

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

**1 400** Companies members

**11** 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

# IN 2020, FILIERESPORT IS

## # 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 digital offer includes 4 channels of business news

### INDUSTRY & RETAIL



- Companies news,
- sporting goods and innovation,
- key figures,
- strategies and Stakes

### HEALTH & WELLNESS



- Promote health and wellness with sport
- Fight against sedentary lifestyle
- Health Public policies
- Mobilities

### TERRITORIES



- Sport and the attractiveness of territories
- Sport and Tourism
- Playground and accessibility to the practice

### MARKETING



- Top-level sports news,
- Big International Sports Events
- Sponsoring and sponsor

# EDITORIAL TEAM

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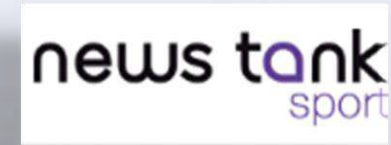
## # A DAILY INFORMATION DRAFTED BY EXPERTS' TEAM



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



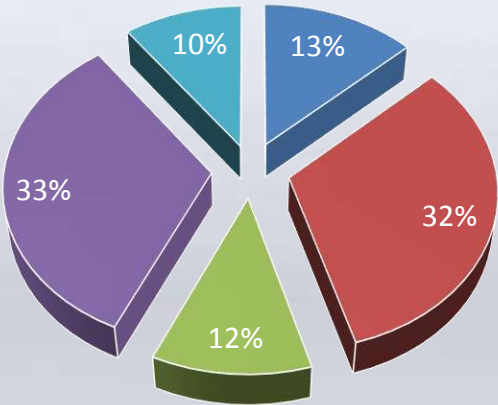
**The journalists of the news agency 1 Terre Net** specialized in the supply of custom-made editorial contents in the retail industry sport and leisure activities



**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

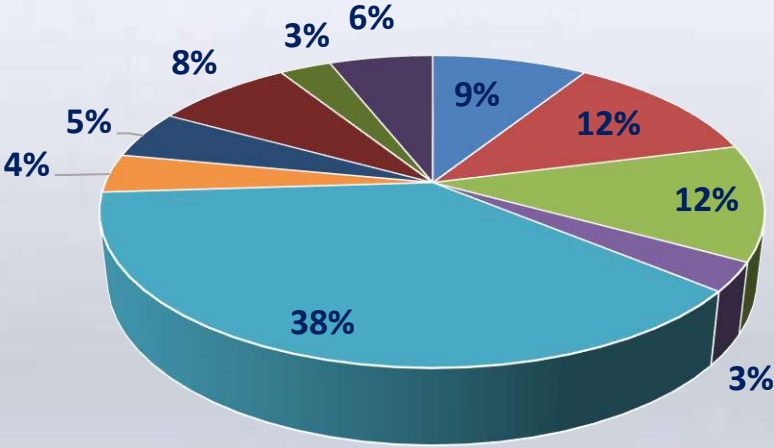
# 100% BUSINESS READERSHIP

2952 SUBSCRIBERS



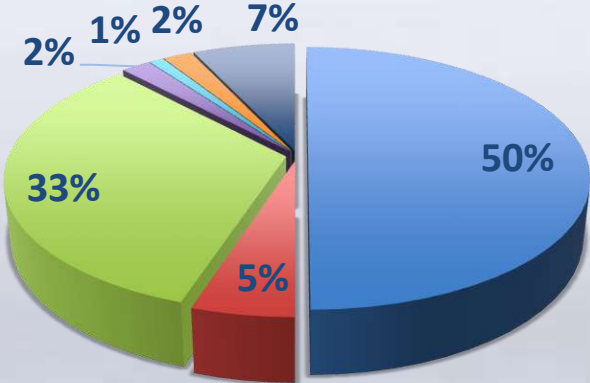
- Manufacturers
- retailers
- Cycle & mobility
- Renting and services
- Others

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)



# L'ATLAS 2021, THE ECONOMIC REFERENCE FOR THE SPORT SECTOR

Unpublished in the sports sector, Filière Sport will publish in spring 2021 its **1st edition of the Atlas, the economic reference for the sports, leisure and cycling sector.**

A work of more than 100 pages to be kept in which will be exposed all the key figures of the year 2020 market by market and the prospective stakes.

Computer graphics, interviews with major economic and institutional leaders, expert analysis and field reports...

The Atlas Filièresport, a work that is absolutely essential to anticipate market changes and maintain a competitive advantage.



## SUMMARY

- The French economy in 2020
- Highlights 2020
- The sports market in 2020 : Interview with an expert, figures, report
- The sport economy sector by sector in 2020 : Figures, interviews, events, reports for each of the commissions:
  - The Mountain
  - The Cycle
  - Recreational and sports facilities
  - Running
  - Racquet Sports
  - Team Sports
- UNION Sport & Cycle Actions in 2020
- The 2021 Calendar

## KEY FIGURES

**Circulation:** 2,500 copies by subscription

**Release:** Spring 2021

**Readership:** Decision-makers in the sports economy manufacturers & distributors.



## RATES

	C4	C2	C3	PAGE
USC Member	2 510€ HT	2 160€ HT	2 035€ HT	1 800€ HT
Non-member	2 790€ HT	2 400€ HT	2 260€ HT	2 000€ HT

*USC member companies benefit from a 10% discount on the initial price.*

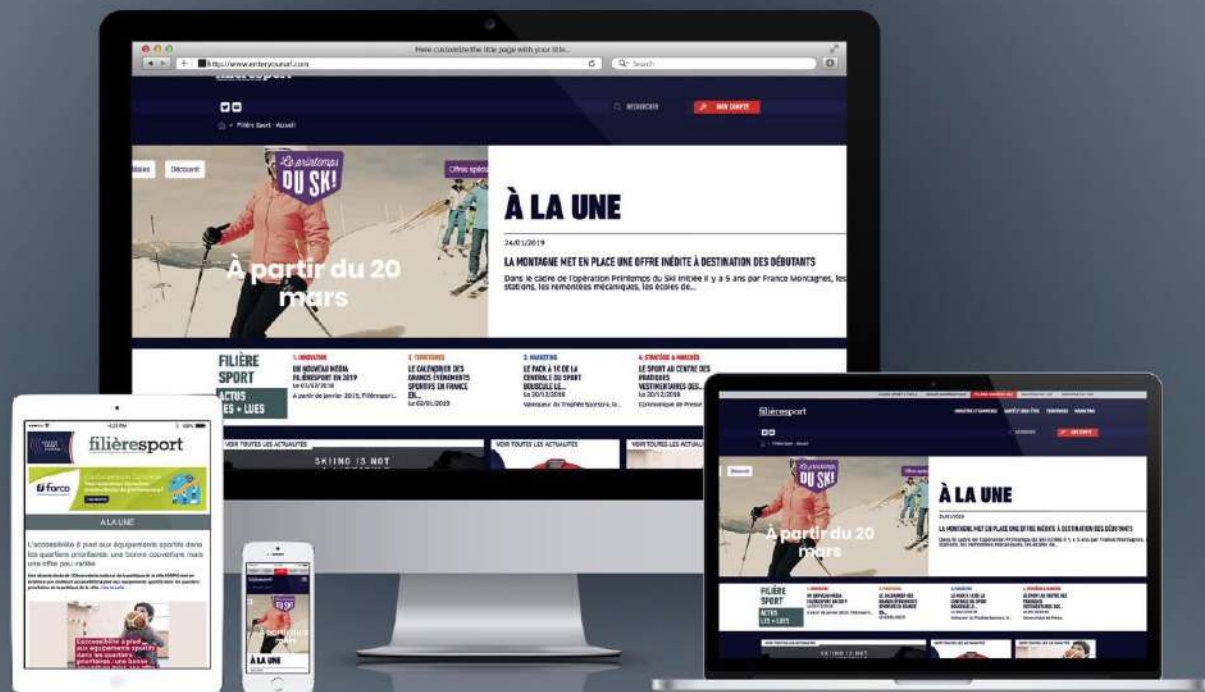
## RESERVATIONS

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



# THE FIRST DIGITAL AUDIENCE OF THE SPORT MARKET



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

23 513 Views/month\*

10 855 uniques users / month\*

(\*Last quarter 2018 according to Google Analytics)

NEWSLETTER

9 573 Subscribers

Weekly

All the economy of sport

SOCIAL NETWORKS



4 877 Subscribers

Cumulative audience of 3 social networks



# ADVERTISING

## 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

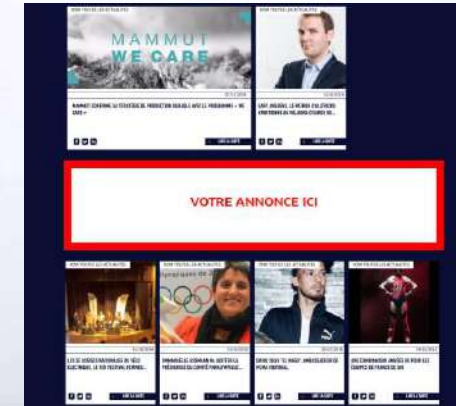
Duration : 1 month

Tarif : 500,00 € HT

## HOME PAGE VIDEO

Duration : 1 month

Tarif : 950,00 € HT



# ADVERTISING - NEWSLETTERS

Size jpeg/gif - 562\*140 pixels

## Header



The header newsletter layout features the 'filièresport' logo at the top left, with the 'UNION SPORT CYCLE' logo to its left. A prominent red-bordered box in the center contains the text 'VOTRE ANNONCE ICI'. Below this, a dark blue bar with white text reads 'A LA UNE'. The main content area includes a circular logo on the left and text on the right: 'Une enveloppe de 100 000 euros pour accompagner les exposants français à l'Ispe'. A second section features a small image of a building and text: 'Premier coup d'oeil sur le nouveau flagship de Nike'. At the bottom, there is a small text block: 'L'Alliance du Commerce demande un groupe de travail sur la fiscalité locale'.

**Duration**  
1 month (4 newsletters)

**Price**  
890,00 € HT

## Section



The section newsletter layout has a dark blue header with 'MARKETING' in white. A red-bordered box contains 'VOTRE ANNONCE ICI'. Below, it features the 'La FDJ ParionsSport partenaire de NBA Europe' logo and text: '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 basket-ball américaine.' A section for 'Paris 2024' includes the Paris 2024 logo and text: 'Pour la notoriété, Paris 2024 fait bande à part'. At the bottom, there are three smartphone icons and the text: 'Tout Filièresport au bout des doigts' and 'Téléchargez la nouvelle application Filièresport pour'.

**Duration**  
1 month (4 newsletters)

**Price**  
550, 00 € HT (weekly)

## Event newsletter



The event newsletter layout is similar to the section newsletter, with a dark blue header and 'MARKETING' text. It features a red-bordered box with 'VOTRE ANNONCE ICI'. The content includes the 'La FDJ ParionsSport partenaire de NBA Europe' logo and text: '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 basket-ball américaine.' A section for 'Paris 2024' includes the Paris 2024 logo and text: 'Pour la notoriété, Paris 2024 fait bande à part'. At the bottom, there are three smartphone icons and the text: 'Tout Filièresport au bout des doigts' and 'Téléchargez la nouvelle application Filièresport pour'.

Specific content in connection with the event

**Price**  
450, 00 € HT

# SYNTHESIS

## # A FULL AND SPECIFIC OFFER

Filiersport.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 chaîne 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 at 01/02/20

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

**2190,00 € HT**

### EVENT PACK

**EVENT COMMUNICATION (Product launch, event...)**

- **Website ban** (home page or vidéo)
- +
- **Newsletter ban** (header) 1/ week
- +
- **Publi shopping**

**1590,00 € HT**

### IMAGE PACK

**CORPORATE COMMUNICATION (Awareness, branding)**

- **Website ban** (home page)
- +
- **Newsletter ban** (header) 1/ week

**1390,00 € HT**

### THEME PACK

**SPECIALIZED COMMUNICATION (Awareness, branding in specific Channel)**

- **Website ban** (specific Channel)
- +
- **Newsletter ban** (specific Channel) 1/week

# CONTACT

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**Alban Guglielminetti** – *Manager*

**Céline Garrido** – *Customer Relationship Manager*

**Marina Ballan** – *advertising manager*

**Ange-Line Goncalves** – *Assistant's advertising manager*

**Céline Guglielminetti** – *Sales administration*

ÉLARGISSEZ VOTRE HORIZON MÉDIATIQUE

Paroissien - Pénou, Jodes, Corbière Rapuche

**Supports professionnels :**  
>>> Magazines  
>>> Sites Web

**Supports spécialisés Grand-Public :**  
>>> Sites Web  
>>> Magazines

The bottom section of the slide features a teal background with three columns of media samples. The first column, 'Supports professionnels', shows magazine covers and website screenshots. The second column, 'Supports spécialisés Grand-Public', shows various website interfaces. The third column, 'Magazines', displays several magazine covers with titles like 'Alpes' and 'Rando'.