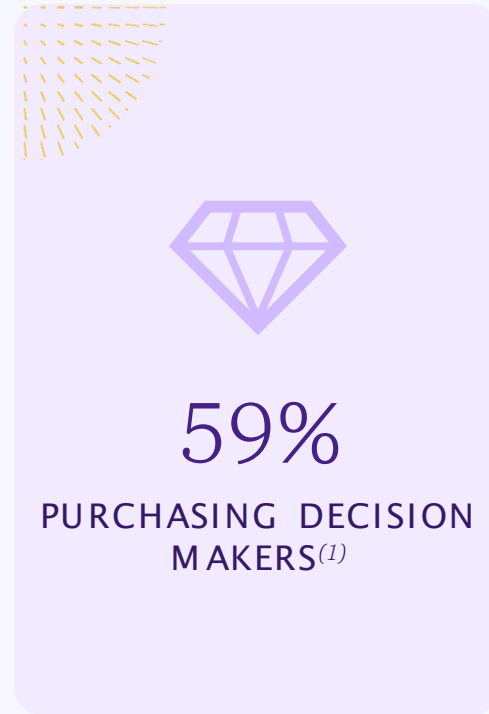
Presentation of research-industry R&D projects



Step-by-step analysis of R&D projects subsidized at European or national level



Industrie & Technologies a powerful and exclusive audience



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

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



152
VSES / SMES

166
LARGE
COMPANIES

133
DECISION MAKERS
BTOB PURCHASERS

131
TOP MANAGERS &
EXECUTIVES

198
TECHNICAL
EXECUTIVES

A magazine reinvented to meet the needs of ALL industry players of the industry:



91K monthly readers

12,580

8 issues in 2023

New sections to highlight expert content

66%

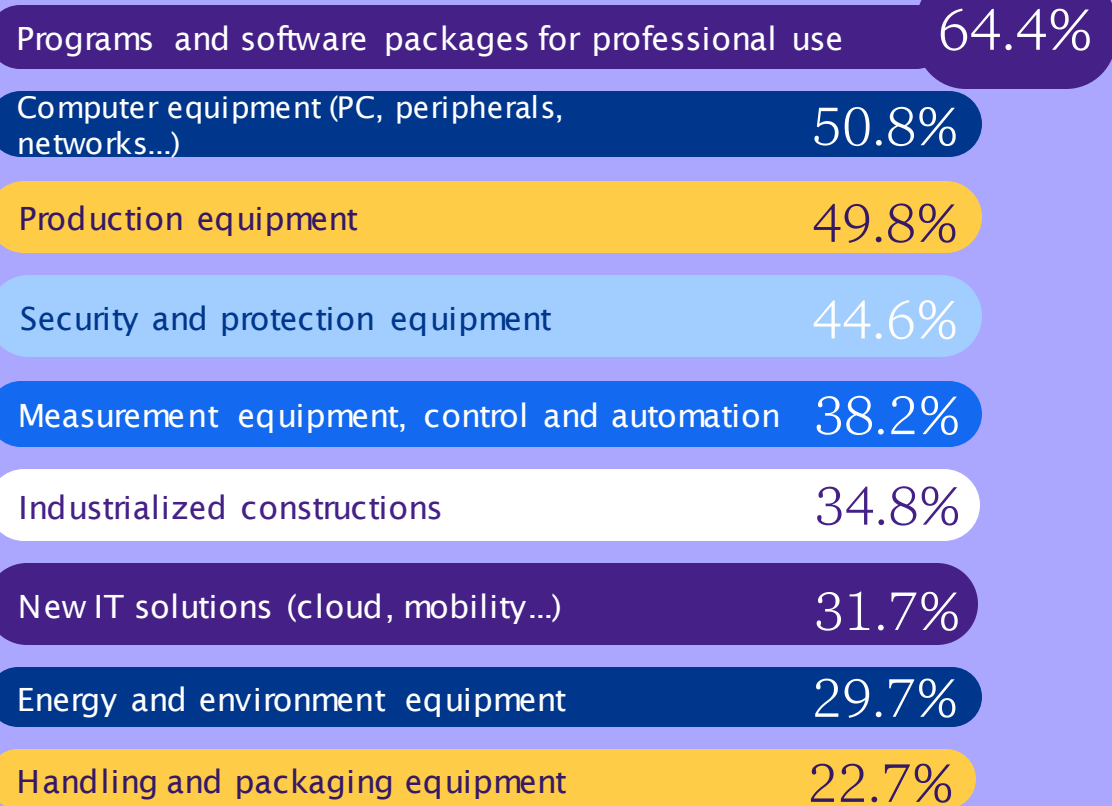
Industrie & Technologies readers participate in the innovation process in their company⁽¹⁾

94%

Industrie & Technologies readers find the magazine relevant⁽¹⁾

Our media brand's audience

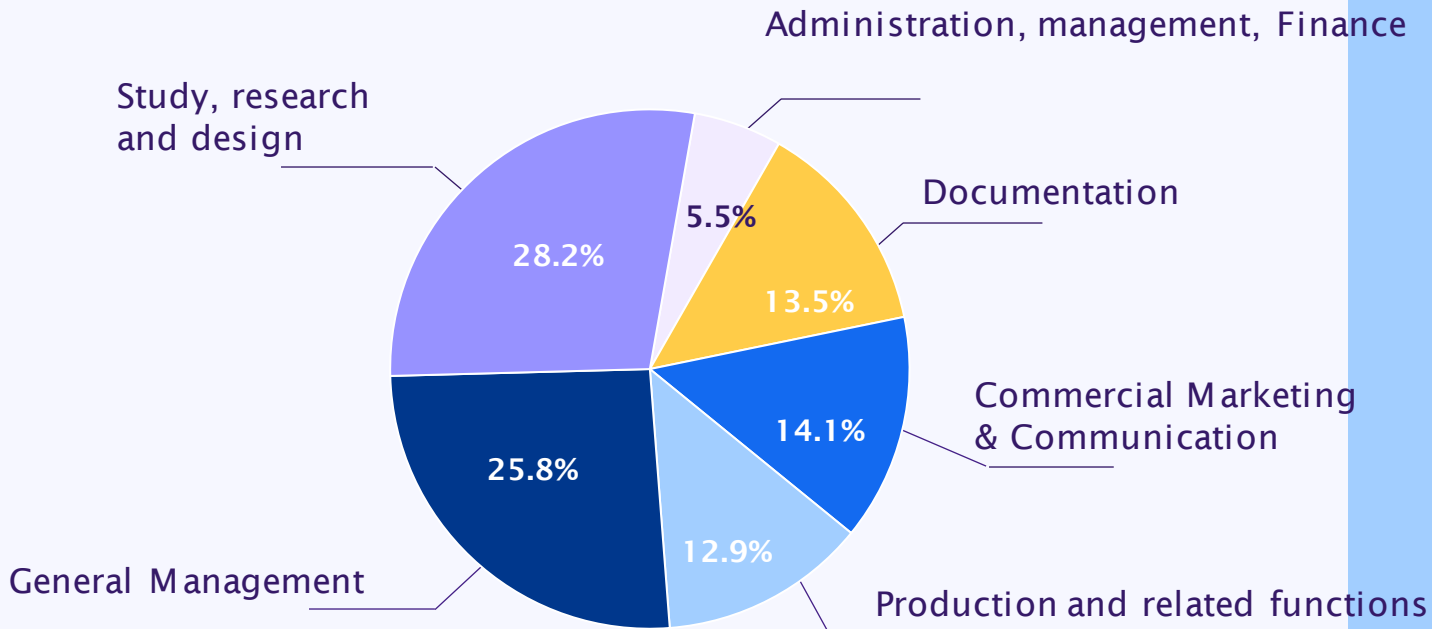
Areas of Professional Purchasing



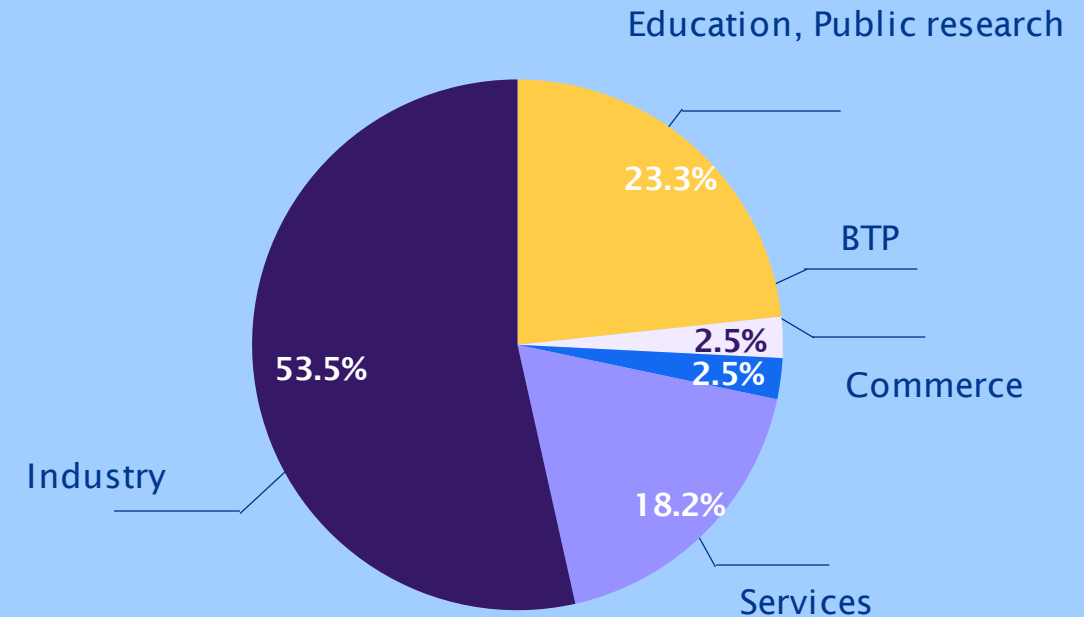
71% of readers participate in the innovation process in their companies

55% of readers say that Industrie & Technologies allows them to anticipate market trends and changes

Functions⁽¹⁾



Sectors of Activity⁽¹⁾



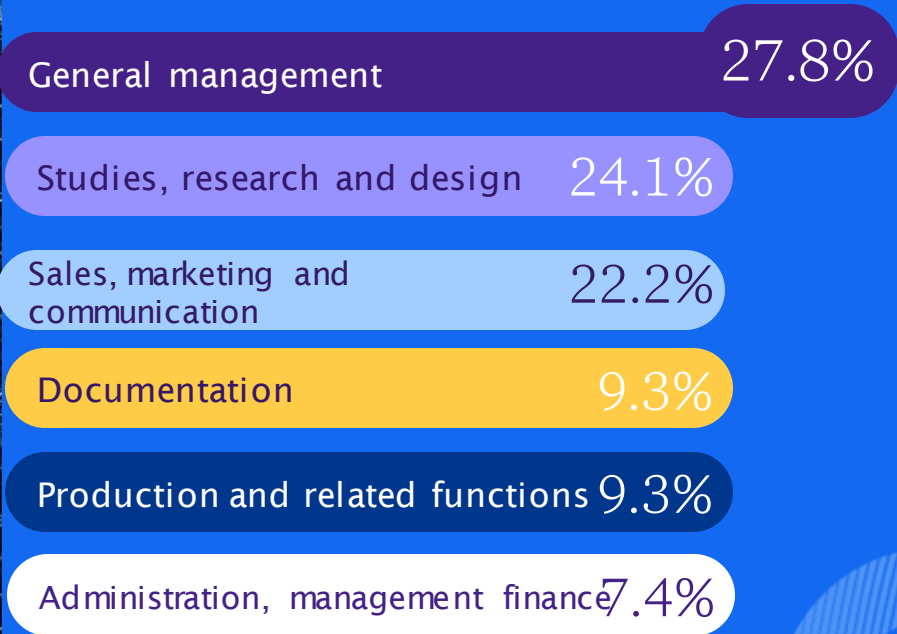
According to a study conducted by Zenith Optimedia, the average magazine reading time was 7.30 minutes in 2018.⁽²⁾

42% of Industrie & Technologies readers spend more than 30 minutes reading an issue

The profile of our visitors



Functions



76.8%

of visitors are executives and managers

82.5%

of visitors are BtoB purchasing decision makers



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LET'S KEEP IN TOUCH!