

**INDUSTRIE^{ET}
TECHNOLOGIES**

New formula from June 12th

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Industry in France : a major sector

Companies: 160 000

Turnover: 940 billion euros

Exportation: 358 billion euros

Construction investments: 40 billion euros (constructions, lands, equipments, tools, vehicles, ...)

Research & Development: 20 billion euros

Direct jobs: 3,7 billion euros

Annual industrial expenditures for environment : 4,5 billion euros

GDP Industry added value : 12,4 % in 2006

Source : Insee, 2006

“

**Industry is synonymous of reality and timelessness,
because consumers use new products everyday.**

”

Innovation, the only factor which drives industrial markets

In a context of economic globalization, the industrial companies have to **innovate and create added value** to continue being competitive with low cost labour.

In January 2009, the European Commission published a dedicated « **Science, technologies & competitiveness 2008-2009** ». Among several explanations, we summarize:

« **Research is essential for competitiveness in globalized markets.** »
« **Investments are too weak in private sector.** »

“

***Facing crisis, it is important not to reduce investments in Research.
We have to stimulate Research, Innovation and support growing demand.***

Janez Potocnik, European Commissioner for Science and Research

”

Engineers and scientists communities are the heart of added value creation and the extension to the industrial growth.

Engineers: creators of innovation

Engineers are the heart of Research & Innovation processes.
They have to solve solutions everyday , **anticipate emerging needs and design new processes.**

How do they describe their job ?

	Engineers	Executives average
Conceive	32,43%	24,45%
Analyse	60,01%	53,40%
Decide	52,12%	42,23%
Anticipate	52,44%	48,99%

Ipsos FCA 2008

In which field do they work?

Number of French Engineers	510 600
Employed in the Industry sector	253 000
Employed in associated sectors of the Industry: IT engineering, non-IT engineering, telecommunications, transports, etc...	133 000
	CNISF, 2007

In France, 76% of the engineers are directly involved in the Industry

43% of the French engineers state that Research, **Science and technologies** are the heart of their key interests.

51% of the French engineers state that dedicated professional news are the heart of their key interests.

Ipsos FCA 2008

Engineers and technological information

Today, engineers use several media types to access professional market news.
The information consumption has changed

86% of French engineers expect latest innovation trends, successful implementations news from professional magazines

Over 92% access to the internet at least once a day

Ipsos FCA 2008

Time is a key role today in assimilating information, engineers want to target essential information.

They need:

In-depth	Speed	Interactivity
reading magazines for deciphering global market changes, technology watch	reading newsletters which bring emerging trends details	For comparing professional experiences, implementation witnesses, (interviews, figures and dedicated features on the internet)

Industrie et Technologies new formula

Industrie et Technologies understands and integrates these new reader trends in terms of information consumption in its new formula.

The editorial team aims to gather engineers using the same brand which creates interactivity between three complementary medias.

Print

Magazine

Technology watch

Technology transfer

Human dimension, for knowing who are real innovators

Online

Weekly Newsletters

Newsletter dedicated to design centers

Newsletter dedicated to technologies and Innovation

Newsletters objectives:

To inform and surprise you

New

Website

Innovation headlines

In-depth information of the magazine

Regional dimension

Videos, sounds, graphics that make information consumption pleasant

Creating reader's community

Monthly

Weekly

Permanent

The three independant medias content matchs with readers expectations :

- Technology watch for being prospective
- Products watch for being operational
- Professional watch for knowing engineers, their projects and their backgrounds

Magazine: 3 main sections

1. Technology watch

Trends

Selected Technology watch .

Feature

In-depth techno studies

Themas :
industrial & technological challenges

2. Implementation experience

Experiences

Practical solutions explained by users
How to design, built and organize ?

Products

Purchasing Guides
Permanent technology watch Successful
implementations described by users
Products Selection
inserts

Added value

Users experiences
(successful or not and why ?)

3. Professional background

Job

High school headlines, discovering key
engineers and their background

Debats

Imagine the future and its techno
challenges.

Debats focused on successful
implementations and their impacts on
companies.

Objectives :

Creating a Community of engineers

Online solutions: the technology watch

More than an extension of the magazine, the website industrie-technologies.com complete Industrie & Technologies contents with pictures, videos, graphics ... ,and examine in-depth topics already included in the magazine.

Daily and permanent link with our readers, the website industrie-technologies.com as a platform of exchange selected by engineers . We aim to create a reader community.

More than an in-depth editorial content including an interactive dimension, industrie-technologies.com has a main focus on IT fields covering headline news and in-depth content in this sector.

industrie-technologies.com
Editorial Extension of the magazine
Reader community
IT processing and New Technologies
Two weekly newsletters with different topics
Design center weekly newsletter (sent on Thursday)
Industrie et Technologies weekly newsletter (sent on Tuesday)

A complete unit offering 50,000 copies :

A new formula which offers a complete information system:

	One insertion in the magazine	Standard banner in the newsletter	Leaderboard on The website	Rate:
« R&D » Pack	1 full page, 4 col	3 weeks	1 month	9 000€
« Innovation » Pack	1 half page, 4 col	2 weeks	2 weeks	5 000€
« Engineers » Pack	1 quarter page, 4 col	1 week	1 week	3 000€

And communicate with the brand Industrie et Technologies.

Industrie et Technologies figures

- Total circulation : **16,006 copies /month** (PV OJD 2007)
- **34,6%** of executive readers are involved in **R&D, engineering units, design centers** or are **Engineers**
40,23% of executive readers have a position directly related to **Production, Fabrication & Technics**

Ipsos FCA 2008

- Readers **who are involved in the making decision process** :

	Number of executive readers - affinity	% of readership
Machines and instruments equipment	109 000	54,70%
Measurement and inspection equipment	51 000	24,45%
Automation and robotics, digital control	37 000	18,73%
Production equipment	65 000	32,35%
Software and industrial software packages	52 000	25,83%
Computer equipment	79 000	39,53%
Networks and telecommunications	71 000	35,75%
Office equipment and office automation	72 000	36,25%
Safety and protection equipment	75 000	37,64%
Services and transport equipment	69 000	34,50%
Handling and packaging equipment	48 000	23,91%
Components	34 000	17,12%

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