

# Qualité références

LE MAGAZINE DES OUTILS ET MÉTHODES POUR LES MANAGERS

The magazine for management tools & methods

# Quality&co

<http://www.qualityandco.com>



## 2012 MEDIA KIT

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**mrj**  
Presse

Qualité références  
and Quality&co  
are published by  
MRJ Presse

# Editorial concept for the magazine

## Qualité LE MAGAZINE DES OUTILS ET MÉTHODES POUR LES MANAGERS références

For more than 10 years, Qualité références has been the magazine of reference for all decision-makers, companies and other organisations interested in issues of management and performance optimisation.



Each quarterly edition provides complete coverage of quality methods and tools via its following main sections:

**MANAGEMENT:** state of the art review of major management approaches (6 Sigma, coaching, proposal management, ISO standards, knowledge management, continuous improvement etc.).

**INFORMATION SYSTEMS:** how to optimise communication and data management within the enterprise (EDM software, business intelligence, Full Web etc.).

Special reports: complete coverage of key topics.

Management tools, applications, practical guides etc.

And all the new developments in management, business intelligence, audit, sustainable development, corporate societal responsibility, certification, environmental issues and other new quality challenges in all areas of the economy.

# Magazine's editorial concept



<http://www.qualityandco.com>

The portal for management tools and methods



The indispensable electronic complement to the Qualité références magazine, the new version of the Quality&co website ([www.qualityandco.com](http://www.qualityandco.com)) offers a range of information and services dedicated to interested professionals:

**WEB BUSINESS:** a search engine providing access to service-providers (including software publishers, certifiers, consultants and training institutions) and enabling you to communicate your requests for tender.

**WEB MAGAZINE:** access to all the editorial content of the Qualité références magazine, as well as to additional information, job offers, exclusive articles etc.

**Snapshots:** the latest news on issues of quality and sustainable development.

**Diary:** the complete list of the main trade fairs, congresses etc.

# Readership and visitors

Profile of the companies and other organisations reached



# Your customers Our readers

## International readership and visitors

Lectorat Qualité références :

- France: 60 %
- Morocco: 12 %
- Tunisia: 10 %
- Algeria: 8 %
- Belgium: 2 %
- Switzerland: 2 %
- Other countries: 6 %



Quality&co visitors:

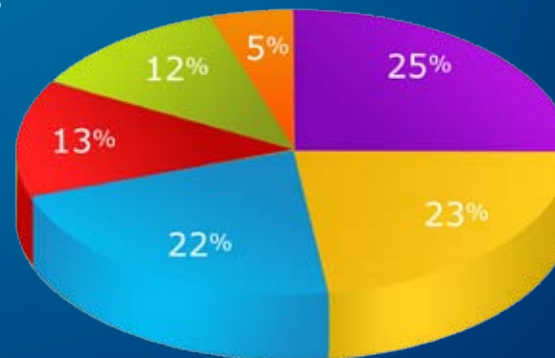
- EUROPE: 60 %
- USA: 20 %
- AFRICA: 15 %
- REST of the world: 5 %

## A readership of managers and decision-makers

Qualified subscriber circulation of 10,000 copies

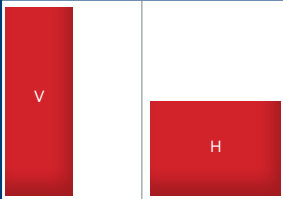

Enterprise functions held:

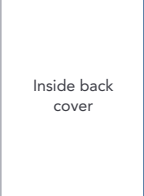
- General management
- Quality Safety Environment / Sustainable development
- IS / Watch / Documentation
- HR / Training
- Technical / Methods / Drawing office / Consultancy
- Purchasing & other functions



# The magazine's Formats / Rates / Technical information



Insertion	Format (WxH in mm)	4 colour Price
 <p>Outside back cover</p>	210 x 297	€5,900

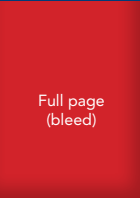
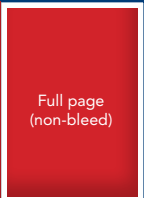
Insertion	Format (WxH in mm)	4 colour Price
 <p>1/2 page (vertical)</p>	90 x 274	€2,100
 <p>1/2 page (horizontal)</p>	190 x 125	€2,100

 <p>Inside front cover</p>	210 x 297	€5,200
 <p>Inside back cover</p>	210 x 297	€4,000

 <p>1/3 page</p>	55 x 274	€1,800
 <p>1/4 page</p>	90 x 132	€1,200

 <p>Double page</p>	Double page	€5,200
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 <p>Employment section: 1/2 page</p>	190 x 125	€1,500
 <p>Employment section: 1/4 page</p>	90 x 132	€1,000

 <p>Full page (bleed)</p>	210 x 297	€3,200
 <p>Full page (non-bleed)</p>	190 x 270	€3,200

Prices for 2012 net of VAT at 19.6%

15% surcharge for special positions: front of page or front section  
For other formats or special events: contact us

#### Discounts

- New customer: - 4%
- Loyalty discount: - 6%
- Placement agency: - 15%
- 2 issues: - 4%
- 3 issues: - 7%
- 4 issues: - 9%

# The website's Formats / Rates / Technical information

	PRESENCE Formula €750 p.a. net of VAT	PRIVILEGE Formula €1,500 p.a. net of VAT	PREMIUM Formula €2,500 p.a. net of VAT
Complete contact details (postal address, tel., fax etc.)	✓	✓	✓
Referencing of products or services	5	25	125
News provided via the monthly newsletter	—	6 months	12 months
Advertising banner	—	1 month	3 months
"Product of the month"	—	1 month	✓
Monthly statistics	✓	✓	✓

Whichever formula you choose, **you will receive all the requests** for tender lodged on the website and equating with your speciality.

## Formats

Horizontal banner on the homepage	_____	728 x 90 pixels
Horizontal banner	_____	468 x 60 pixels
Vertical banner	_____	128 x 600 pixels
Rectangle	_____	180 x 150 pixels
Bus mailing	_____	238 x 132 pixels
Product label / Logo	_____	150 x 150 pixels

JPEG, GIF or animated GIF files, maximum size 50ko  
 Technical data to be provided to us 1 week prior to placing online

## Rates

Advertising banner	_____	€300 monthly net of VAT
Additional product	_____	€25 monthly net of VAT

# Publication schedule

	Editorial copy	Layout	Advertising content
<b>Qualité références 51</b>	02/04/2012	02/12/2012	02/28/2012
<b>Qualité références 51</b>	05/11/2012	05/18/2012	05/31/2012
<b>Qualité références 53</b>	07/24/2012	08/06/2012	08/31/2012
<b>Qualité références 54</b>	11/12/2012	11/18/2012	11/30/2012
<b>Your contacts</b>	<a href="mailto:jf.romain@mrj-corp.fr">jf.romain@mrj-corp.fr</a>	<a href="mailto:s.cheniti@mrj-corp.fr">s.cheniti@mrj-corp.fr</a>	
<b>Means of communication</b>	Email only	Email or MRJ's FTP server*	Email or MRJ's FTP server*

The address of our FTP server will be communicated to you on request (please contact : [s.cheniti@mrj-corp.fr](mailto:s.cheniti@mrj-corp.fr))

**Editorial copy:** Final date for submission of editorial copy. Please send us your articles and/or press releases in Word or Txt format, and attach any pictures or illustrations in high definition (300dpi) JPG format.

**Layout:** Final date for layout of the magazine (editorial content and advertising)

**Advertising content:** Final date for submission of advertising content (visuals).

\* Please email your visuals in high definition ([s.cheniti@mrj-corp.fr](mailto:s.cheniti@mrj-corp.fr)) or lodge them on our FTP server.

*Coming soon*

# 2012 MEDIA KIT

## Your advertising contact

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