The magazine for promotional garments, gifts and personalisation techniques

MEDIA KIT

2018

EDITORIAL CALENDAR

THREE COMMUNICATION MEDIA

THE MAGAZINE

2,500 posted issues + 2,500 additionnal issues distributed at CTCO and Premium Sourcing trade shows.

THE NEWSPAPER

2,500 posted issues to CTCO and Premium Sourcing visitors.

WEB

A web-based media plan with more effective « online » tools. www.c-mag.fr benefit from an optimised SEO. Newsletter sent each month to 26,000 contacts*. Content and news daily updated.

DIGITAL

THE 100% PRINT NETWORKING PLATFORM

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C!MAG

The magazine for promotional garments, gifts and personalisation techniques

IC/INDUSTRIES CRÉATIVES TRADE SHOWS

Garment, digital, personalisation

Promotional gifts and garments

Print and digital

Business meetings on promotional gifts and garments

Rental of databases

DIRECT MARKETING

PRINT EDITION & WEB

BE PRESENT ON ALL THE CHANNELS

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PUBLICATION DATE

January 2018

SPRING 2018

C!MAG #20

C!MAG NEWS

May 2018

September 2018

C!MAG #21

C!MAG NEWS

AUTUMN 2018

November 2018

ADVERTISING MATERIAL SUBMISSION DATE

16/03/2018

13/07/2018

12/10/2018

5,000 copies, 2,500 of which are distributed at CTCO Lyon

CIRCULATION

2,500 copies

5,000 copies, 2,500 of which are distributed at Premium Sourcing Paris

CTCO and C!Print 2018 trade shows special edition

What will make the headlines in 2018 in garments, gifts and personalisation

Trade show presentation: exhibitor list, workshops, conferences.

MAIN THEMES

All the market’s news and new products

Focus garments and gifts: beach accessories and products

Product news “end-of-year gifts special”

Focus garments: textile accessories (scarves, gloves, hats, etc.)

Focus gifts: the world of wine

All the market’s news and new products

Focus garments: corporate wear

Focus gifts: clocks and watches

EXHIBITION - CONFERENCES & WORKSHOPS

* Our databases are dynamic and updated regularly, as a consequence this figure is likely to evolve.
OPTIMISED CIRCULATION!

1 MAGAZINE
2 TARGETS >
2 FORMATS!

PROMOTIONAL GIFTS
AND GARMENT DISTRIBUTORS
PERSONALISATION
PROFESSIONALS

CIMAG AND CIMAG NEWS
ARE TWO PUBLICATIONS SENT TO THE LARGEST
COMPANIES IN THE MARKET AND GIVEN TO ALL
CTCO AND PREMIUM SOURCING PARIS VISITORS!

A WELL-TARGETED READERSHIP

Promotional gifts and garment distribution: 55%

Advertising agencies: 12%

Personalisation professionals: 23%

Graphics/Web: 2%

Printers/Visual Communication: 3%

Workwear distributors: 5%
PRICES AND FORMATS

MAGAZINE SIZE
215 mm (w) x 295 mm (h)
Pagination: approximately 80 pages

1/4 PAGE
Vertical: 55 mm (w) x 295 mm (h)
Horizontal: 215 mm (w) x 75 mm (h)
Box: 105 mm (w) x 150 mm (h)
PRICE (EUROS, excl. VAT): 735

1/3 PAGE
Vertical: 72 mm (w) x 295 mm (h)
Horizontal: 215 mm (w) x 100 mm (h)
PRICE (EUROS, excl. VAT): 1 040

1/2 PAGE
Vertical: 105 mm (w) x 295 mm (h)
Horizontal: 215 mm (w) x 145 mm (h)
PRICE (EUROS, excl. VAT): 1 210

FULL PAGE
215 mm (w) x 295 mm (h)
PRICE (EUROS, excl. VAT): 2 050
INSIDE FRONT COVER
PRICE (EUROS, excl. VAT): 2 310
BACK COVER
PRICE (EUROS, excl. VAT): 2 520

DOUBLE PAGE SPREAD
430 mm (w) x 295 mm (h)
PRICE (EUROS, excl. VAT): 3 045

1/8 PAGE
Vertical: 65 mm (w) x 185 mm (h)
Horizontal: 130 mm (w) x 92 mm (h)
PRICE (EUROS, excl. VAT): 630

1/4 PAGE
Vertical: 65 mm (w) x 370 mm (h)
Horizontal: 260 mm (w) x 92 mm (h)
Box: 130 mm (w) x 185 mm (h)
PRICE (EUROS, excl. VAT): 945

1/2 PAGE
Vertical: 130 mm (w) x 370 mm (h)
Horizontal: 260 mm (w) x 185 mm (h)
PRICE (EUROS, excl. VAT): 1 575

FULL PAGE
297 mm (w) x 420 mm (h)
PRICE (EUROS, excl. VAT): 2 625
BACK COVER
PRICE (EUROS, excl. VAT): 3 045

WARNING: Don’t forget to include a 5mm trap - do not position graphical elements less than 5mm from the edge of the page. Save formats: PDF 300 dpi or Adobe Photoshop .eps in 300 dpi. Files to be sent to studio@656editions.net
THE OFFICIAL WEBSITE OF THE MAGAZINE

www.c-mag.fr

AN ERGONOMIC AND EFFICIENT WEBSITE WHICH VALUES YOUR BANNERS!
Banner on triple rotation.

OPTIMAL BROADCAST THANKS TO OUR NEWSLETTERS
Sent to an ultra qualified and nominative database of promotional gifts and garment distributors.

OUR NEWSLETTERS ARE SENT TO A DATABASE OF 26,000 NOMINATIVE EMAIL ADDRESSES*.  

* Our databases are dynamic and updated regularly, as a consequence this figure is likely to evolve.

2 BANNER FORMATS AVAILABLE

1. TOP BANNER 728x90 pixels PRICE (EUROS, excl. VAT): 630 / MONTH
2. SIDE INSERT 336x140 pixels PRICE (EUROS, excl. VAT): 420 / MONTH

TECHNICAL SPECIFICATIONS: Website .gif .jpeg .swf
Newsletter .gif (non animated) .jpeg Image weight < 50ko

2,000 UNIQUE MONTHLY VISITORS 
10,000 PAGES VIEWED MONTHLY

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|                  | 15/12/2017                          | What will make the headlines in 2018 in garments, gifts and personalisation
|                  |                                    | Trade show presentation: exhibitor list, workshops, conferences. |
|                  |                                     | 5,000 copies, 2,500 of which are distributed at CTCO Lyon |
| C!MAG NEWS SPRING 2018 | April 2018                        | All the market’s news and new products |
|                  | 16/03/2018                          | Focus garments and gifts: beach accessories and products |
|                  | 2,500 copies |
| C!MAG #21        | September 2018                      | Product news “end-of-year gifts special” |
|                  | 13/07/2018                          | Focus garments: textile accessories (scarves, gloves, hats, etc.)
|                  |                                    | Focus gifts: the world of wine |
|                  | 5,000 copies, 2,500 of which are distributed at Premium Sourcing Paris |
| C!MAG NEWS AUTUMN 2018 | November 2018                      | All the market’s news and new products |
|                  | 12/10/2018                          | Focus garments: corporate wear |
|                  |                                    | Focus gifts: clocks and watches |
|                  | 2,500 copies |

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DIRECT MARKETING

DATA 656

Rental of databases

PRINT EDITION & WEB

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TIME TO TRADE 656

Business meetings on promotional gifts and garments

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