

RAYON BOISSONS

LE SPÉCIALISTE DES BOISSONS EN GRANDE DISTRIBUTION

2023
RATES

PRINT
DIGITAL
& EVENTS



n°1

IN AUDIENCE

The reference
for beverage decision-makers

An independent 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



RAYON BOISSONS

THE N°1 MAGAZINE FOR READERSHIP

**THE ONLY MAGAZINE DEALING EXCLUSIVELY WITH THE LARGE
SCALE BEVERAGE RETAIL SECTOR.** Since 1993, Rayon Boissons has
focused on the day-to-day concerns and expectations of its readers :
buyers and liquid department managers.

Rayon Boissons offers beverage
decision-makers a complete overview
of the competitive environment with the
support of numerous retailer visits,
the comparison of private label offers,
an annual monitoring of wine fairs
as well as a half-yearly price index.

Every month, beverage section decision-
makers consult Rayon Boissons for the
latest news on companies and markets
(wines, spirits, soft drinks, beers, ciders
and water), as well as for useful, factual
informations about their sector and
advice on managing their departments



RETAIL

WINE CELLAR

SURVEYS

BEVERAGES



Daily news from the sector are also available at www.rayon-boissons.com
and on a weekly basis with the newsletter.

THE OMNICHANNEL OFFER

TO INCREASE YOUR COMPANY'S VISIBILITY

”
Broaden your
communication channels
to reach your target

 <p>A MONTHLY MAGAZINE 29 years of existence The magazine for beverage buyers and beverage section managers</p>	+	 <p>THE WEBSITE 83,000 Unique visitors per month</p>	+	 <p>THE NEWSLETTER 15,000 sends per week</p>
 <p>THE SPECIAL ISSUE on the year's key innovations (published in December)</p>	+	 <p>THE DIRECTORY OF DECISION MAKERS List of beverage decision-makers in GPOs (published in February)</p>	+	 <p>CONFERENCES For buyers, beverage section managers and suppliers Ateliers du vin › April 2023 La matinale de la Bière › April 2023 La matinale des Spiritueux › September 2023 La matinale Rayon Boissons › November 2023</p>



READERSHIP & CIRCULATION

RAYON BOISSONS readers are your sales representative contacts :

- › Beverage buyers
- › Beverage section managers
- › Store managers and section managers at hypermarkets, supermarkets, drive
- › Beverage professionals, wine merchants...



More than
23,000
readers

Monthly magazine
7,500 copies

Publication on the
5th of the month

PERFORMANCE

LAST PERIOD READERSHIP



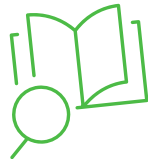
Readership measured by **BVA** *

	RAYON BOISSONS Monthly	LSA Weekly	LSA HS BOISSONS 3 issues per year	POINTS DE VENTE Every fortnight	RVI Every 2 months
BUYERS IN TRADING GROUPS	88%	39%	42%	21%	11%
BEVERAGE SECTION MANAGERS	73%	23%	32%	5%	3%
FMCG MANAGERS	58%	21%	33%	18%	4%
STORE MANAGERS	41%	23%	35%	18%	1%

*BVA institute, a recognised polling institute conducted a two-wave readership survey of large-scale retail professionals (based on a sample of 333 individuals) in June and October 2015 in stores of over 1,800 m2. The survey was carried out by telephone using the Trade Dimensions directory bought by BVA (survey requested by Rayon Boissons).

PERFORMANCE

READING FREQUENCY



- 7% LSA**
Weekly
- 5% Points de Vente**
Every fortnight
- 1% Revue Vinicole internationale**
Every 2 months

* Sample : 126 beverage buyers and section managers. Source BVA - November 2015

RATES AND ADVERTISING PAGES

Cost for 1% of the coverage*



**Rayon
Boissons
86€**

- LSA 467 €
- Points
de Vente 1040 €
- Revue Vinicole
Internationale 1633 €

Advertising pages**



**Rayon
Boissons
390
pages**

- LSA 91 pages
- Points
de Vente 1 page
- Revue Vinicole
Internationale 19 pages



* This calculation is based on the « latest readership statistics » from the 2015 BVA survey targeting beverage section managers. The figures are based on the 2022 rates for the cheapest four-colour page in each magazine cited.
** including inserts, regular and special beverages issues on the alcoholic and soft drinks market (spirits/wines/beers and ciders/ soft drinks/water) managed by a beverage section manager in the mass retail sector (source SCORING MEDIA september 2018-August 2019).

A SKILLED EDITORIAL TEAM



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EDITORIAL CALENDAR 2023

JANUARY
<ul style="list-style-type: none">› Liqueurs› Val de Loire wines (PDO-PGI)› Organic soft drinks (fruit juices-syrups...)
FEBRUARY SPECIAL VINEXPO
<ul style="list-style-type: none">› White spirits› Beer fairs› Languedoc-Roussillon wines (PDO-PGI)› Wines from South-West France (PDO-PGI)› Energy Drinks› Decision-makers directory as a supplement
MARCH
<ul style="list-style-type: none">› Fruit juices› Rosé wines› Ready-made cocktails› Canned drinks
APRIL
<ul style="list-style-type: none">› Sodas and still drinks based on fruit juices or tea› Beers› Mixology› Burgundy and Beaujolais wines
MAY
<ul style="list-style-type: none">› Syrups› Premium whiskies› Organic and reasoned wines› Branded wines (PDO - Varietal wines - French wines)
JUNE SPECIAL 30 YEARS
<ul style="list-style-type: none">› Water› Rums› Wines from Provence-Corsica (PDO-PGI)› Nolo (less or non-alcoholic beverages)› Bulk in retail



JULY- AUGUST
<ul style="list-style-type: none">› Fairs special :<ul style="list-style-type: none">• Wine fairs• Whisky fairs• Beer fairs• Rum fairs› Ciders› Iced teas› Foreign wines (stil and sparkling wines)› Spirits as aperitif› Wine-based flavoured drinks and wines on ice
SEPTEMBER
<ul style="list-style-type: none">› Champagnes› Bag-in-Box® wines› Whiskies› Beer cellar
OCTOBER
<ul style="list-style-type: none">› Non alcoholic beverages (water and soft drinks)› Gins› Sparkling wines› Alsace, Jura and Savoy wines
NOVEMBER
<ul style="list-style-type: none">› Speciality beers› Premium rums› Vins de France premium wines› Bordeaux wines (PDO-PGI)
DECEMBER
<ul style="list-style-type: none">› Brandies› Rhône Valley wines (PDO-PGI)› Green revolution in beverage sections› Special innovation supplement



RATES 2023

› ADVERTISING SPACES (Ex VAT)

Front cover	18,800 €
Double page with double-sided flap	27,800 €
Double-sided flap	19,880 €
Inside front cover double page spread	12,650 €
Inside front cover or facing editorial page	8,840 €
1st right-hand page	8,190 €
Inside back cover	6,170 €
Back cover.....	11,300 €
Double page within the dossier	10,290 €
First page within the dossier	7,290 €
Right-hand page within the dossier	6,295 €
Right-hand page facing text	5,495 €
1/2 right-hand page within the dossier	3,750 €
1/2 right-hand page	3,450 €
1/2 page within the dossier or section	3,390 €
1/4 right-hand page within the dossier	2,310 €
1/4 right-hand page or within the dossier	2,130 €

› BOUND OR LOOSE INSERTS

Double/sided	7,900 €
4 pages	11,300 €
6 pages	14,950 €
8 pages	18,730 €

› ADDITIONAL FEES

Guaranteed positions	+ 15 %
VINEXPO special issue	+ 10 %
SIAL special issue	+ 10 %

Standard terms and conditions of sale

› DISCOUNTS

QUANTITY

1 insertion	1%	9 insertions	9%
2 insertions	2%	10 insertions	10%
3 insertions	3%	11 insertions	11%
4 insertions	4%	12 insertions	12%
5 insertions	5%	13 insertions	3%
6 insertions	6%	14 insertions	14%
7 insertions	7%	15 insertions et +	15%
8 insertions	8%		

NEW CUSTOMER.....2%

LOYALTY

1 year	1%
2 years	2%
3 years	3%

EXCLUSIVITY2%

ADVERTISING BUDGET INCREASE:

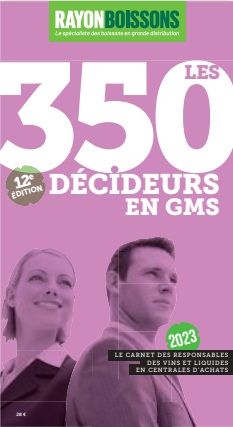
+30% COMPARED TO THE PREVIOUS YEAR.....2%

MAXIMUM ACCUMULATED DISCOUNT20%

15% professional discount for agencies

SPECIAL FEATURES

› RATES FOR ADVERTISING PAGES IN OUR SPECIAL ISSUES



THE NOTEBOOK OF LIQUID DECISION-MAKERS IN SUPERMARKETS

A 20 page-booklet containing a list of the beverage decision-makers in the mass retail sector in France
(distributed with the February 2023 issue)



Back cover
6,900 €

Inside front cover
4,900 €

Page
2,800 €



SPECIAL INNOVATION ISSUE

Booking:
5 November 2023

Files submission:
20 November 2023

Publication:
5 December 2023

(distributed with the december 2023 issue)



Page
(Only in the special issue)
5,390 €

50%
Off per page in the special edition if you communicate in the December issue of Rayon Boissons
3,148 €

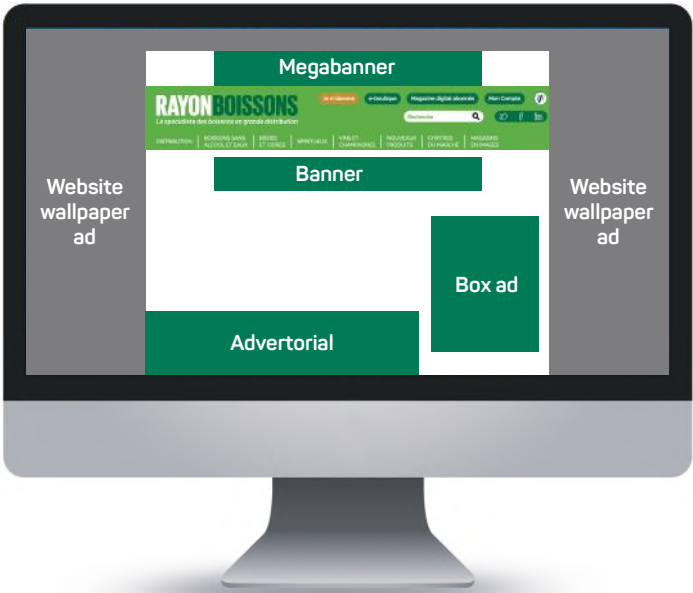
DIGITAL OFFERINGS

THE WEBSITE



83,000
unique visitors /month*

140,000
pages viewed /month*



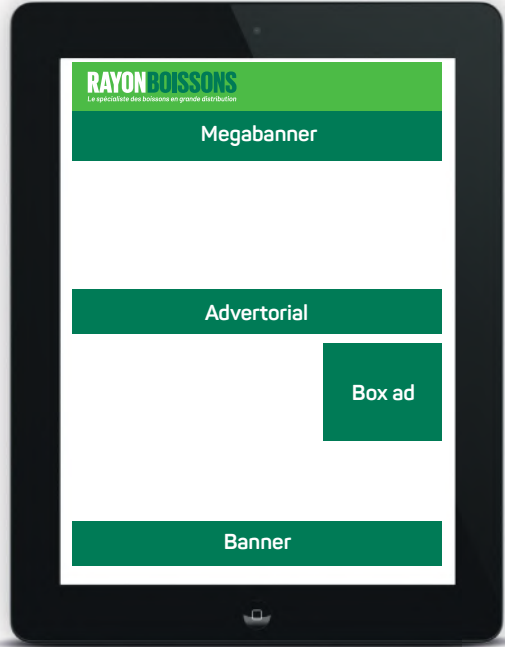
THE NEWSLETTER



9,900
Total opens per week
on average*

Circulation to beverage decision-makers in the mass retail sector and beverage professionals

FREQUENCY
**EVERY
MONDAY**



CHOICE OF 5 FORMATS

	Megabanner	Advertorial	Banner	Box ad	Website wallpaper ad
	Up to 3 advertisers alternating continuously + link to your site	+ link to your site	Up to 3 advertisers alternating continuously + link to your site	Up to 3 advertisers alternating continuously + link to your site	1 exclusive advertiser
4-week flat rate	2,300 €	3,400 €	1,800 €	2,000 €	4,200 €
1-week flat rate	1,200 €	1,700 €	900 €	1,000 €	2,100 €

* Source AT Internet 2022

CHOICE OF 5 FORMATS

	Megabanner	Advertorial	Box ad	Banner
	1 exclusive advertiser + link to your site	1 exclusive advertiser + link to your site	1 exclusive advertiser + link to your site	1 exclusive advertiser + link to your site
4-week flat rate	2,600 €	2,900 €	2,100 €	1,700 €
1-week flat rate	1,100 €	1,300 €	990 €	800 €

* Source Dolist - monthly average, January to October 2022.

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attending to all your requirements



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