

Qualité références

LE MAGAZINE DES OUTILS ET MÉTHODES POUR LES MANAGERS

The magazine for management tools & methods



MEDIA KIT

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Editorial concept for the magazine

Qualité références

LE MAGAZINE DES OUTILS ET MÉTHODES POUR LES MANAGERS

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.

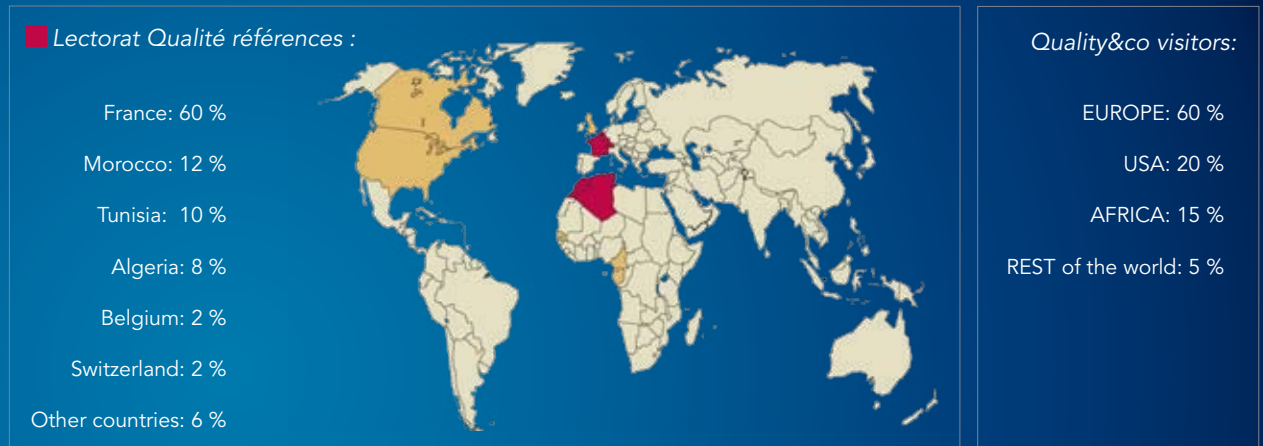
Readership and visitors

Profile of the companies and other organisations reached



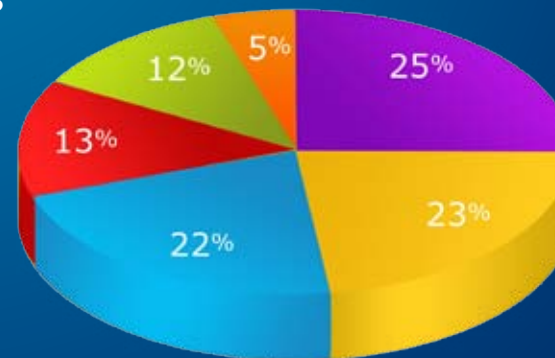
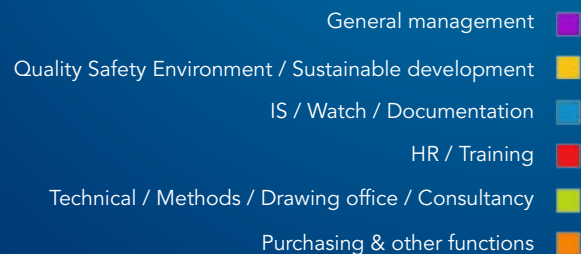
Your customers Our readers

International readership and visitors





A readership of managers and decision-makers

Qualified subscriber circulation of 10,000 copies
Enterprise functions held:


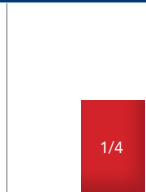


The magazine's Formats / Rates / Technical information

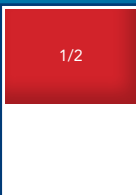
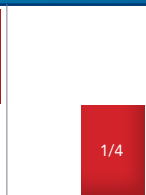
Insertion	Format (WxH in mm)	4 colour Price
 <p>Outside back cover</p>	210 x 297	€5,900


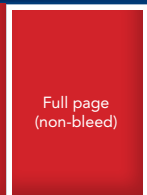
Insertion	Format (WxH in mm)	4 colour Price
 <p>1/2 page (vertical)</p>	90 x 274	€2,100
 <p>1/2 page (horizontal)</p>	190 x 125	€2,100

 <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 2015 net of VAT at 20%

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%

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