



The magazine for promotional garments,
gifts and personalisation techniques

MEDIA KIT

2021

THREE COMMUNICATION MEDIA

THE MAGAZINE

3,500 posted issues in January
2,500 posted issues in September
+ 1,000 additional issues distributed
 at Premium Sourcing Paris trade show in September.



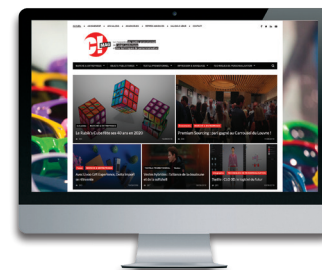
THE NEWSPAPER

2,500 posted issues in April
 and in November.



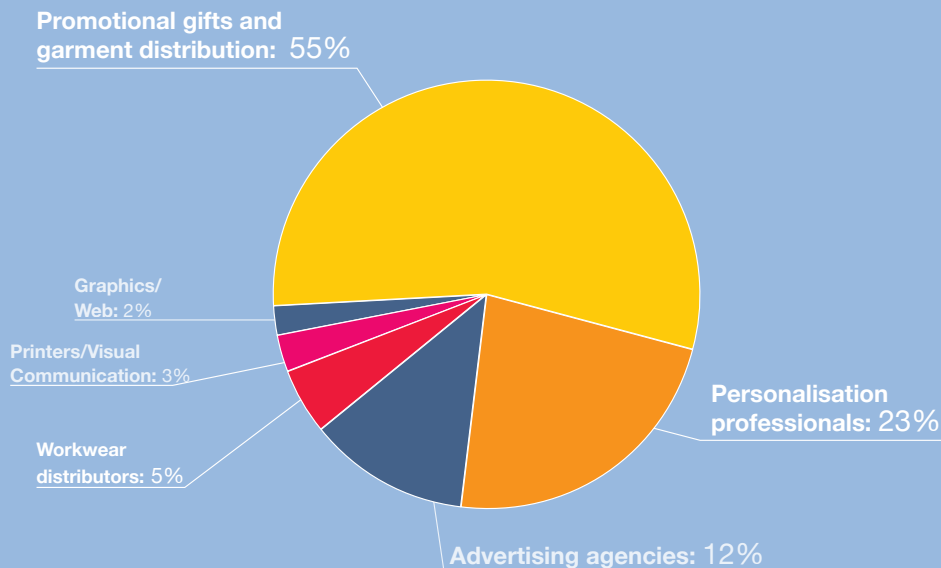
WEB

A web-based media plan with
 more effective « online » tools.
C!mag website benefit from an optimised SEO.
 Newsletter sent each month to 25,000 contacts.*



OPTIMISED
 CIRCULATION,
 A WELL TARGETED
 READERSHIP

C!mag and *C!mag News* news are sent to
 the largest companies in the market from
 CTCO Lyon and Premium Sourcing Paris visitors!



*Our databases are dynamic and updated regularly, as a consequence this figure is likely to evolve.

EDITORIAL CALENDAR

	PUBLICATION DATE	ADVERTISING MATERIAL SUBMISSION DATE	MAIN THEMES	CIRCULATION
C!MAG #26	January 2021	01/08/2021	<ul style="list-style-type: none"> • The Must of promotional gifts and garment: the new objects, garment and personalisation that will hit the headlines in 2021. • All the The latest market's news and new products 	3,500 mailbox copies
C!MAG NEWS SPRING 2021	April 2021	04/02/2021	<ul style="list-style-type: none"> • All the market's news and new products • Garments and Gifts Focus for outdoor activities 	2,500 mailbox copies
C!MAG #27	September 2021	07/23/2021	<ul style="list-style-type: none"> • The new «end of year gifts» to be seen on Premium Sourcing 2021 • Gifts Focus: Health & Wellness products • Garment Focus: Garment made of natural fibres 	2,500 mailbox copies and 1,000 copies distributed on Premium Sourcing Paris
C!MAG NEWS AUTUMN 2021	November 2021	10/22/2021	<ul style="list-style-type: none"> • All the latest news on the market and new products • Gifts Focus: The world of writing • Garment Focus: Sportswear 	2,500 mailbox copies



#26

Send us your ad the 01/08/2021

JANUARY



SPRING 2021

Send us your ad the 04/02/2021

APRIL



#27

Send us your ad the 07/23/2021

SEPTEMBER



AUTUMN 2021

Send us your ad the 10/22/2021

NOVEMBER

Distributed at the entrance of the trade show

PREMIUM SOURCING

1, 2 SEPTEMBER 2021 / PARIS

PRICES AND FORMATS



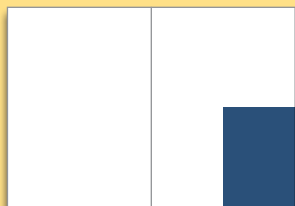
THE MAGAZINE



MAGAZINE SIZE

215 mm (l.) x 295 mm (h.)

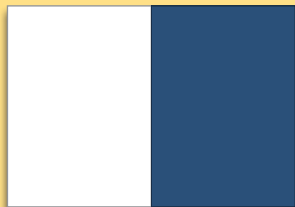
Pagination : approximately 80 pages



1/4 PAGE

Box : 105 mm (w.) x 150 mm (h.)

PRICE : 1 000 € HT



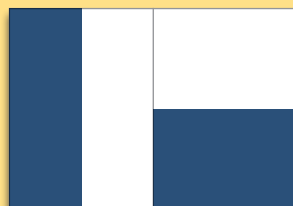
FULL PAGE

215 mm (w.) x 295 mm (h.) **PRICE : 2 200 € HT**

2nd COVER PRICE : 2 400 € HT

3rd COVER PRICE : 2 300 € HT

4th COVER PRICE : 2 600 € HT

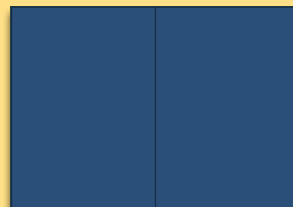


1/2 PAGE

Vertical : 105 mm (w.) x 295 mm (h.)

Horizontal : 215 mm (w.) x 145 mm (h.)

PRICE : 1 500 € HT



DOUBLE PAGE SPREAD

430 mm (w.) x 295 mm (h.)

PRICE : 3 200 € HT



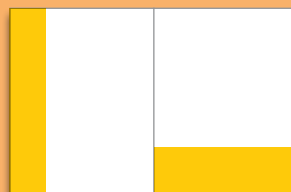
THE NEWSPAPER



NEWSPAPER SIZE

297 mm (w.) x 420 mm (h.)

Pagination : approximately 36 pages



1/4 PAGE

Verticale : 65 mm (w.) x 370 mm (h.)

Horizontale : 260 mm (w.) x 92 mm (h.)

Bow : 130 mm (w.) x 185 mm (h.)

PRICE : 1 000 € HT

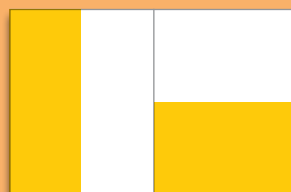


1/2 PAGE

Vertical : 130 mm (w.) x 370 mm (h.)

Horizontal : 260 mm (w.) x 185 mm (h.)

PRICE : 1 600 € HT



FULL PAGE

297 mm (w.) x 420 mm (h.)

PRICE : 2 700 € HT

3rd COVER

PRICE : 2 900 € HT

4th COVER

PRICE : 3 100 € HT



WARNING: Do not forget to include a 5mm trap - do not position graphical elements less than 5mm from the edge of the page.

Save formats: PDF 300 dpi or Adobe Photoshop .eps in 300 dpi. **FILE TO BE SENT TO florent@656editions.net**

NEWSLETTER AND WEBSITE BANNERS

WEBSITE BANNERS



1,500 UNIQUE
MONTHLY VISITORS
5,000 PAGES
VIEWED MONTHLY

NEWSLETTER BANNERS



SENT TO A
DATABASE OF
25,000 NOMINATIVE
EMAIL ADDRESSES*

*Our databases are dynamic and updated regularly, as a consequence this figure is likely to evolve.

2 BANNER FORMATS AVAILABLE!

TOP BANNER 728 x 90 pixels	PRICES : 650€ HT/mois 1 advertiser max.
SIDE BANNER 336 x 140 pixels	PRICES : 450€ HT/mois

Technical specifications:

Site: .gif / .jpeg / .swf	Newsletter: .jpeg	Site and Newsletter: Image weight < 50ko
File to be sent to: florent@656editions.net		

PACKAGES

PRINT & DIGITAL

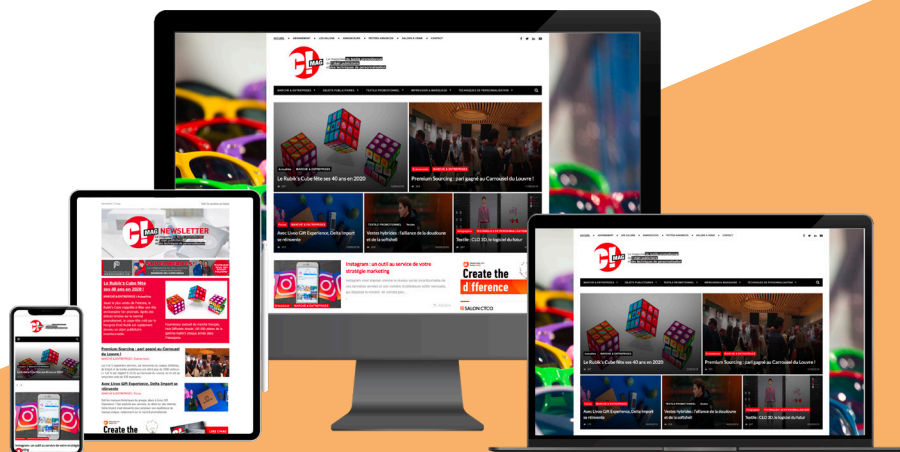
C!MAG		C!MAG NEWS	
Full page + Pack Top Banner Online	2 600 € instead of 3 300 €	1/2 page + Pack Top Banner Online	2 000 € instead of 2 700 €
Full page + Pack Side Banner Online	2 400 € instead of 2 900 €	1/2 page + Pack Side Banner Online	1 900 € instead of 2 300 €

Pack Top Banner = Top Banner website + Top Banner Newsletter

Pack Side Banner = Side Banner website + Side Banner Newsletter

ONLINE

Pack Top Banner Website + Newsletter	1 100 € instead of 1 300 €
Pack Side Banner Website + Newsletter	700 € instead of 900 €



*To be displayed according to the availability of the Top Banners of the site and the newsletter



TRADE SHOWS



C!PRINT LYON

8/9/10 JUNE 2021 - LYON, FRANCE

Image, personalisation, digital

www.salon-cprint.com

PREMIUM SOURCING

PREMIUM SOURCING

1/2 SEPTEMBER 2021 - PARIS, FRANCE

Business meetings on promotional gifts and garment

www.premium-sourcing.fr



SIDO LYON

22/23 SEPTEMBER 2021 - LYON, FRANCE

The IoT, IA, Robotique & XR event

www.sido-event.com



C!PRINT MADRID

28/29/30 SEPTEMBER 2021 - MADRID, SPAIN

Image, personalisation, digital

www.salon-cprint.es



SIDO PARIS

9/10 NOVEMBER 2021 - PARIS, FRANCE

L'événement IoT, IA, Robotique et AR/VR

www.sido-event.com



CTCO LYON

FEBRUARY 2022 - LYON, FRANCE

Promotional gifts and garment

www.salon-ctco.com

PRESS



C!MAG

The magazine for promotional garments, gifts and personalisation techniques

www.cmag.fr



IC LE MAG

The magazine dedicated to personalisation solutions

www.lemag-ic.fr

DIGITAL



C!PRINT SOURCING

The 100% print networking platform

www.cprint-sourcing.com



UNE FILIALE DU GROUPE
INFOPRO
digital

The C!mag magazine is published by the firm 656 Éditions, coordinator of the promotional gift and garment professional community, and the visual and graphic design industries. The group brings together events, press publications, social media and marketing services specialized in the markets of visual communication, gift/garment, the printing market, and the graphic arts and its new applications market (decoration, design, photography, industry, etc.). Throughout the year 656 Éditions disseminates content to the markets, new trends, the most innovative technical applications, and communication campaigns geared towards contacts who are 100% qualified, making 656 Éditions a multi-channel network.

Since 2016, 656 Éditions has been a partner of the group Infopro Digital to support its growth both in France and abroad.

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