

LINEAIRES

Le spécialiste des rayons frais et épicerie

**2023
RATES**

**PRINT
DIGITAL
& EVENTS**



n°1
IN AUDIENCE

**The reference
in the French food retail**

Fresh and grocery department

An independant and committed family group
specialized in food industries

OUR ENVIRONMENTAL AND SOCIAL COMMITMENTS

Certified by **EvoVadis®**: Evaluates the CSR policy (Silver medal)

Printing: Imprim'vert Label, ink from renewable raw materials and use of PEFC certified paper.

With 7 strong brands, The Éditions du Boisbaudry are leaders in their markets : breeding, processing and food and drinks retail. Our titles, real decision-making tools, offer a comprehensive range adapted to new uses : Print, Digital and Events.
The quality of our contents is based on the professionalism of our expert journalists.

THE PERFORMANCE

255 000 readers/month

116 000 subscribers on social networks

580 000 internet page views per month

7 REFERENCE MAGAZINES

70 employees

of which **35** expert journalists



LINEAIRES

THE REFERENCE IN THE FRENCH FOOD RETAIL
fresh and grocery department



fresh and grocery BUYERS



STORE MANAGERS hypermarkets, supermarkets, convenience stores and drives



fresh and grocery HEADS OF DEPARTMENT



WHOLESALE RETAILERS



75%
of our readers are retailers!

THE OMNICHANNEL OFFER

TO BRING OUT YOUR BRANDS' VISIBILITY

We are developing an omnichannel mode to cope with the evolution of our customers' expectations and information technologies



Broaden your communication channels to reach your target



THE MONTHLY MAGAZINE

13,000
copies per issue

80,000
readers



SPECIAL EDITIONS

- > The Distribook
- > The fruits & vegetables guide
- > Special Innovations issue Fresh & Grocery products



CONFERENCES

Sponsor our events for a better visibility



THE NEWSLETTER

sent to

21,000
e-mail addresses to retailers and their suppliers



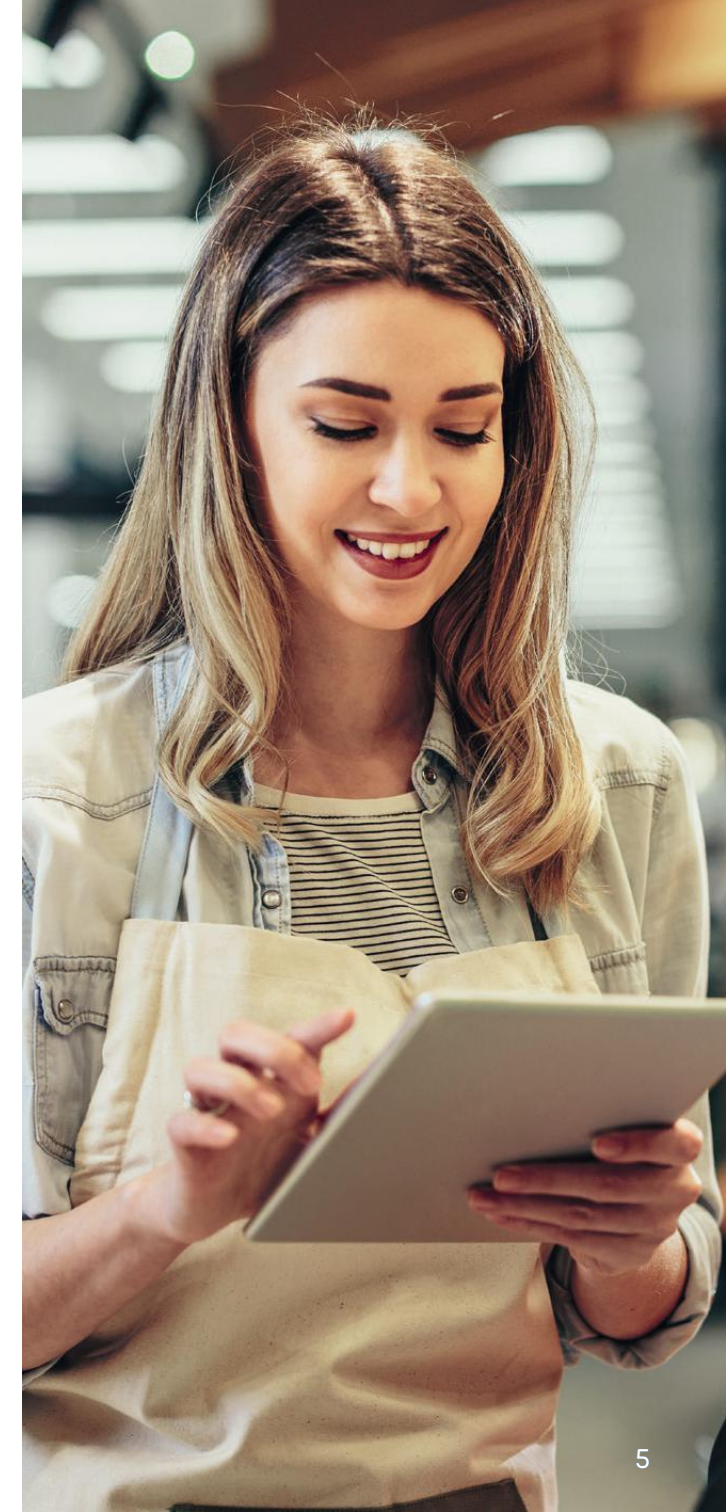
THE SPECIAL NEWSLETTER

11 Thematic events



THE WEBSITE

Box ads, wallpaper ads, advertorials and pre-roll videos



N°1 IN AUDIENCE

We get you **more visibility** to strengthen your commercial actions!

METHODOLOGY

696 retailers replied to  from 13th to 28th October 2020. The survey was conducted by telephone and by appointment in all the French food retail.

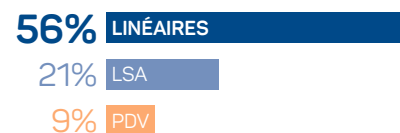
Reading in the last period



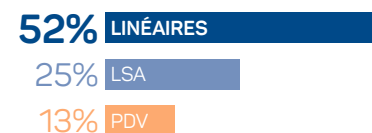
Have you read an issue of LINÉAIRES, LSA, Points de Vente... over the last month, last week, or the last fortnight?

RESULTS BY FONCTION

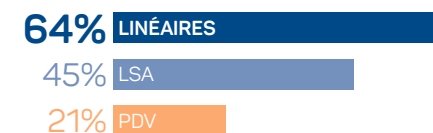
Buyers
Fresh Produce and Grocery



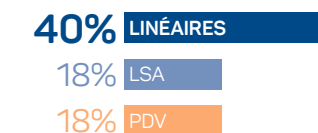
Head of department
Fresh Produce and Grocery



Store Managers
Hypers and Supermarkets



Convenience stores
Managers



RESULTS BY SECTOR

Buyers and department managers

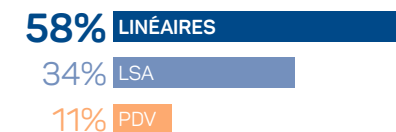
Grocery



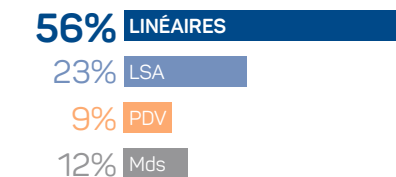
Dairy



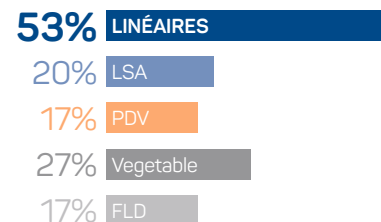
Meat / Poultry



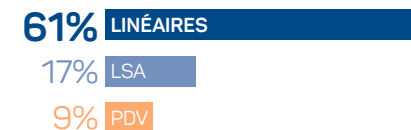
Frozen food/Ice cream



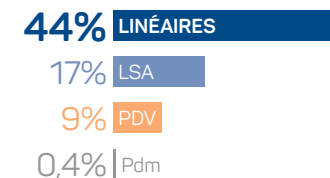
Fruit and vegetables



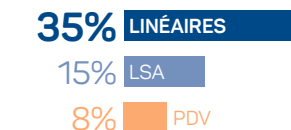
Delicatessen



Seafood



Bakery/Pastry



Frequency per magazine

LINÉAIRES	monthly
LSA	weekly
PDV = Points de Vente	fortnightly
Vegetable	monthly
FLD	monthly + weekly
Pdm = Produits de la mer	bimonthly
Mds = Le Monde du surgelé	monthly

EDITORIAL

TEAM



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Second Chief Editor
Grocery section



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Head of investigation



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Head of delicatessen section



Florent HOFMANN
Head of seafood and frozen
products section



Béatrice MEHATS-DEMAZURE
Head of fruits and vegetables section



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Head of dairy products section



Frédéric CARLUER-LOSSOUARN
Head of meat/poultry section



Thibault LE MOAL
Journalist
Fresh produces and grocery section

THE PRINT OFFER



THE MONTHLY MAGAZINE

The main information for the food retailers decision-makers about fresh and grocery produces

> **Food retail actuality**
and retail equipment

> **Special issue topic**
CRS, made in France,
official quality labels...

> **Monthly headings on each section:**
Dairy, Meat/Poultry, Fruit & Vegetables,
Grocery, Delicatessen, Frozen food,
Seafood and Bakery/Pastry



Publication

5th of the month

Circulation

13,000 copies

FEB 6th



The Distribook

a guide presenting market shares by brand, etc

APRIL 5th



The Fruit & Vegetables guide

The main information you need to boost your fresh and grocery department

MAY 4th



The food retailing Planogram

a poster showing food retailers groups

NOV 6th



Special Innovations issue Fresh & Grocery products

> Focus on the year's new products by department
> 4 zooms : Sustainable, Organic, Plant-based and Healthy products

SPONSORING EVENTS

Increase your visibility at our main events in Paris

- MARCH** — **ATELIERS DU FRAIS**
Face-to-face event and online, about the dynamics of the market area
> fruit & vegetables, meat, dairy, delicatessen, seafood and bakery/pastry
- JUNE** — **MATINALE BOUCHERIE**
Webinar on meat and poultry section
- JUNE** — **ATELIERS DU VRAC**
Face-to-face event about bulk
- SEPT.** — **ATELIERS DU DRIVE AND E-COMMERCE**
Face-to-face event and online, about the development of drives and e-commerce
- DEC.** — **RETAIL EXECUTION FORUM**
Face-to-face event about good initiatives from retailers and their suppliers, followed by the REF D'OR award ceremony



DIGITAL OFFER



THE WEBSITE

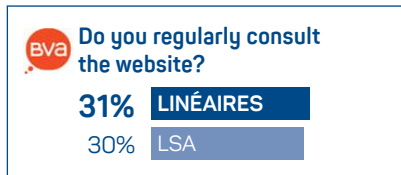
www.lineaires.com
200,000 page views per month
93,000 unique visitors per month

5 FORMATS

- Megabanner
- Box ad
- Advertorial
- Wallpaper

NEW

Pre-roll : 15-second video placed before video store reporting



THE NEWSLETTER

Sent every Friday to **21,000** emails to food retailers and their suppliers

14,000 openings/publication

3 FORMATS

Exclusive advertiser for each format below
Megabanner
Advertorial
Box Ad



A GROWING COMMUNITY!

40,000 subscribers

13,500 subscribers



11 SPECIAL NEWSLETTERS

At the beginning of each month, a special newsletter will be sent to **21,000** emails to large-scale food retailers and its suppliers

Themes 2023:

JANUARY	CSR
FEBRUARY	PDO cheeses
MARCH	Ice cream
APRIL	Grilling products
MAY	Responsible products
JUNE	Breakfast
JULY/AUGUST	Ultra fresh and fresh vegetal
SEPTEMBER	Organic
OCTOBER	Apples
NOVEMBER	Beef
DECEMBER	International delicatessen

EDITORIAL CALENDAR 2023

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY / AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
GENERAL FEATURES	CSR ●	French Origin		ORGANIC	Responsible products (bulk, HEV, sustainable...) ●	Convenience stores		Official quality signs ●	Italian products	Independent retailers profitability	
FRUIT & VEGETABLES	Fruit Logistica Leek fact sheet	Chicory Pineapple fact sheet	Banana Mushroom fact sheet	Tomatoes and strawberries Asparagus fact sheet Issue distributed at Medfel show	Potatoes and spring vegetables Red berries fact sheet	4th range (sachet salads) Bell pepper Avocado fact sheet	Watermelons, melons Summer fruits, Plums Grapes factsheet	Fruit and Vegetables department Carrots, Garlic, onion and shallot fact sheet	Apples/Pears ● Dried fruits Persimmon fact sheet	Potatoes and winter vegetables Kiwi fact sheet	Citrus Mango fact sheet
MEAT/POULTRY	Pork	Veal	Lamb	Grilling meat ●	Duck meat	Label Rouge meat	News from the department	Poultry - Rabbit Minced meat	Rayon boucherie Holidays season products	Beef ●	Game
GROCERY	Candlemas World products (Chinese new year, tex mex, asian products, halal...)	Sugar and confectionary Sugar and sweeteners	Pastry/Sweet biscuits	Pasta and hot sauces	Oils, vinegars, cold sauces, salts, peppers, herbs, spices / Snacking / Crisps	Breakfast ● Pre-packed bread, honey, jam, cereals, bread-making	Baby food	Confectionery (Halloween) Hot beverages (coffee, tea, pods, ground and soluble coffee...)	Salted grocery food Issue distributed at Natexpo show	Grocery desserts Diet products	Pet food for dogs and cats
DELICATESSEN	Halal Chinese new year	Fresh cut and fresh packed meat	Vegetal delicatessen	Snacking Issue distributed at Sandwich & Snack show	Delicatessen innovations Aperitif Spreadables	Dried meats	Deli salads	Foie gras	Fresh pastas Italian product : pizza	Regional cold cuts Breaded meats	International Delicatessen ● Sausage and Blood sausage
DAIRY	Milk Époisses fact sheet	PDO cheeses ● Poulligny fact sheet	Eggs Neufchâtel fact sheet	Self-service cheeses Dairy innovations Brillat-Savarin fact sheet	Goat and sheep cheeses : cheese + ultra-fresh Saint-Marcellin fact sheet	Juices and fresh compotes Vegetal beverages Rocamadour fact sheet	Ultra-fresh cow milk / Ultra-fresh vegetal soy, coconut and oat milk... ● Brocciu factsheet	Butter, cream and margarine Saint-Nectaire fact sheet Issue distributed at Mondial du Fromage show	Cheeses to be eaten hot Italian cheeses Dairy innovations Salers fact sheet	Cut-to-Order cheeses Tomme des Pyrénées fact sheet	Premium desserts Morbier fact sheet
FROZEN	Frozen food news	Pizzas, frozen snacks	Ice cream ●	Actualities from the frozen food section	Frozen seafood products	Frozen meat	Actualities from the frozen food section	Frozen food department	Holidays frozen products	Frozen vegetables	Actualities from the frozen food section
FISH AND SEAFOOD	Sustainable fishing	Salmon	News from the seafood department	Seafood appetizers Issue distributed at Seafood show	Actualities from the Seafood section	Fresh fish and self-service fresh fish	Mussels Oysters	Actualities from the Seafood section	Smoked salmon Smoked trouts	Scallops	Actualities from the Seafood section
BAKERY/PASTRY			Bakery/Pastry department				Bakery/Pastry department			Bakery/Pastry department	
EQUIPMENT	Trolleys	Traceability, SLED	Photovoltaic	Euroshop innovations	Self-payment, cash management	Bulk department equipment	Store layout and lighting	Nebulization Issue distributed at Paris retail week and Equipmag shows	Push buttons, splitters	Stock management solutions Issue distributed at Tech for Retail show	Refrigerated cabinet
SPECIAL ISSUES		DISTRIBOOK		FRUIT & VEGETABLES GUIDE		LINÉAIRES PLANOGRAM				INNOVATIONS SPECIAL EDITION FRESH PRODUCTS AND GROCERY	

RATES

2023 (Ex VAT)

MAGAZINE AND SPECIAL INNOVATIONS ISSUE

Premium ad placements

Full cover wrap.....	35,000 €
Double page.....	18,000 €
Second cover.....	9,300 €
Third cover.....	8,300 €
Back cover.....	12,300 €
Bookmark ⁽¹⁾	11,000 €
Gatefold ⁽¹⁾	19,500 €
⁽¹⁾ technical costs.....	+ 2,500 €

Standard ad placements

Double page spread.....	14,500 €
Page.....	7,600 €
1/2 page horizontal or vertical.....	4,100 €
1/4 page or page strip.....	2,470 €

Inserts

2-page insert.....	8,800 €
4-page insert.....	11,400 €
Loose insert in a specific spot.....	+ 2,500 €
Bound insert.....	Same prices as above

DISTRIBOOK

Page.....	3,700 €
Second cover.....	4,100 €
Back cover.....	6,000 €

DISCOUNTS

Volume per € 5,000 (cost before tax).....	1%
Fidelity	
1 year.....	1%
2 years.....	2%
3 years and more.....	3%
New client.....	2%
Exclusivity over the period.....	2%
Increased budget	
+ 20% compared to the previous year.....	2%
More impact.....	30%
on the second insertion if the same visual is repeated	

DUO print offer	
+ digital over the same period.....	10%

SPECIAL TAX AND DISCOUNT

Special placement.....	+ 5%
Advertiser excluding captive.....	+ 15%
Recognised agency commission.....	- 15%

FRUITS & VEGETABLES GUIDE

Page.....	4,950 €
Second cover.....	6,100 €
Back cover.....	7,300 €

Format of the guides for these two special issues : 150 mm x 203 mm

GET THE BEST DISCOUNTS BY CONFIRMING YOUR ANNUAL MEDIA PLAN

FIND ALL THE TECHNICAL STANDARDS ON www.lineaires.com



PRINT

Publication date

5th of the month

Material deadline

18th of the previous month

Please contact

Véronique Wagner

vwagner@editionsduboisbaudry.fr

DIGITAL

Material deadline

(Website and Newsletter)

7 days before publication

So as to optimize

your visibility on mobiles, please send us 2 sizes :

one adapted to a smartphone screen play and the other one for computer

Please contact

Béatrice Le Méhauté

blemehaute@editionsduboisbaudry.fr

WEBSITE

Formats	1 week flat rate	2 week flat rate	4 week flat rate
Wallpaper / 1 exclusive advertiser	2,500 €	3,400 €	4,120 €
Megabanner / share of voice : 50%	1,050 €	1,850 €	3,300 €
Box Ad / share of voice : 50%	850 €	1,500 €	2,400 €
Advertorial / 1 exclusive advertiser	1,440 €	2,470 €	3,700 €
Pre-Roll / 1 exclusive advertiser	300 €	520 €	840 €

NEWSLETTER

Formats	1 week flat rate	2 week flat rate	4 week flat rate
Megabanner	1,050 €	1,850 €	3,300 €
Box Ad	1,050 €	1,850 €	3,300 €
Advertorial	1,050 €	1,850 €	3,300 €

SPONSORING EVENTS Please contact us for the sponsor pack

Themes	Dates	Face-to-face	Online	Rate per sponsor
Ateliers du Frais	March	½ day	Replay	4,500 €
Matinale Boucherie	June		Webinar	2,000 €
Ateliers du Vrac	June	½ day	Replay	4,500 €
Ateliers du Drive	September	Day	Replay	6,500 €
Retail Execution Forum	December	½ day		6,000 €

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THE SALES TEAM AT YOUR DISPOSAL



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/// éditions du
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