

# THE DATA REVOLUTION

In April 2020, the 4 leading French media brands in **Manufacturing, Retail, Insurance, and Services** will join forces to launch an exceptional editorial focus on the big topic of the year: **Data Revolution**

## DATA, A RELEVANT TOPIC

**THIS FEATURE WILL EXPLAIN AND ANALYSE HOW TO:**

- Collect, exploit, protect, and stock data
- Make use of blockchain technologies
- Enhance employment, competencies, and professional trainings

**4 MAIN AREAS OF APPLICATION**

- Client knowledge
- Predictive maintenance
- Virtual agents
- Analysis and prediction

**A THEME THAT BRINGS TOGETHER THE FOUR SECTORS OF MANUFACTURING, RETAIL, INSURANCE AND SERVICES**



MACHINE LEARNING



DEEP LEARNING



AI



E-PRIVACY



SMART DATA



GDPR DATA



BLOCKCHAIN

## A COMPLETE MULTI-CHANNEL EDITORIAL FOCUS



**STUDY**

Exclusive editorial business study carried out by the 4 media brands' editorial boards on "data revolution" in order to decipher market trends



**COMMUNICATION**

80 page print + digital paper publishing the study results with exceptional circulation in LSA, Argus de l'Assurance & Usine Nouvelle + A channel dedicated to "data revolution" on all 4 websites

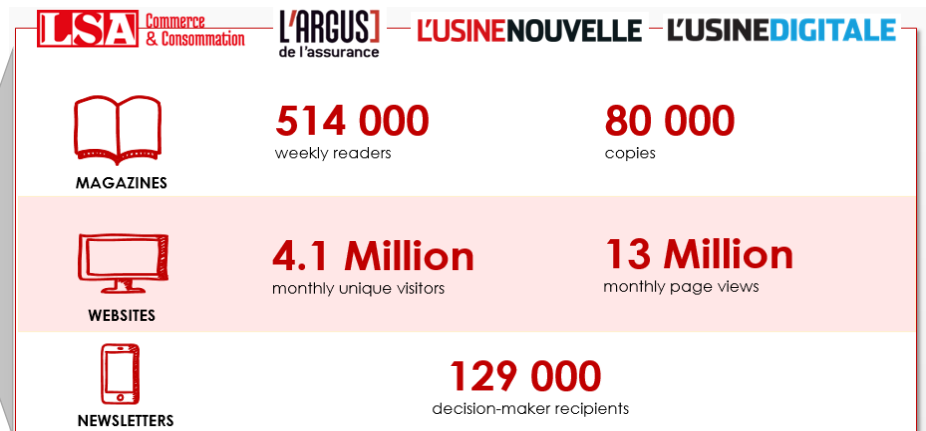


**WEBINAR**

A webinar will be organized around the theme of data revolution where an expert's presentation of the study results will be the core of the event

A COMBINED AUDIENCE OF UP TO **5.2 Million** CONTACTS

Executives, managers, and decision-makers in charge of data policies in their companies



Sources: OJD 2017, Premium 2017, Xiti 2018 and internal studies

Showcase your expertise by partnering up with the 4 brands via sponsorship opportunities ranging from 25K€ - 60K€

# 360° Communication Solutions



The go-to media brand for news and innovation in the French retail, e-commerce, and distribution sector reaching out to main decision-makers in the procurement of your products / solutions

**Audience**

- Weekly magazine: 22 114 copies / 185 000 monthly readers
- 2.3 Mio monthly page views / 1.1 Mio unique visitors

**Target group**

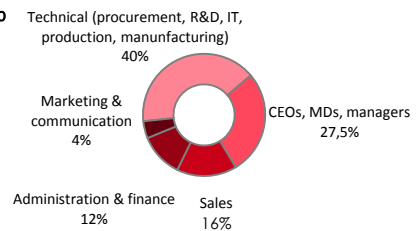


The umbrella brand for C-level executives from all sectors of the French manufacturing industry, discussing economic & managerial issues, as well as trends & challenges.

**Audience**

- Weekly magazine: 46 543 copies / 529 000 monthly readers
- Online: 8 Mio monthly page views / 1.8 Mio unique visitors

**Target group**

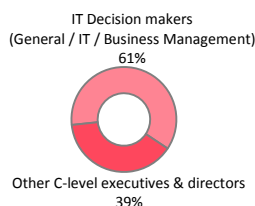


Providing latest info to all business functions interested in topics like AI, VR, Mobility, Blockchain, Digital retail, IoT, Smart City, Cybersecurity, Start-ups

**Audience (online)**

- 1.5 Mio monthly page views / 700 000 unique visitors
- 89% of all French IT decision-makers know l'Usine Digitale

**Target group**



The reference media for the insurance sector, driving decision-makers since 1877, discussing the latest news in enterprise risk, asset & investment management, insurance policies & brokerage

**Audience**

- Weekly magazine: 14 722 copies / 130 000 monthly readers
- 896 315 monthly page views / 472 469 unique visitors

**Target group**

