



filièresport
LE MÉDIA DES MARQUES ET DES ENSEIGNES SPÉCIALISÉES

ENGLISH MEDIA KIT
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| THE SPORT & CYCLE UNION, THE FIRST PROFESSIONAL ORGANIZATION OF SPORT |

The Sport & Cycle Union is the new professional federation (law of 1884) to get together the sport industry, of leisures, of cycle and active mobility : brands and distributors of sports goods. It gets together 3 major actors : FIFAS, FPS et UNIVELO.

The Sport & Cycle union federate :

- 1400 companies
- **3 000 stores**
- + 500 sport brands
- **80 000 employees**
- 11 milliards € of turnover

The Sport & Cycle Union is in charge of the promotion of the sports activities in France and to the public authorities.

The members of the sport & cycle union are distributed within **4 expertise centers** :



The companies of the cycle and the active mobility



The distributors of sporting articles and recreational facilities



The manufacturers of sporting articles and recreational facilities



The companies of services around the sport

Event organiser or Partner

I FILIERE SPORT MAGAZINE I

Filièresport is the magazine published by Media Sector, subsidiary of the sport & cycle union.

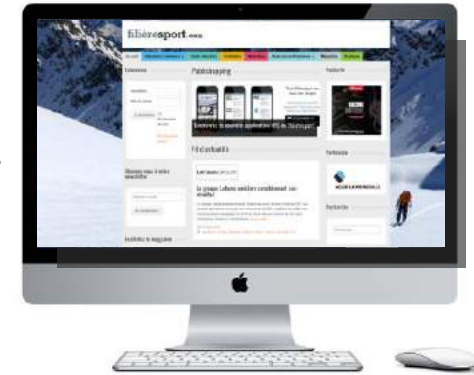


- Periodicity : **editions / year** + supplements
- Print run : **3 500 copies** + Distribution on lounges
- Circulation : **3 000 paying subscribers**
- Average audience : **10 000 readers / issues**

I INTERNET I

- Visitors : **109 841 / year**
- Unique visitors : **79 088 / year**
- viewed pages : **186 758 / year**

**Google Analytics 2017*



I MOBILE AND TABLET APPLICATION I



I SOCIAL NETWORKS I

- **1 956** followers
- **1 095** likes
- **889** subscribers

I NEWSLETTER I

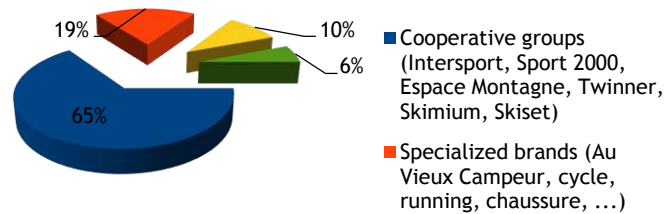
- Subscribers : **9 587**



I READERSHIP I

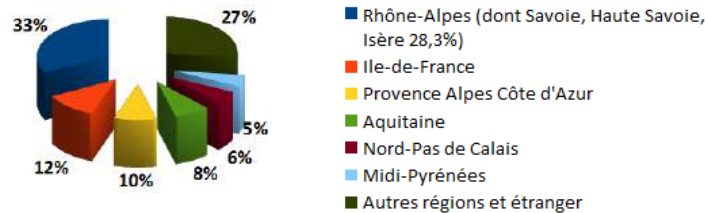
The specialists of the manufacturing and sport distribution

- The retailers : **2 700 sport shops** realise 79 % of annual turnover of sport market in France





- **300 industrials** and producers of international and French sporting articles
- Sports teachers, responsible for sports associations, coaches, health workers, department heads of the sports of local authorities ...

I DISTRIBUTION I



7 GOOD REASONS TO COMMUNICATE THROUGH

filièresport
LE MEDIA DES MARQUES ET DES ENERGIES SPECIALISEES

1. To target the **professionals of the sport sector with a 100% professional media** 
2. To multiply your advertising visibility **x 4 : magazine, web, app, newsletter**
3. To have the **best advertising offer in the professional press**
4. To communicate more and better to your clients and prospects with a **controled budget** 
5. To favour your **brands and goods establishment**
6. To give an appointment to the **sector actors** on the occasion of exhibitions, professional meetings...
7. To invest in the **media of the sport industry**, for the sport industry

..... PRICE LIST



Silver medal package

Press advert
+
Banner on the website
or in the Newsletter
+
Publi-shopping

Back cover : 3 075 €HT
3rd page cover : 2 510 €HT
2nd page cover : 2 950 €HT
Full Page : 2 390 €HT
½ Page : 2 050 €HT



Gold medal package

Press advert
+
Banner on the website
+
Banner in the Newsletter
+
Publi-shopping

Back cover : 3 825 €HT
3rd page cover : 3 298 €HT
2nd page cover : 3 700 €HT
Full Page : 3 140 €HT
½ Page : 2 795 €HT



Bronze medal package

Press advert
+
Publi-shopping

Back cover : 2 585 €HT
3rd page cover : 1 911 €HT
2nd page cover : 2 445€HT
Full Page : 1 820 €HT
½ Page : 1 445 €HT

Web Pack

Web Publishopping
+
Web Banner or Square
+
Newsletter Banner
+
Mobile Application

Total : 2,185 /month

Participant package

Press advert only

Back cover : 1 810 €HT
3rd page cover : 1 255 €HT
2nd page cover : 1 699€HT
Full Page : 1 195 €HT
½ Page : 890 €HT
Double page : 2 250 €HT

Internet only

Banner or Square 500 €
/month

Newsletter only

Banner : 890 €HT

General terms of sale – raw price list on 01/01/2018

2 inserts : **10%**
3 inserts : **15%**
4 inserts : **20%**
5 inserts : **25%**
6 inserts and more : **30%**

Professional discount * : **15%**
Recto de rigueur : +10%

**Attestation of mandate to be supplied*

Service more

20 copies	335 €HT
50 copies	775 €HT
100 copies	1 450 €HT



I MAGAZINE I

Full page 200L x 265Hmm + 5 mm
 Double page 400L x 265H mm + 5 mm
 ½ Vertical page 95L x 265H mm + 5 mm
 ½ Horizontal page 200L x 130H mm+ 5 mm



I MAGAZINE PUBLISHOPPING I

½ Page



I INTERNET I

Banner facing title 400L x 60H pixels
 Square 250Lx 250H pixels



I WEB PUBLISHOPPING I

- A product descriptive/innovation/news (Text with 800 symbols)
- A photo HD format
- A contact
- An e-mail address
- A website link



I NEWSLETTER I

Newsletter 600L x 90H pixels

I MOBILE & TABLET APPLICATION I

Opening page 1 536L x 2 048H pixels



..... EXAMPLES OF CAMPAIGNS

Gold medal package



4 inserts : 10 048 €HT so **2 512 €HT** /release
 3 inserts : 8 007 €HT so **2 669 €HT** /release
 2 inserts : 5 652 €HT so **2826 €HT** /release

Silver medal package

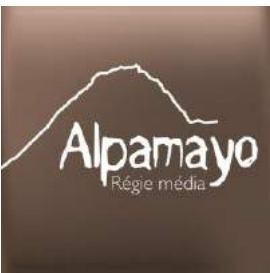


4 inserts : 7 648 €HT so **1 912€HT** /release
 3 inserts : 6 094,50€HT so **2 031,50 €HT** /release
 2 inserts : 4 302 €HT so **2 151 €HT** /release

Bronze medal package



4 inserts : 5 824 €HT so **1 456 €HT** /release
 3 inserts : 4 641€HT so **1 547 €HT** /release
 2 inserts : 3 276 €HT so **1 638 €HT** /release



..... CONTACTS

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Panorama - Fenau, Andes, Cordillère Blanche

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Supports spécialisés Grand-Public :



>>> Magazines

