

# LiNEAiRES

**2024  
MEDIA  
KIT**

Print, Digital,  
Conferences



**Increase your visibility  
with food retailers**

Media for the fresh food and grocery department



Unique expertise  
in the creation of  
**high value-added content**

Since September 2023, Elo presse has become the new name of Editions du Boisbaudry, a player in the trade press sector for 70 years.

#### CSR POLICY

##### CSR certification :

Ecovadis® Silver medal.

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

#### ELO PRESSE's 7 editorial brands are leaders in their markets: breeding, industry and distribution

Genuine decision-making tools, our publications offer an omnichannel offering adapted to the new needs of readers: Print, Digital and Events. The quality of our contents is based on the professionalism of our specialist journalists.

#### ELO PRESSE IN A FEW FIGURES

**7** editorial brands

**65** staff members, including **30** journalists

**265,000** readers per month

**125,000** subscribers on social networks

**530,000** Internet page views per month

#### OUR BRANDS

Grand Prix Stratégies for Media Innovation 2023 awarded our magazines.



# LiNEAiRES

Your media for targeting the retail sector

Fresh and grocery  
**BUYERS**

Fresh and grocery  
**HEADS OF  
DEPARTMENT**

Store **MANAGERS**

**WHOLESALE  
Retailers**

## LiNEAiRES



# THE EDITORIAL TEAM

Journalists passionate about their work



**Benoît MERLAUD**  
Chief Editor



**Agathe LEJEUNE**  
Second Chief Editor



**Amaury BEAUTRU**  
Head of dairy products section



**Béatrice MEHATS-DEMAZURE**  
Head of fruits and vegetables section



**Frédéric CARLUER-LOSSOUARN**  
Head of meat / poultry section



**Thibault LE MOAL**  
Head of grocery section



**Florent HOFMANN**  
Head of seafood and frozen products section



**Ludivine Canard**  
Head of delicatessen section

# A GLOBAL OFFERING

To optimise your visibility among your customers and leads towards the French food retail



**THE MONTHLY MAGAZINE**  
80,000 readers  
13,000 copies per issue



**SPECIAL EDITION: DISTRIBOOK**  
Annual guide presenting key figures of the food retail



**E-NEWS**  
Every Friday  
21,000 e-mail addresses  
15,000 openings per issue



**WEBSITE**  
Latest news on fresh food and grocery retailing  
200,000 pages viewed per month



**CONFERENCES**

- Fresh produce workshop
- Organic workshop
- Reuse and bulk workshop
- Drive and e-commerce workshop
- Retail Execution Forum



**BRAND CONTENT**  
More content and information through bespoke print and/or digital support

# GET THE BEST AUDIENCE

LINÉAIRES, your media for consolidating and strengthening your food listings

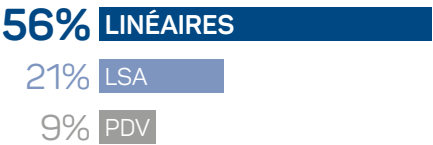


Last period reading\*  
Have you read an issue of LINÉAIRES, LSA, Points de Vente... over the last month, last week, or the last fortnight?

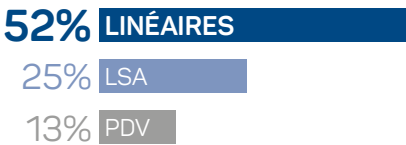


## RESULTS BY FONCTION

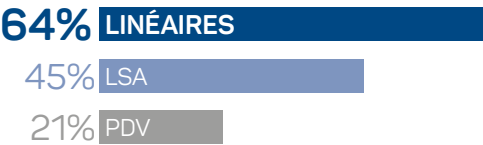
Buyers fresh produces and grocery



Head of department fresh produces and grocery



Store Managers hypers and supermarkets



Convenience store Managers



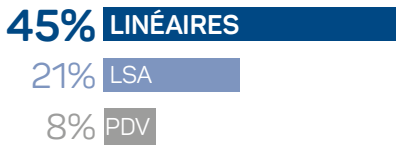
\* 696 retailers responded to the BVA survey, which was conducted by telephone and appointment across all food retailers between 13th and 28th October 2020.



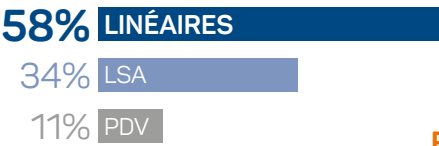
## RESULTS BY SECTOR

Buyers and department managers

Grocery



Meat / Poultry



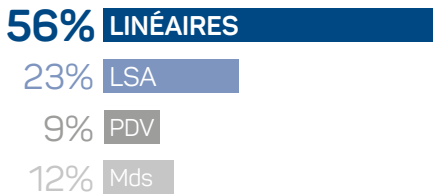
Delicatessen



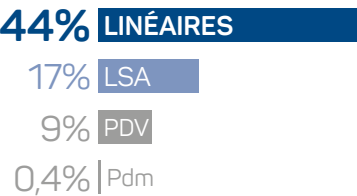
Dairy



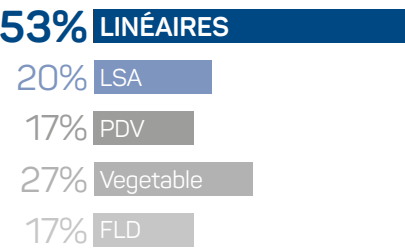
Frozen food / Ice cream



Seafood



Fruit and vegetables



Bakery / Pastry



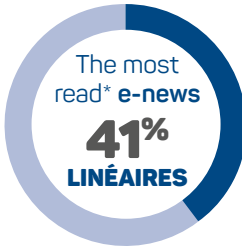
PDV : Points de Vente, Pdm : Produits de la mer, Mds : Monde du surgelé.



# DYNAMIC DIGITAL OFFER

## E-NEWS

Every **friday**, the latest news from the food retail sector



## THE WEBSITE

- > Food retail actuality
- > Food innovations
- > Shop reports



\* Telephone survey conducted by BVA among 696 distributors..



## AUDIENCE

**21,000** e-mails addresses to food retailers and suppliers  
**15,000** openings / publication  
figures certified by dolist

## PERFORMANCES/ MONTH

**200,000** page views  
**97,000** unique visitors  
figures certified by AT Internet

**NEW**  
Your video content broadcast before our shop reports

# THE MONTHLY MAGAZINE: THE REFERENCE

A content recognised and appreciated by your customers



## ACTUALITY

Food retailers topics: surveys, awards, new concepts, etc.



## EQUIPMENT

The useful section for choosing your equipment point of sale and e-commerce



## SECTIONS

pages dedicated to each food department



+ other sections  
**Seafood**  
**Bakery / Pastry**  
**Frozen food**

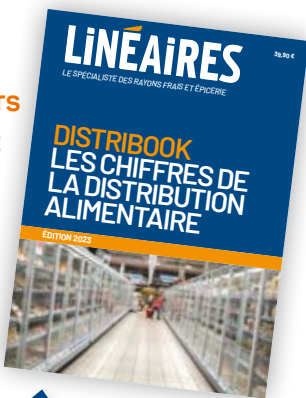


# DISTRIBOOK

Publication: **February 2024**

The annual **key figures** guide

- > by group
- > by circuits
- > by food retailers
- > by department



Print run **14,000** copies

**14,000** copies distributed with the magazine Linéaires and sold throughout the year

**NEW FORMAT**  
**LARGER SIZE: 150 mm x 203 mm**  
to communicate better!



# EDITORIAL CALENDAR 2024

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY / AUGUST	SEPTEMBER	OCTOBER - SIAL	NOVEMBER	DECEMBER
GENERAL FEATURES	CSR	Special edition: Distribook			Organic Planogram	Retail Media		Official quality signs and organic products	Foreign specialities (Italy, Spain, USA, Morocco...)	Innovations cahier fresh products & grocery	Traditional fresh produce department
FRUIT & VEGETABLES	Fruit Logistica Leek Orange fact sheet	Avocado Mushroom Potatoe fact sheet	Banana Strawberries fact sheet	Tomatoe and Cucumber Asparagus Radish fact sheet	Potatoe and spring vegetables 4th range Cherry fact sheet	Melon and watermelon Red berries Bell pepper fact sheet	Summer fruits and Plum Mango fact sheet	Fruit & vegetables department Grape Pear fact sheet	Apple- Pear Persimmon Carrot fact sheet	Potatoe and winter vegetables Dried fruits fact sheet	Kiwi Small citrus fruit fact sheet
MEAT / POULTRY	Pork	Veal	Lamb	Grilling meat	Duck meat	Label Rouge meat	News from the department	Poultry - Rabbit Minced meat	Meat department Holidays season products	Beef	Game
GROCERY	Candlemas World products (Chinese new year)	Sugar, confectionary, chocolate	Pasta and hot sauces	Focus on Innovations	Seasonings Snacking Aperitives	Breakfast	Babyfood Petfood	Confectionery (Halloween) Coffee (ground and soluble coffee, pods)	Salted grocery food Teas and herbal teas	Diet products Sugar and sweeteners	Canned and prepared foods
DELICATESSEN	Halal	Fresh cut and fresh packed meat	Snacking	Self-service delicatessen Focus on Innovations	Vegetal delicatessen Aperitives	Dried meat	Deli salads	Holidays season products Fresh Pizzas	Fresh pasta	Regional cold cuts Breaded meats	International Delicatessen Sausage and Blood sausage
DAIRY	Milk Reblochon fact sheet	PDO cheeses Beaufort fact sheet	Eggs Vegetal beverages Camembert fact sheet	Self-service cheeses: melted, vegetal, pressed cheeses, soft, blue-veined and grated cheeses, etc. Gorgonzola fact sheet Focus on Innovations	Ultra-fresh Results of the general agricultural competition Cantal factsheet	Goat and sheep cheeses Fats Parmigiano fact sheet	Ultra-fresh juices Fresh compote Selle sur Cher fact sheet	Cheeses to be eaten hot Roquefort fact sheet	Pastry desserts, mousses and creams Comté fact sheet	Bleu de Gex fact sheet	Cut-to-order cheeses Ossau Iraty fact sheet
FROZEN		Pizzas and frozen snacks	Ice cream	Focus on Innovations	Frozen seafood products	Frozen meat			Frozen food department	Holidays frozen products	
FISH AND SEAFOOD	Sustainable fishing			Aperitives and cold sauces Focus on Innovations			Fresh fish and self-service fresh fish		Smoked salmon Smoked trout	Shellfish (oysters, whelks, scallops) )	
BAKERY / PASTRY			Bakery / Pastry department				Bakery / Pastry department			Bakery / Pastry department	
EQUIPMENT	Scales	Traceability, SLED	Photovoltaic	Dynamic display	Nebulization	Store layout	Reuse (deposits)	Self-payment, cash management	Push buttons, splitters	Drive (order preparation)	Refrigerated cabinet
SPECIAL ISSUES	Sirha Europain Fruit Logistica	Cheese show SIA	Sandwich show Fresh products workshops	Seafood Medfel	Retail Golf Organic workshops	Reuse and Bulk Workshop	Retail Karting (Beginning of September)	Paris Retail Week Natexpo Drive and e-commerce workshop	Fruit Attraction SIAL	Tech For Retail Retail Execution Forum	

# ENGAGE YOUR AUDIENCE

with personalised branded content

**Boost your communication** with tailored content

**Strengthen your message with our branded content tools tailored to your needs.** You'll be able to deliver more relevant content and information to communicate effectively. Make your relationship with the retailer a priority.

## PRINT

**SPECIAL EDITION FROM 4 TO 16 PAGES LINEAIRES CO-BRANDED**

**PAGE IN THE MONTHLY MAGAZINE**



## DIGITAL

**PRESS RELEASE OR VIDEO OR WEBINAR**

**GLOBAL E-NEWS SPONSORED**



# BECOME A SPONSOR

of our thematic conferences

**Promote your brand** with our retail content!

**Exclusive studies, never-before-seen reports and fascinating testimonials** from distributors and manufacturers are all part of the programme.

**MARCH**

## ATELIERS DU FRAIS

The dynamism of the Cutting and First Range departments, with a trophy dedicated to them for the first time!

**MAY**

## ATELIERS BIO

The evolution of organic: consumer expectations, the impact of promotions, etc.

**JUNE**

## ATELIERS DU RÉ-EMPLOI ET DU VRAC

Challenges and developments in reusing and bulk.

**SEPT.**

## ATELIERS DU DRIVE ET DU E-COMMERCE ALIMENTAIRE

The key day for understanding the changes that are taking place in the drive-through and e-commerce food sectors..

**NOV.**

## RETAIL EXECUTION FORUM

The most important initiatives taken by companies or brands during the year.

### THE SPONSOR PACK WORKSHOP INCLUDES:

- > **Your logo will appear** on all communications relating to the event.
- > **Your sponsorship is highlighted** on the big day. Different services are available depending on the event.
- > **Distribution** of your brochure or goodie to all participants.





# RATES 2024 (Ex VAT)

## MONTHLY MAGAZINE

### Premium ad placements

Full cover wrap.....	35,000 €
Double cover.....	18,000 €
Page opposite editorial.....	9,500 €
Back cover.....	13,000 €
Bookmark <sup>(1)</sup> .....	9,500 €
Gatefold <sup>(1)</sup> .....	19,500 €

### Standard ad placements

Double page spread.....	14,500 €
Page.....	7,700 €
1/2 page horizontal or vertical.....	4,160 €
1/4 page or page strip.....	2,500 €

### Inserts

2-page insert.....	9,500 €
4-page insert.....	13,000 €
Loose insert <sup>(1)</sup> .....	2,500 €
Bound insert : same prices as above	

<sup>(1)</sup> Placement in a specific location on demand : + 2,500 €

## DISTRIBOOK

Page.....	3,800 €
Second cover.....	4,200 €
Back cover.....	6,000 €

### SPECIAL TAX AND DISCOUNT

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

## BRAND CONTENT

### Print

Inner page.....	7,000 €
Copywriting costs.....	350 €
Standard mock-up template.....	150 €
Customised mock-up.....	300 €

### Special print

Use of the LINÉAIRES logo.....	7,000 €
4-page insert.....	13,000 €
8-page insert.....	20,000 €
16-page insert.....	26,000 €
Layout and editorial content.....	quote on request
Postage.....	about 2,000 €

### Digital

Global E-news.....	6,000 €
Layout and publishing costs.....	1,000 €
Distribution costs.....	500 €

### DISCOUNTS

Volume per 5,000 € (cost before tax).....	1%
Fidelity.....	3%
New client.....	2%
Exclusivity over the period.....	2%

### DUO OFFER

- 10%

Print + Digital  
in the same month

### REPEAT OFFER

- 20%

for 2 consecutive  
print ads

FIND ALL THE  
TECHNICAL STANDARDS  
ON:  
[www.lineaires.com](http://www.lineaires.com)

### PRINT

Publication date  
6th of the month

Material deadline  
18th of the month prior to  
the publication date

Please contact  
Véronique Wagner  
vwagner@elo-presse.com

### DIGITAL

Material deadline  
(website and e-news)  
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@elo-presse.com

DISCOVER OUR MEDIA OFFER ON VIDEO!



## E-NEWS

Formats	1 week package	2 week package	4 week package
Megabanner	1,050 €	1,850 €	3,300 €
Box ad	1,050 €	1,850 €	3,300 €
Advertorial	1,050 €	1,850 €	3,300 €

## WEBSITE

Formats	1 week package	2 week package	4 week package
Wallpaper / 1 exclusive advertiser	2,500 €	3,400 €	4,200 €
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 €

## SPONSORING EVENTS

Themes	Dates	Face-to-face	Online	Rate per sponsor
Ateliers du Frais	March	Day	Replay	5 000 €
Ateliers Bio	May	Day		4 000 €
Ateliers Réemploi et Vrac	June	½ day		4 500 €
Ateliers Drive et e-commerce	September	Day	Replay	6 500 €
Retail Execution Forum	November	½ day		6 000 €



# LiNEAiRES

A SALES TEAM  
**AT YOUR SERVICE**



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