

# PDM PRODUITS DE LA MER media Kit 2020

## print



6 issues per year

+ Species Guide and Company Directory

## social networks



We have more than **2700 followers** in France and around the world.



A newsfeed managed everyday by our journalists.

## digital



### website















visited by over **10000 professional users** each month.  
(Average on the 6 last months)

### newsletter

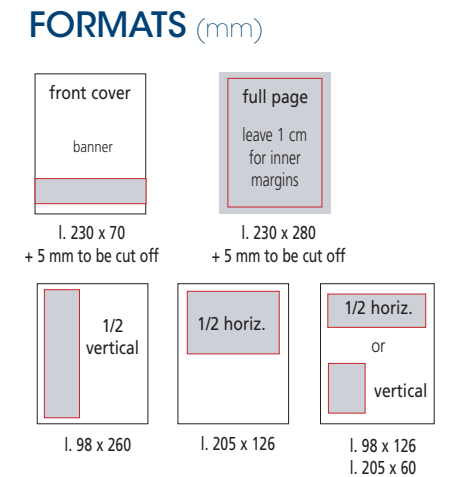


read by **2 370 professionals** twice a month.  
(Average on the 6 last months)

PARUTION	our advice	REPORT 1	REPORT 2	REPORT 3	REGIONAL FOCUS	MARKET TRENDS	SPECIES DATASHEET	TRADE SHOWS & EVENTS	
199	FEBRUARY / MARCH	Packing & packaging	Organic	White fish	Côte d'Azur	Plaice	Blue Crab	   Nice 2 - 5 february    Rennes 10 - 12 march    Paris 17 - 18 march	
200	APRIL / MAY BONUS Distribution  Bilingual	Sea bass Sea bream	Retail	Germany	Grand Est	Sea scallops	Cape hake	  Bruxelles 21 - 23 april	
201	JUNE / JULY INNOVATION SPECIAL	Innovation	Salmon origins	East coast lobster scallops	Pays de la loire	Mackrel	Snapper		
<b>SPECIES GUIDE</b>		Discover 100 data sheets of the main fish, shellfish and crustaceans and a selection of suppliers....							
202	AUGUST / SEPTEMBER BONUS Distribution OYSTER SHOW TO VANNES	Oysters	Mussels	Crustaceans	Hauts de France	Norway lobster	Jonah Crab	  	
203	OCTOBER / NOVEMBER	Smoked fishes	Sea Scallops	Iceland	Bretagne	Albacore	Seabob shrimp	  Vigo 18 - 22 october	
<b>DIRECTORY 2020</b>		Updated company directory. Contact details of the main production, processing and trading companies, importers, wholesalers, central buying departments and suppliers.							
204	DECEMBER / JANUARY BONUS Distribution SIRHA	Transport logistics	Shrimp	Cephalopods	Auvergne - Rhône Alpes	Cod	Skate	 LE RENDEZ-VOUS MONDIAL DE LA RESTAURATION & DE L'HÔTELLERIE 23 - 27 january 2021	

**RATES** (excluding vat)

Front cover	5 990 €
Double page 2 & 3	7 990 €
Back cover	4 610 €
Inside front cover	4 530 €
Inside back cover	4 180 €
Double page inside	7 490 €
Right hand page	4 120 €
Page	3 920 €
1/2 page	2 220 €
1/4 page	1 260 €



**DISCOUNTS**

Number of insertions	2	3	4	5	6 and more
% of discount	- 10 %	- 15 %	- 20 %	- 25 %	- 30 %

Please ask your sales contact to benefit from exceptional prices of our new packages which include print and online advertisements.

**ADVERTISING TEAM**

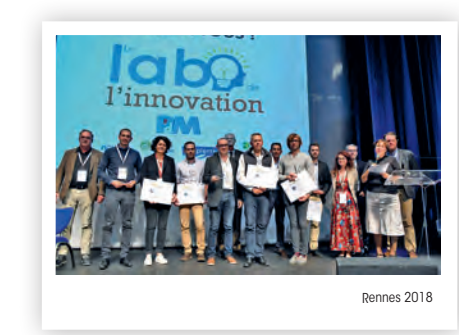
**Your contact :**

<p><b>Yves BOLLLOT</b> Sales Manager Tel. 02 99 32 58 45 Mob. : 06 07 53 10 28 E-mail : y.bollot@infomer.fr</p>	<p><b>Gaëlle LUCAS</b> Advertising Manager Tel. 02 99 32 58 85 Mob. : 06 71 79 30 23 E-mail : g.lucas@infomer.fr</p>	<p><b>Régine LE CHENADEC</b> Advertising assistant Tel. 02 99 32 58 44 E-mail : r.lechenadec@infomer.fr</p>
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**EDITORIAL**

<p><b>Solène LEROUX</b> Editor Tel. 02 99 32 58 48 E-mail : s.leroux@infomer.fr</p>	<p><b>Dominique GUILLOT</b> Journalist Tel. 02 99 32 58 77 E-mail : d.guillet@infomer.fr</p>	<p><b>Guillaume JORIS</b> Journalist Tel. 02 99 32 58 92 E-mail : g.joris@infomer.fr</p>
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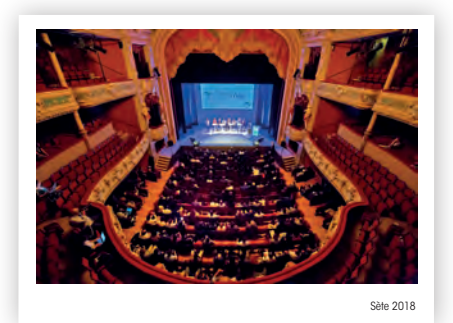
**PDM** events



Since 2010 the annual fishery and seafood forum, a major meeting for decision makers of the public or private sector. The forum welcomes over 500 participants each year.



This event is dedicated to innovation in the seafood sector for fresh, frozen, delicatessen, prepared seafood and concepts.



*Our advice*

If you exhibit at the show  

Do not miss the **daily** 



- Free distribution during the show
- Tabloid format
- English - French

Published for the Seafood Expo Global in collaboration with 

On the home page [www.pdm-seafoodmag.com](http://www.pdm-seafoodmag.com)



**Leaderboard** 728 x 90 pixels 1 month: **1 990€** 5 possible advertisers : scrolling every 5 seconds

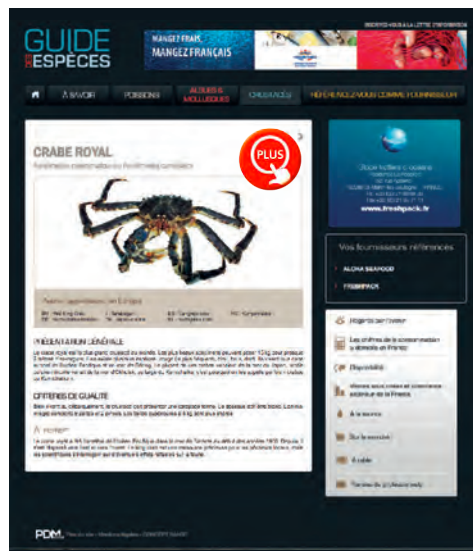


**Medium rectangle\***  
300 x 250 pixels  
1 advertiser  
1 month: **1 990€**



**Button** 300 x 100 pixels  
1 month: **990€** 1 advertiser

On the species Guide



**Leaderboard\*** 728 x 90 pixels 6 months : **2 990€**  
5 possible advertisers: scrolling every 5 seconds

**Medium rectangle\*** 300 x 250 pixels  
1 year: **2 490€**

**Supplier referencing**  
per species for one year  
**500€**



On the newsletter



**Leaderboard\***  
728 x 90 pixels  
once : **1 990€**

**PUBLI-VIDÉO**



**PUBLI-VIDÉO**  
Margain Marée est une entreprise de mareyage fondée en 1981  
Elle effectue 100 000 livraisons par an pour servir 500 clients de la grande région Rhône Alpes et Bourgogne-Franche comté et dispose de bureaux à Lyon, Annecy et Dole. Laurent Pourcelot, Directeur commercial vous présente la société. A découvrir en vidéo ici

**Publi-vidéo** 300 x 250 pixels  
once + 1 month on the site : **2 490€**  
1 advertiser

Use a video to present your company, your new product or a new associate.

\* Possibility to add a link to your website

**LinkedIn** more than 2700\* followers in France and around the world...

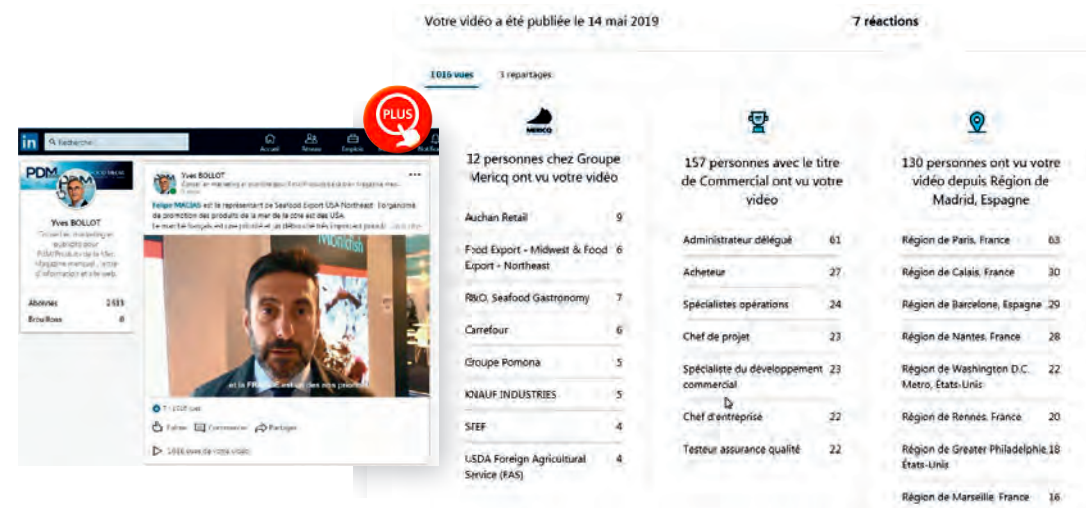
...to discover our last issues



...to follow exhibitions



...to highlight your company, products or people



\* as of October 1, 2019