



The magazine
for promotional garments,
gifts and personalisation
techniques

MEDIA KIT | 2024

THREE COMMUNICATION MEDIA



THE MAGAZINE

2,500 posted issues in January and in September
+ 1,500 additional issues distributed at CTCO trade show in February
+ 1,000 additional issues distributed at Premium Sourcing Paris trade show in September.



THE NEWSPAPER

2,500 posted issues in April and in November.



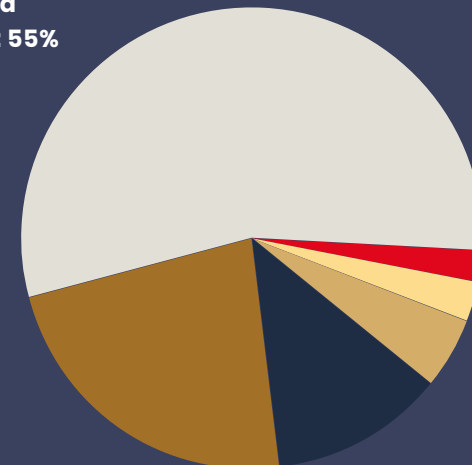
WEB

A web-based media plan with more effective « online » tools. *C!mag* website benefit from an optimised SEO. Newsletter sent each month to 25,000 contacts.*

OPTIMISED CIRCULATION, A WELL TARGETED READERSHIP

C!mag and *C!mag News* news are sent to the largest companies in the market from CTCO Lyon and Premium Sourcing Paris visitors!

- Promotional gifts and garment distribution: 55%
- Personalisation professionals: 23%
- Advertising agencies: 12%



- Workwear distributors: 5%
- Printers/Visual Communication: 3%
- Graphics / Web : 2%

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

EDITORIAL CALENDAR

	PUBLICATION DATE	ADVERTISING MATERIAL SUBMISSION DATE	MAIN THEMES	CIRCULATION
C!MAG #32	January 2024	15/12/2023	<ul style="list-style-type: none"> • The Must of promotional gifts and garment: the new objects, garment and personalisation that will hit the headlines in 2024. • Feature: the market's appetite for food 	2,500 mailbox copies and 1,500 copies distributed on CTCO Lyon
C!MAG NEWS SPRING	April 2024	22/03/2024	<ul style="list-style-type: none"> • All the latest news on the market and new products • Focus : outdoor activities 	2,500 mailbox copies
C!MAG #33	September 2024	19/07/2024	<ul style="list-style-type: none"> • The new «end of year gifts» to be seen on Premium Sourcing 2023 • All the The latest market's news and new products 	2,500 mailbox copies and 1,000 copies distributed on Premium Sourcing Paris
C!MAG NEWS AUTUMN	November 2024	18/10/2024	<ul style="list-style-type: none"> • All the latest news on the market and new products • Focus : office and home office essentials 	2,500 mailbox copies



#32

Send us your ad before 15/12/2023

JANUARY



Spring 2024

Send us your ad before 22/03/2024

APRIL



#33

Send us your ad before 19/07/2024

SEPTEMBER



Autumn 2024

Send us your ad before 18/10/2024

NOVEMBER

Distributed at the entrance of the trade show

Distributed at the entrance of the trade show



February 6th, 7th and 8th 2024



September 18th and 19th 2024

PRICES AND FORMATS



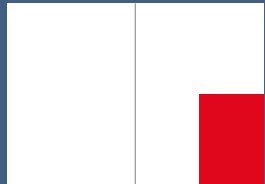
THE MAGAZINE



MAGAZINE SIZE

215 mm (w.) x 295 mm (h.)

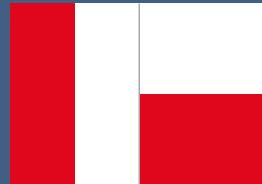
Pagination : approximately 80 pages



1/4 PAGE

105 mm (w.) x 150 mm (h.)

PRICE: 1102 € excl. taxes



1/2 PAGE

Verticale: 105 mm (w.) x 295 mm (h.)

Horizontal: 215 mm (w.) x 145 mm (h.)

PRICE: 1660 € excl. taxes



FULL PAGE

215 mm (w.) x 295 mm (h.) **PRICE: 2 425 € excl. taxes**

2nd cover **PRICE: 2 646 € excl. taxes**

3rd cover **PRICE: 2 540 € excl. taxes**

4th cover **PRICE: 2 870 € HT**



DOUBLE PAGE SPREAD

430 mm (w.) x 295 mm (h.)

PRICE: 3 530 € excl. taxes



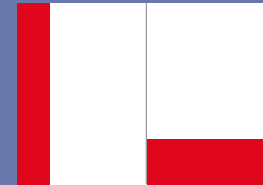
THE NEWSPAPER



NEWSPAPER SIZE

297 mm (w.) x 420 mm (h.)

Pagination : approximately 40 pages



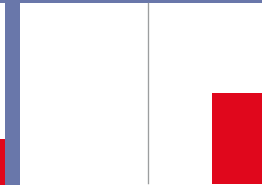
1/4 PAGE

Verticale: 65 mm (w.) x 370 mm (h.)

Horizontal: 260 mm (w.) x 92 mm (h.)

Bow: 130 mm (w.) x 185 mm (h.)

PRICE: 1102 € excl. taxes

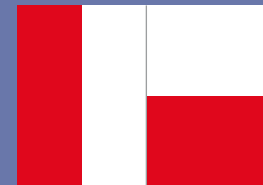


1/2 PAGE

Verticale: 130 mm (w.) x 370 mm (h.)

Horizontal: 260 mm (w.) x 185 mm (h.)

PRICE: 1765 € excl. taxes

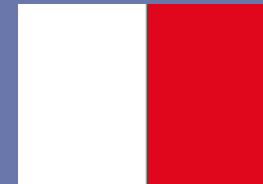


FULL PAGE

297 mm (w.) x 420 mm (h.) **PRICE: 2 982 € excl. taxes**

3rd cover **PRICE: 3 205 € excl. taxes**

4th cover **PRICE: 3 425 € excl. taxes**



WARNING: Do not 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. FILE TO BE SENT TO [à bertrand.genevi@infopro-digital.com](mailto:bertrand.genevi@infopro-digital.com)

WEBSITE BANNERS



1,500
UNIQUE MONTHLY
VISITORS

5,000 PAGES
VIEWED MONTHLY

NEWSLETTER BANNERS



SENT TO A
DATABASE OF
25,000
NOMINATIVE EMAIL
ADDRESSES*

NEWSLETTER AND WEBSITE BANNERS

2 BANNER FORMATS AVAILABLE!

TOP BANNER

728 x 90 pixels

PRICES: 720 € excl. taxes/month

1 advertiser max.

SIDE BANNER

336 x 140 pixels

PRICES: 499 € excl. taxes/month

Technical specifications:

Site:
.gif / .jpeg / .swf

Newsletter:
.jpeg

Site and
Newsletter:
< 50ko

FILE TO BE SENT TO: bertrand.genevi@infopro-digital.com

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as a consequence this figure is likely to evolve.



PACKAGES*

PRINT & DIGITAL			
C!MAG		C!MAG NEWS	
FULL PAGE + PACK TOP BANNER ONLINE	PRICES: 2 870 € excl. taxes instead of 3 645 € excl. taxes	1/2 PAGE + PACK TOP BANNER ONLINE	PRICES: 2 205 € excl. taxes instead of 2 985 € excl. taxes
FULL PAGE + PACK SIDE BANNER ONLINE	PRICES: 2 645 € excl. taxes instead of 3 205 € excl. taxes	1/2 PAGE + PACK SIDE BANNER ONLINE	PRICES: 2 090 € excl. taxes instead of 2 520 € excl. taxes

Pack Top Banner = Top Banner website + Top Banner Newsletter

Pack Side Banner = Side Banner website + Side Banner Newsletter

ONLINE	
PACK TOP BANNER WEBSITE + NEWSLETTER	PRICES: 1 220 € excl. taxes instead of 1 440 € excl. taxes
PACK SIDE BANNER WEBSITE + NEWSLETTER	PRICES: 780 € excl. taxes instead of 999 € excl. taxes

*To be displayed according to the availability of the Top Banners of the site and the newsletter



TRADE SHOWS



CTCO LYON - 6/8 FEBRUARY 2024

Promotional gifts and garment.

www.salon-ctco.com



C!PRINT LYON - 6/8 FEBRUARY 2024

Image, personalisation, digital.

www.salon-cprint.com

PREMIUM
SOURCING

PREMIUM SOURCING PARIS 18/19 SEPTEMBER 2024

Business meetings for corporate gift
and promotional garment

www.premium-sourcing.fr



SIDO LYON - 18/19 SEPTEMBER 2024

The IoT, IA, Robotique & XR event.

www.sido-lyon.com



SIDO PARIS - 4/5 DECEMBER 2024

The IoT, IA, Robotique & XR event.

www.sido-paris.com



OPEN SOURCE EXPERIENCE - 4/5 DECEMBER 2024

Meeting with the european
open source community.

www.opensource-experience.com



C!PRINT MADRID - JANUARY 2025

Image, personalisation, digital.

www.salon-cprint.es

PRESS



The magazine for promotional garments,
gifts and personalisation techniques.

www.emag.fr



The magazine dedicated
to personalisation solutions.

www.lemag-ic.fr

The *C!mag* magazine is published by the firm **Infopro Digital Trade Shows**, coordinator of the promotional gift and garment professional community, and the visual and graphic design industries. The group brings together events, press publications, social media and marketing services specialized in the markets of visual communication, gift/garment, the printing market, and the graphic arts and its new applications market (decoration, design, photography, industry, etc.). Throughout the year **Infopro Digital Trade Shows** disseminates content to the markets, new trends, the most innovative technical applications, and communication campaigns geared towards contacts who are 100% qualified, making **Infopro Digital Trade Shows** a multi-channel network.

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