

EVERYTHING YOU NEED TO KNOW ABOUT THE ECONOMY OF SPORT

# UNION Sport & cycle

## # FILIERESPORT IS THE NEWS PORTAL OF USC, FEDERATION OF THE FRENCH SPORTING GOODS INDUSTRY

### UNION SPORT & CYCLE, the 1st professional organization of sport

Since November 24, 2016, it is the new professional union (law of 1884) **which brings together companies in the sector of sport, recreation, cycling and active mobility**. The UNION Sport & Cycle is the merger of the 3 historical unions of the sport sector: FIFAS, FPS and UNIVELO.

**The UNION Sport & Cycle is in charge of the promotion of the physical activity and sports in France and with the public authorities.**

Its main purpose is the official representation and defense, in all its forms, at national and international level, of all industrial and commercial enterprises of the economic sector of articles and equipment for sports, leisure, cycling and mobility.

### The UNION Sport & Cycle unites

**3 000** Companies members

**12** billion sales and **80 000** employees

More than **500** brands



**20** experts on sporting stakes **4** areas of expertise

**2** Filièresport & redisport

**14** events B2B and B2C

**3 000** points of sale

## # Daily

The decision-making of the policy makers is faster and faster and require an immediate and relevant information.

## # 100% digital

The revolution of information is accelerating. Everywhere, the digital becomes the first way of information.

## # USC Univers

Filièresport is the news portal of USC. Find all the news on [www.unionsportcycle.com](http://www.unionsportcycle.com)

## # Prospective

Filièresport will handle big stakes in the sport market following a forward-looking editorial line.

**Filièresport.com is the new information resolutely avant - gardist for which the decision-makers of the sport market wait to anticipate the mutations of the economy and guarantee their competitiveness.**



# EDITORIAL POLICY

## # THE FIRST DIGITAL OFFER WITH 360° INFORMATION ABOUT SPORT MARKET

Filièresport, the complete digital offer organized in 5 thematic channels to reach all the actors of the sector

### ECONOMY



- Industry news
- All about the market: product/innovation
- Focus on the strategies of the players
- Major events

### CSR



- Promote the environmental and social strategies of companies
- To highlight the development of sport in companies in all its forms

### HEALTH & WELLNESS



- Promote health and well-being through sport
- Supporting the fight against sedentary lifestyles
- Public health policy guidelines
- Active mobility

### TERRITORIES



- Sport as a tool to attract territories
- Sport & Tourism
- Development of recreational and sports areas
- Accessibility to practice

### DATA



- Key figures of the sector
- Sector analyses
- Unpublished market studies

# EDITORIAL TEAM

---

## # A DAILY INFORMATION DRAFTED BY EXPERTS' TEAM



**The experts of the USC**, the federation of the French sporting goods industry



**The journalists of the news agency 1 Terre Net** specialized in the supply of custom-made editorial contents in the retail industry sport and leisure activities



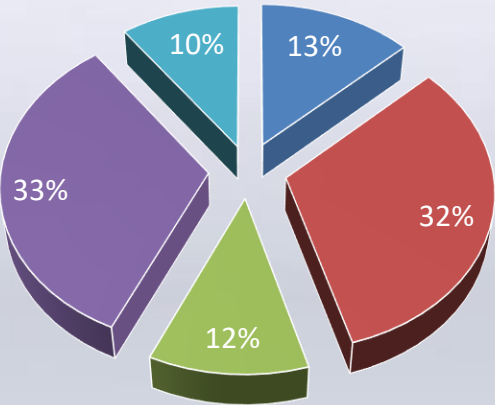
**The journalists of the agency News Tank Sport** specialized in the supply of custom-made contents in the sector of the sports Marketing and the sport business



**The journalists of the Sport Business Club information website** dedicated to the sports economy and aimed at sports marketing professionals in France.

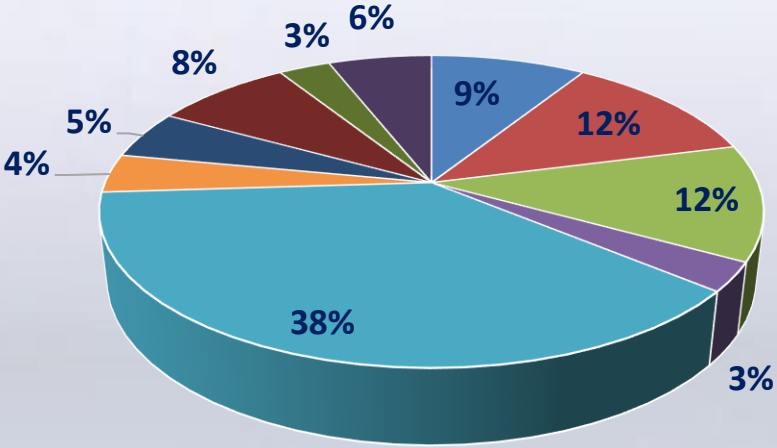
# 100% BUSINESS READERSHIP

5 300 SUBSCRIBERS



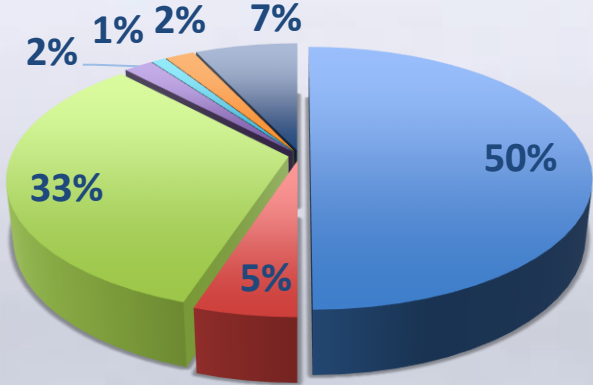
- Manufacturers
- retailers
- Cycle & mobility
- Renting and services
- Others

GEOGRAPHICAL DISTRIBUTION



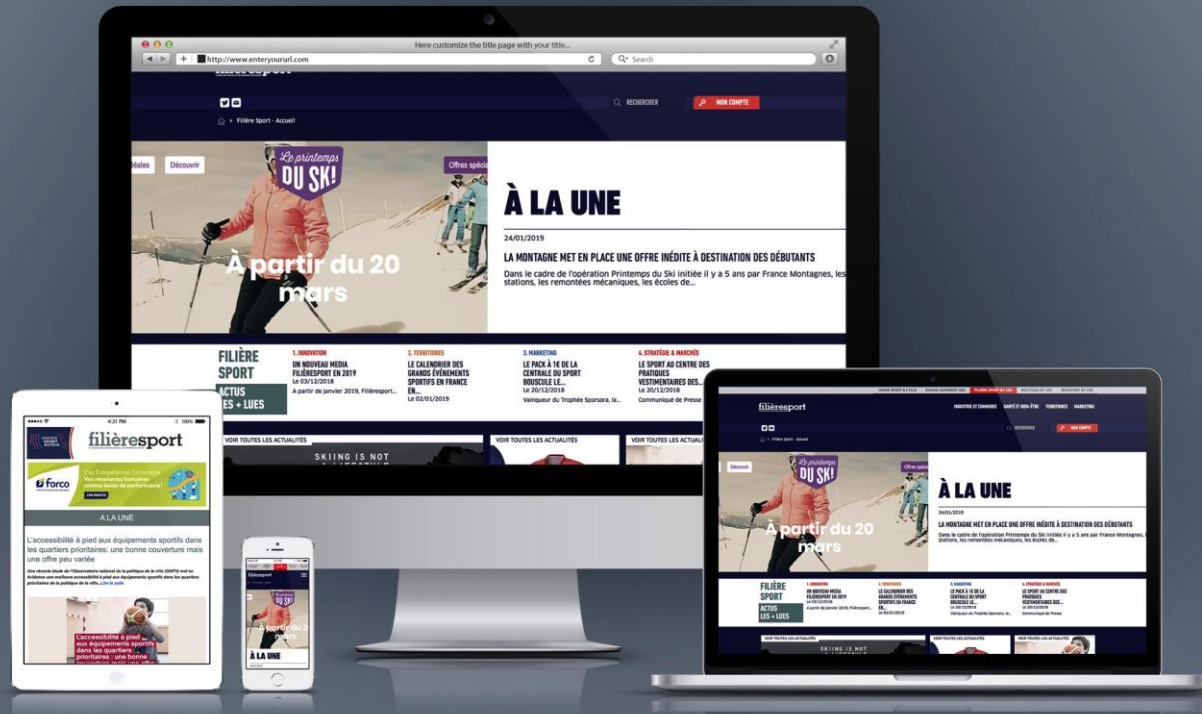
- IDF
- Occitanie
- PACA
- Grand Est
- AuRA
- Bourgogne Franche Comté
- Hauts de France
- Nouvelle Aquitaine

KIND OF DECISION-MAKERS



- Direction
- Marketing & communication
- Sales & commercial
- Legal
- Human Ressources
- Finance
- Autre (particuliers, écoles, institutions)

# THE FIRST DIGITAL AUDIENCE OF THE SPORT MARKET



WEBSITE [filièresport.com](http://filièresport.com)

15 230 Views/month\*

5 832 uniques users / month\*

(\*Last quarter 2022 according to Google Analytics)

NEWSLETTER

6 800 Subscribers

Weekly

The entire sports sector

SOCIAL NETWORKS



12 600 Subscribers

Cumulative audience of 2 social networks

# ADVERTISING

\*Gross rates on 01/01/2023

## HOME PAGE - Bandeau horizontal sous « à la une »

Size jpeg : 1151\*110 pixels

Duration : 1 month

Tarif : 950,00 € HT

## CHANNEL - Bandeau horizontal chaine thématique

Size jpeg : 980\*hauteur libre pixels

Duration : 1 month

Tarif : 800,00 € HT

## PUBLISHOPPING WEB (Brand content)

News, innovation, new line

Photo HD

Contact + mail adress

Text : 800 signs

Tarif : 695,00 € HT

## News (vertical)

Size jpeg : 235\*375 pixels

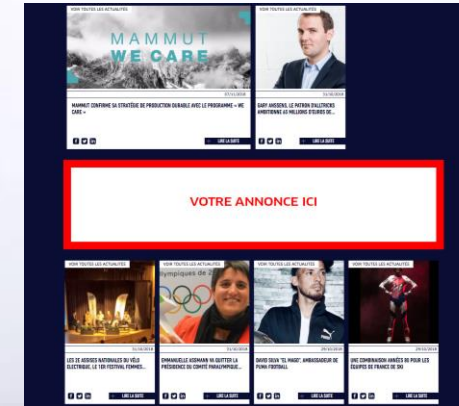
Duration : 1 month

Tarif : 500,00 € HT

## HOME PAGE VIDEO

Duration : 1 month

Tarif : 950,00 € HT





# ADVERTISING - NEWSLETTERS

\*Gross rates on 01/01/2023

Size jpeg/gif - 562\*140 pixels

Header

VOTRE ANNONCE ICI

A LA UNE



Une enveloppe de 100 000 euros pour accompagner les exposants français à l'Ispo

L'Union sport & cycle et Promas International (Mode Masculine et Enfantine) ont obtenu une subvention du Delfi de 100.000 euros pour accompagner les entreprises exposant sur Ispo Munich 2019.

INDUSTRIE - COMMERCE



Premier coup d'oeil sur le nouveau flagship de Nike

Ouvert ce 15 novembre 2018, la « Nike House of Innovation 000 », nouveau magasin vitrine de la marque à la virgule, occupe plus de 600 m² à l'angle de la célèbre 56 avenue et de 52e rue, au cœur de New York.

L'Alliance du Commerce demande un groupe de travail sur la fiscalité locale

Duration

1 month (4 newsletters)

Price

890,00 € HT

Section

MARKETING

VOTRE ANNONCE ICI

La FDJ ParionsSport partenaire de NBA Europe



Ce partenariat est le premier de ce genre pour la NBA en Europe. Il va permettre à ParionsSport, la marque de paris sportifs de FDJ, leader des paris sportifs en France, de toucher les millions de fans de la célèbre ligue de basketball américaine.

Partenaire Officiel de la NBA

Pour la notoriété, Paris 2024 fait bande à part



Paradoxe. Les candidatures aux Jeux d'hiver tombent les unes après les autres comme un bataillon de fantassins pris sous la mitraille. Pourtant, l'événement olympique exerce toujours sur le public la même fascination. Paris 2024 en est la plus éloquent illustration. (Source : francjeux.com)



Tout Filièresport au bout des doigts

Téléchargez la nouvelle application Filièresport pour

Duration

1 month (4 newsletters)

Price

550, 00 € HT (weekly)

Event newsletter

MARKETING

VOTRE ANNONCE ICI

La FDJ ParionsSport partenaire de NBA Europe



Ce partenariat est le premier de ce genre pour la NBA en Europe. Il va permettre à ParionsSport, la marque de paris sportifs de FDJ, leader des paris sportifs en France, de toucher les millions de fans de la célèbre ligue de basketball américaine.

Partenaire Officiel de la NBA

Pour la notoriété, Paris 2024 fait bande à part



Paradoxe. Les candidatures aux Jeux d'hiver tombent les unes après les autres comme un bataillon de fantassins pris sous la mitraille. Pourtant, l'événement olympique exerce toujours sur le public la même fascination. Paris 2024 en est la plus éloquent illustration. (Source : francjeux.com)



Tout Filièresport au bout des doigts

Téléchargez la nouvelle application Filièresport pour

Specific content in connection with the event

Price

450, 00 € HT

# SYNTHESIS

## # A FULL AND SPECIFIC OFFER

Filieresport.com		
Ads	Duration	Price
Horizontal under « à la une »	1 month	950 €
Horizontal « Channel »	1 month	800 €
Vertical « News »	1 month	500 €
Vertical « actualités d'une chaine thématique »	1 month	350 €
Publishopping	1 month	695,00 €
Vidéo « à la une »	1 month	950,00 €

+

Newsletter Filière Sport		
Ads	Duration	Price
Header	1 month	890,00 € HT
Section	1 month	550,00 € HT

EVENT Newsletter	
Specific contents in connection with the event	
Header	650,00 €HT
Publi shopping	500,00 € HT

### Commercial conditions : - Gross rates on 01/01/2023

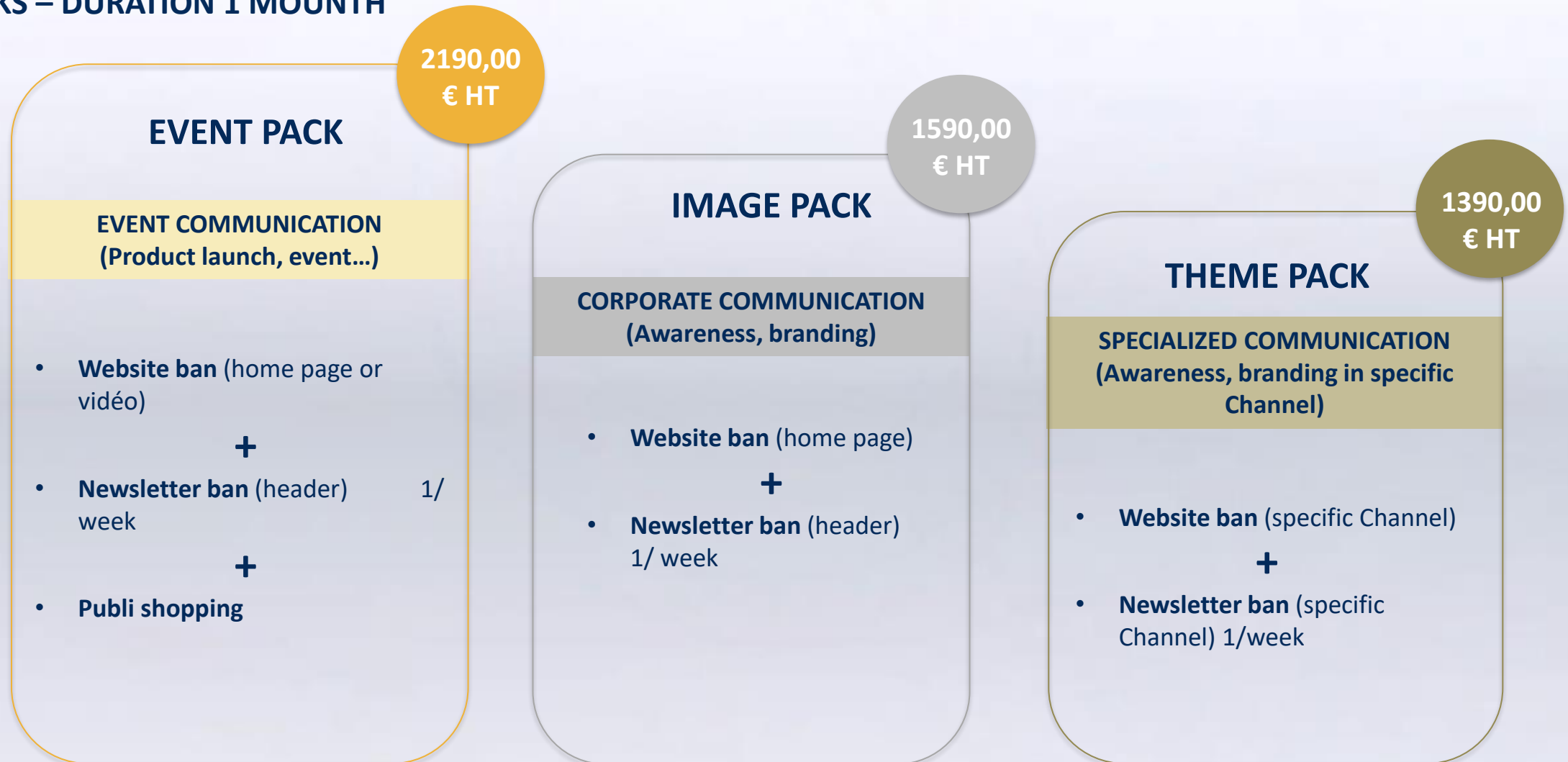
3 months ..... 10%  
6 monthss ..... 20%  
1 year .....30%

Special discount USC : 10%  
Professional discount \* : 15 %

*\* certificate of mandate to provide*

# THE ADVERTISING PACKS

## # 3 PACKS – DURATION 1 MOUNTH



# CONTACT - Advertising & Partnerships

47, rue Thiers  
38 000 Grenoble – France

Tel : +33 (0)4 58 00 16 98

[contact@alpamayo.biz](mailto:contact@alpamayo.biz)

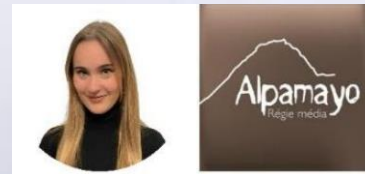
[www.alpamayo.biz](http://www.alpamayo.biz)



**Alban Guglielminetti** – *Directeur média*  
+33 458 00 30 75 - [alban@alpamayo.biz](mailto:alban@alpamayo.biz)



**Benjamin Lakhera** – *Conseiller média*  
+33 458 00 30 64 – [benjamin.lakhera@alpamayo.biz](mailto:benjamin.lakhera@alpamayo.biz)



**Adèle Geiben** – *Assistante de publicité*  
+33 458 00 33 90 – [commercial@alpamayo.biz](mailto:commercial@alpamayo.biz)



**Caroline Déguillaume** – *Conseillère media*  
+33 458 00 30 72 – [caroline.deguillaume@alpamayo.biz](mailto:caroline.deguillaume@alpamayo.biz)

É L A R G I S S E Z

V O T R E H O R I Z O N

M É D I A T I Q U E

Panoramas - Photos, Annonces, Cartes Blanches  
Médias - Sites Web - Catalogues - Guides