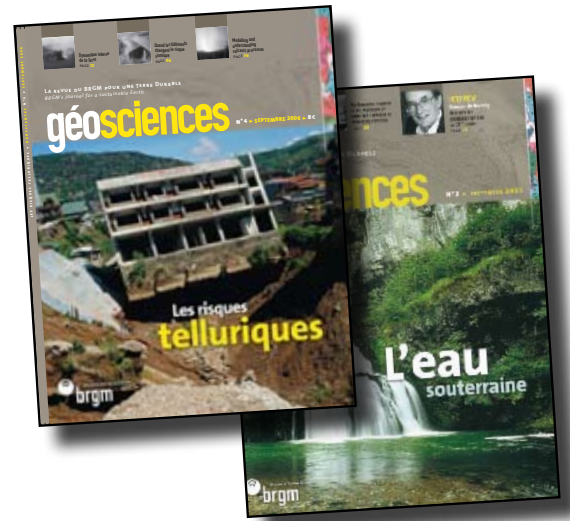







Advertising prices

géosciences



The institutional and B2B journal entirely dedicated to sustainable development

<p>Readership</p>	<p>Double média PAPER +INTERNET</p> <p> The journal is both aimed at an institutional readership : Public decision makers, senior state officials, ministers, elected officials, teachers, academics, association managers, actors for the environment, sustainable development and regional planning, scientists</p> <p>and at an audience of professionals: The targeted areas of the BRGM are : environment, water, polluted sites and soils, waste management, planning and natural hazards, mineral resources, post-mining, geological mapping, geothermal energy, geological storage of CO2, metrology, information systems. <i>Géosciences</i> is therefore aimed at large companies and industries, engineering and design departments, consultancies, and particularly at their leaders, managers, researchers, engineers, technicians, QSE managers (Quality Safety Environment).</p>
<p>Distribution/paper print</p>	<p> Average print 14,000 copies including 10,000 copies on targeted listing + sale per copy, particularly at trade shows (SERI, POLLU-TEC...) + Internet circulation.</p>
<p>Electronic circulation</p>	<p> The journal is fully downloadable from the Internet, including your adverts: www.brgm.fr 28 million connections to the website in 2006 Possibility of free subscription to the electronic version</p>
<p>The editor</p>	<p>  Office of geological and mining research (EPIC: Public Industrial and Commercial Establishment) Website: www.brgm.fr Under the authority of the French ministry for ecology, energy, sustainable development and regional planning (MEEDDAT), the French ministry for economy, industry and employment (MI-NEFE) and the French ministry for higher education and research (MESR)</p>

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Concept of the journal



With its new concept, the journal is at the crossroads of various reflections and research in the field of geosciences within Europe. Written by renowned French or foreign specialists (scientists, economists...), the journal brings to light the main research and expertise in the field of geosciences and reviews their stakes in terms of sustainable development. Géosciences is aimed at a large audience that either professionally or personally concerned by the future of the planet. 75% of the articles are in French (summary in English). The editorial content will mainly deal with the following topics: polluted soils and waste management, water, planning and natural hazards, global warming, geology, mineral and energy resources, mapping, metrology.

Frequency



Semi-annual (January - October)

Technical elements



Journal format: 220 W x 280 H
 Bleed page: 230 W x 290 H
 Non-bleed page: 200 W x 260 H
 Colour: Quadrichromic
 Paper:
 cover: satin varnish,
 inside: semi matt 90 g
 Follows environmental standards
 Binding: tight back
 No of pages: 80 to 254



The BRGM journal for a Sustainable Earth has received the prize for external media 2006 Awarded by the UJJEF and Entreprises et Média

“For its genuine editorial content. Intended for audiences outside the BRGM, Géosciences is a real scientific magazine for the general public, almost worthy of appearing in newsstands. The jury wished to salute both the form and the content. The explanations are scientific yet accessible, with effective use of computer graphics.”

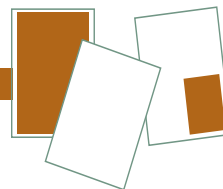
TOP COM 2007 Silver Prize

Géosciences has been awarded at the official awards ceremony by the Jury of Top Com Corporate, on February 8th, 2007.

In the category “External journal”, the journal “Géosciences” received the following distinction:

“For its graphic qualities and the effort of popularization aimed at bringing a larger audience to the understanding of scientific topics”.

Advertising prices. Year 2009



géo**sciences**



Tariffs include paper insert + Internet

- Delivery (cascade)

Volume discounts

(For all advertising insert orders made at the same time)

- 5 % : from 6 300 € to 12 600 €
- 10 % : from 12 601 € to 18 900 €
- 15 % : from 18 901 € to 25 200 €
- 20 % : from 25 201 € and more

Commercial discounts

- New customer : - 5 %
- Loyalty : - 5 %

Professional discount

- 15 % with copy of the money order

- Markup

Special issue : +40 %

- Technical information :

Advertising space booking:

3 weeks before publication

Handing-over of the elements:

15 days before publication

- Digital CD file: Xpress files or high definition PDF.

- 1 colour paper print in actual format

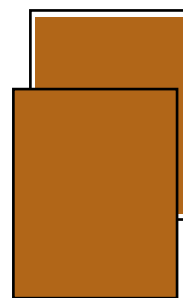
*Bleed page: add a bleed of 0.5 cm for trimming.



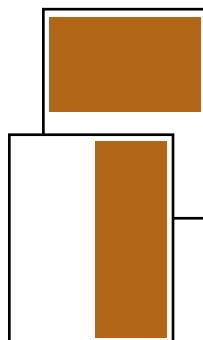
1 quadri page
Inside front cover
Bleed page*
220 W x 280 H
7 700 €
ex-taxes



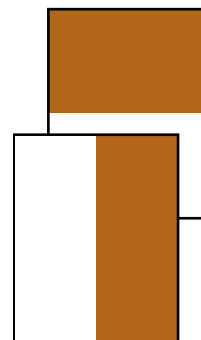
1 quadri page
Inside back cover
Bleed page*
220 W x 280 H
7 000 €
ex-taxes



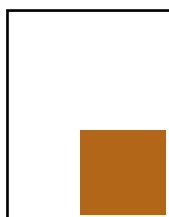
1 quadri page.
inside
200 W x 260 H
6 300 €
ex-taxes
Bleed page*
220 W x 280 H
6 300 €
ex-taxes



1/2 quadri page.
inside
width
200 W x 125 H
3 500 €
ex-taxes
height
95 W x 260 H
3 500 €
ex-taxes



1/2 quadri
page.
inside
Bleed page*
width
220 W x 135 H
3 500 €
ex-taxes
height
105 W x 280 H
3 500 €
ex-taxes



1/4 quadri page.
Bleed page*
105 L x 140 H
2 100 € HT
ex-taxes

OTHER FORMATS, PLEASE CONTACT US

- Contact



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