

DISPLAY & NEWSLETTERS RATES

La France Agricole

L'éleveur
laitier

Web-agri

Terre-net

Terre-net
occasions
NOUVELLE GÉNÉRATION

Matériel
AGRICOLE

AGRO
DISTRIBUTION

Le lien horticole

Matériel
et PAYSAGE

Vitisphere

LA TOQUE magazine

OUR DISPLAY SOLUTIONS



12

websites



14

newsletters



11 millions

page views / month

Advertising on NGPA websites :



CPM
**GENERAL
ROTATION***



CPM
CONTEXT**



CPM
**VITISPHERE
SECTION
EXCLUSIVITY**



GEOLOCALISATION



FLAT RATE****

*LaFranceAgricole.fr, ,Terre-net.fr, Terre-Net-Occasions.fr, Web-Agri.fr, Vitisphere.com

** LaFranceAgricole.fr, Terre-net.fr, Terre-net-occasions.fr, Web-Agri.fr, Vitisphere.com

*** LaFranceAgricole.fr, Terre-net.fr, Terre-net-occasions.fr, Web-Agri.fr, MaterielAgricole.info, Agrizone.net

****MaterielAgricole.info, Materiel-Paysage.com, LaToque.fr, LienHorticole.fr, Agrodistribution.fr

FORMATS

DESKTOP



High position
**Wallpaper /
 Fixed gutters wallpaper
 / Top banner**



High position
Top Scroll



Right position
**Wide angle
 Rectangle banner**



Centre position
**Out-stream video /
 parallax / banner**



Native position
Native Ad



Down position
Floor Ad



Conversational position
Conversational format

MOBILE



High position
Banner



Centre position
**Banner / Outstream
 video / Parallax**



Native position
Native Ad



Conversational position
Conversational format

CPM –General rotation

La France Agricole
Terre-net
Terre-net occasions
NOUVELLE GÉNÉRATION

Web-agri
Vitisphere

Gross rates

General rotation	LaFranceAgricole.fr Terre-net.fr Terre-net-occasions.fr Web-agri.fr Vitisphere.com
Wallpaper	50 €
First Look wallpaper NEW	60€
Wallpaper + companion format (300x600) NEW	70€
Fixed gutters wallpaper NEW	60 €
Top scroll NEW	60€
Top banner	30 €
Wide angle	40 €
Native Ad	30 €
Parallax	40 €
Banner	30€
Outstream video	50 €
Floor Ad	46€
Conversational format* NEW	40 €

*Technical costs: 250 €



For your information :

The **conversational format** is an advertising integration that identifies an audience receptive to the message.

Questions create an opportunity to direct the arguments.

Powerful engagement following a "find out more" click



Exclusive device targeting option: desktop/tablet or mobile > **+10%**

| CPM – Context pack

La France Agricole
Terre-net

 Terre-net
 occasions
NOUVELLE GÉNÉRATION
Web-agri
Matériel
 AGRICOLE

■ Pack details



AGRICULTURAL MACHINERY

Terre-net.fr machinery section
 LaFranceAgricole.fr machinery section
 Web-agri.fr machinery section
 Terre-net-occasions.fr
 MaterielAgricole.info



AGRICULTURAL CROPS

Terre-net.fr in general rotation
 LaFranceAgricole.fr crops section



HOMEPAGE

Terre-net.fr homepage
 LaFranceAgricole.fr homepage
 Web-agri.fr homepage



BREEDING

Web-agri.fr in general rotation
 LaFranceAgricole.fr breeding section



AGRICULTURAL WEATHER

Terre-net.fr weather section
 LaFranceAgricole.fr weather section
 Web-agri.fr weather section



AGRICULTURAL MARKET

Web-agri.fr markets section
 LaFranceAgricole.fr markets section
 Terre-net.fr markets section

CPM – Context packs

La France Agricole
Terre-net
Terre-net
 occasions
NOUVELLE GÉNÉRATION
Web-agri
Matériel
 AGRICOLE

Gross prices

PACKS	Agricultural crops	Breeding	Agricultural machinery	Agricultural market	Agricultural weather	HP
Wallpaper 	60 €	60 €	60 €	60 €	60 €	60 €
Wallpaper + companion format	80 €	80 €	80 €	80 €	80 €	80 €
Fixed gutters wallpaper 	70 €	70 €	70 €	70 €	70 €	70 €
Top scroll 	70 €	70 €	70 €	70 €	70 €	70 €
Wide angle	50 €	50 €	50 €	50 €	50 €	50 €
Banner	40 €	40 €	40 €	40 €	40 €	40 €
Outstream video	60 €	60 €	60 €	60 €	60 €	60 €
Parallax	50 €	50 €	50 €	50 €	50 €	50 €
Native Ad	40 €	40 €	40 €	40 €	40 €	40 €
Floor Ad	56 €	56 €	56 €	56 €	56 €	56 €
Conversational format* 	50 €	50 €	50 €	50 €	50 €	50 €

*Technical costs: 250 €

| CPM – Section exclusivity



■ Gross rates

SECTION :	• Viticulture - Oenologie • Homepage • Gens du vin • Commerce -Gestion-Politique
Wallpapaer	60 €
Wallpaper + companion format (300x600) NEW	80 €
Fixed gutters wallpaper NEW	70 €
Top scroll NEW	70€
Wide angle	50 €
Banner	40 €
Outstream video	60 €
Parallax	50 €
Native Ad	40 €
Floor Ad	56 €
Conversational format* NEW	50 €

*Technical costs: 250 €

Estimated volume of exclusivity over the period x indicated gross CPM

| GEOLOCATION

La France Agricole
Terre-net
Terre-net occasions
NOUVELLE GÉNÉRATION

Web-agri
Matériel
AGRICOLE

■ General rotation in multidevice

For 2 weeks :

FORMAT	IMPRESSIONS	RATE
Wallpaper	10 000	425€ / département
Top Scroll, Fixed gutters wallpaper	10 000	700 € / département
Parallax, Outstream video, Floor ad, Native ad, Banner, Central banner*	15 000	425€ / département
Wide angle, Top banner	25 000	425€ / département

* Only available on MatérielAgriculture.fr



For geolocation on Vitisphere.com by department or wine-growing area: please contact us.

FLAT RATE

AGRO DISTRIBUTION **LA TOQUE** magazine

Materiel **PAYSAGE** **Le lien** horticulture

Two-week (gross rates)

General rotation	Agro Distribution.fr	LaToque.fr	LienHorticole.fr	Materiel-Paysage.com
Wallpaper	2 600 €	1 800 €	4 000 €	4 000 €
Wallpaper + companion format NEW	3 640 €	2 520 €	5 600 €	5 600 €
Fixed gutters wallpaper NEW	3 120 €	2 160 €	4 800 €	4 800 €
Top Scroll NEW	3 120 €	2 160 €	4 800 €	4 800 €
Top banner	1 300 €	1 200 €	1 800 €	1 800 €
Banner	1 500 €	1 400 €	2 200 €	2 200 €
Wide angle	1 300 €	1 000 €	1 800 €	1 800 €
Native Ad	1 600 €	1 200 €	2 400 €	2 400 €
Parallax	1 600 €	1 500 €	2 400 €	2 400 €
Outstream video	2 600 €	1 800 €	4 000 €	4 000 €
Floor Ad	1 600 €	1 000 €	2 400 €	2 400 €
Conversational format* NEW	1 300 €	1 000 €	1 800 €	1 800 €

*Technical costs: 250 €

Weekly (gross rates)

Materiel
AGRICOLE MAGAZINE

General rotation	MaterielAgricole.info
Wallpaper	3 900 €
Wallpaper + companion format (300x600) NEW	5 460 €
Fixed gutters wallpaper NEW	4 680 €
Top Scroll NEW	4 680 €
Top banner	1 900 €
Central banner	1 250 €
Banner	1 900 €
Wide angle	2 700 €
Native Ad	2 700 €
Parallax	2 700 €
Outstream video	3 900 €
Floor Ad	2 700 €
Conversational format * NEW	1 900 €



For your information :

Possibility of device targeting:
desktop/tablet or mobile > **+10%**

*Technical costs: 250 €

NEWSLETTERS

Newsletters		Number of sending	PREMIUM	CLASSIC	NATIVE AD
La France Agricole					
La France Agricole Aujourd'hui	Daily	1 mailing	1 250 €	1 000 €	800 €
	Daily	5 consecutive	5 000 €	4 000 €	3 200 €
Nouveautés machinisme	Bi-monthly	1 mailing	1 500 €	1 200 €	1 000 €
La France Agricole Top 10	Weekly	1 mailing	1 350 €		
DÉCISIONS & MACHINISME RESEAUX					
Décisions machinisme & réseaux	Bi-monthly	1 mailing	800 €	700 €	600 €
	Bi-monthly	2 mailings	1 300 €	1 200 €	
Terre-net					
Le mel agricole	Weekly	1 mailing	1 250 €	1 000 €	800 €
La Pomme de Terre française & Terre-net	Weekly	1 mailing	1 000 €	800 €	600 €
Web-agri					
Le mel Agricole des éleveurs	Weekly	1 mailing	1 000 €	800 €	650 €
Newsletter Santé	Monthly	1 mailing	1 800 €	1 400 €	1 200 €
Newsletter Alimentation	Monthly	1 mailing	1 800 €	1 400 €	1 100 €
L'éleveur laitier					
L'Eleveur Laitier	Weekly	1 mailing	1 250 €	1 000 €	800 €

NEWSLETTERS

Newsletters		Number of sending	PREMIUM	CLASSIC	NATIVE AD
 Matériel Agricole	Weekly	1 mailing	1 200 €	1 000 €	800 €
Matériel Agricole TOP 10	Monthly	1 mailing	1 200 €	1 000 €	800 €
Matériel Agricole TOP 5	Monthly	1 mailing	1 200 €	1 000 €	800 €
Matériel Agricole Essai	Monthly	1 mailing	1 200 €		
 Terre-net Occasions	Weekly	1 mailing	1 200 €		
 AgroDistribution Stratégies	Weekly	1 mailing	1 800 €	1 400 €	1 200 €
AgroDistribution Terrain	Weekly	1 mailing	1 800 €	1 400 €	1 200 €
AgroDistribution Emploi	Monthly	1 mailing	1 800 €	1 400 €	1 200 €
AgroDistribution Top 10	Monthly	1 mailing	1 800 €	1 400 €	1 200 €
	Monthly	10 consecutive	7 500 €	6 000 €	6 000 €

NEWSLETTERS

Newsletters		Number of sending	PREMIUM	CLASSIC	NATIVE AD
 Lien Horticole	Weekly	1 sending	1 650 €	1 300 €	1 000 €
 Matériel & paysage	Bi-monthly	1 sending	1 200 €	1 000 €	800 €
 Filière Verte	Monthly	1 sending	1 700 €	1 400 €	1 110 €
	6 months Sponsorship	1 sending	1 190€ / envoi	1 120€ / envoi	875€ / envoi
 La Toque	Bi-monthly	1 sending	1 800 €	1 400 €	1 200 €
 Vitisphere La Lettre des vignerons	Weekly	1 sending	1 250 €	1 000 €	800 €
Lettre équipement-machinisme	Monthly	1 sending	1 250 €	1 000 €	800 €
Lettre La Vigne	Weekly	1 sending	1 250 €	1 000 €	800 €
Lettre Viticulture	Weekly	1 sending	1 250 €	1 000 €	800 €
Lettre Oenologie	Weekly	1 sending	1 250€	1 000 €	800 €
Lettre Packaging	Weekly	1 sending	1 250€	1 000 €	800 €
Vitisphere Top 10	Monthly	1 sending	1 250€	1 000 €	800 €
	Monthly	10 consecutive	6 000 €	4 500 €	5 000€
Vitisphere Weekly	Weekly	1 sending	850 €	750 €	750 €
	Weekly	30 consecutive	6 000 €	5 000 €	4 500€
Lettre de la filière viticole	Weekly	1 sending	2 250 €	1 450 €	1 800 €
Vitisphere salons partenaires	Trade Fair day	1 sending	1 250 €	1 000 €	