

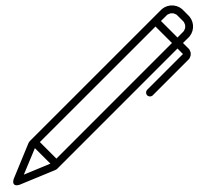


**Together,
Let's grow tomorrow!**



Leading group,

dedicated to agriculture and its related sectors,



160

Journalists



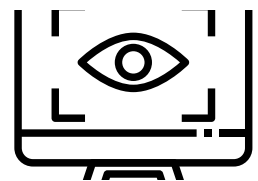
303

Employees



134 000

Subscribers



11 millions

page views /
month



200 000

followers on
Facebook



90%

of farmers reached

Innovation-driven



Through our well-known media brands,

We provide **reliable and daily** information

AGRICULTURE



BAKERY/PASTRY



GREEN SECTOR



VINE & WINE



Through our services,

We provide 360° expertise and premium solutions

DATA



STUDIES



EVENTS



JOB



Communication





Life is not a bed of roses



- Food and energy sovereignty



- The necessary agro-ecological evolution
- Supporting climate adaptation



- The digital transformation of companies
- The weight of CSR



- Generational renewal
- A shortage of labour



Reach your **targets** and Meet your communication **objectives**

[Back to summary](#) 



- **Affirm**

your positioning, make your brand and products known with our offers



- **Recruit**

Training the **best** talent with our job boards



- **Target**

and generate leads with our bases of data



- **Differentiating yourself**

through innovative content



- **Meet**

your customers / prospects with our events






AGRICULTURE SECTOR






The leading professional weekly news source for all farmers and all types of farming

 **92,104 copies**
2.6 Takeovers
46 minutes of reading time / week

1 in 2 farms reached

 92% subscribers
88% resubscription rate
46 minutes of reading time / week

 **1,284,600 visits / month**
2 min33 reading time/ article page
1,968,000 page views / month

 42,000 followers  1,200 followers  21,800 subscribers  12,000 followers  29,800 followers



Download our print rates

Display rates






Release date	Handing over advertising element	Themes
JUNE		
06/06/2025	28/05/2025	Welcoming the public to your farm (short supply chains, agritourism, events)
13/06/2025	04/06/2025	Alternative pest control for grain storage
20/06/2025	12/06/2025	Risk management tools
27/06/2025	19/06/2025	Your farm as a testing ground – Impact assessment
JULY		
04/07/2025	26/06/2025	The arrival of livestock guardian dogs is shaking up farms
11/07/2025	03/07/2025	How to buy used equipment wisely
25/07/2025	17/07/2025	Fertilizing with organic products
AUGUST		
01/08/2025	24/07/2025	African swine fever
08/08/2025	31/07/2025	Earning income from farm hedges
22/08/2025	13/08/2025	How to respond to legal proceedings
29/08/2025	21/08/2025	Innov-Agri Outarville: Innovations – Maintaining irrigation systems – Drainage
SEPTEMBER		
05/09/2025	28/08/2025	SPACE: Program, equipment innovations –
12/09/2025	04/09/2025	Tackling lameness in dairy housing systems – Forage quality: harvesting and distribution
19/09/2025	11/09/2025	Survey on carbon credit revenues
26/09/2025	18/09/2025	Overcoming financing challenges with banks
OCTOBER		
03/10/2025	25/09/2025	Calving season and its economic impacts
10/10/2025	02/10/2025	Focus on the motherhood of female farmers
17/10/2025	09/10/2025	Transport and logistics of grain: how to cut costs
24/10/2025	16/10/2025	Why hunters no longer want to pay for wildlife damage
31/10/2025	23/10/2025	The new possibilities of Isobus (Agritechnica Special Edition)
NOVEMBER		
07/11/2025	30/10/2025	Switching from milking parlour to robotic milking
14/11/2025	05/11/2025	Hemp: technical and economic potential
21/11/2025	13/11/2025	Distortions: standards and regulations, Europe's great divide
28/11/2025	20/11/2025	To be defined

Release date	Handing over advertising element	Themes
DECEMBER		
05/12/2025	27/11/2025	Battery-powered workshop equipment test
12/12/2025	04/12/2025	Managing virus pressure on cereal crops + fungicide overview
19/12/2025	11/12/2025	"Agricultural Year" + Special Artificial Intelligence
JANUARY		
02/01/2026	24/12/2025	Using mixed grains (méteil)
09/01/2026	31/12/2025	How cooperatives support young farmer installations
16/01/2026	08/01/2026	Increase in equipment prices: the causes of the surge
23/01/2026	15/01/2026	Do labels and certifications fairly reward farmers?
30/01/2026	22/01/2026	Former farmers, they changed careers.
FEBRUARY		
06/02/2026	29/01/2026	Surveys assessing the impact of animal diseases (Bluetongue and MHE)
13/02/2026	05/02/2026	Buying Used Equipment
20/02/2026	12/02/2026	Making your farm attractive for succession (SIA Special)
27/02/2026	19/02/2026	Decline of insects and the impact on production
MARCH		
06/03/2026	26/02/2026	Raising dairy calves for Les ateliers de JB
13/03/2026	05/03/2026	School rankings + "Study Abroad" feature
20/03/2026	12/03/2026	Focus on maternity among women farmers
27/03/2026	19/03/2026	Focus on tractor market (80 pages)
APRIL		
03/04/2026	26/03/2026	How rural communities are revitalizing their territories
10/04/2026	01/04/2026	Dynamic nitrogen fertilization
17/04/2026	09/03/2026	Déclarations Pac
24/04/2026	16/04/2026	The keys to better organizing your pasture in spring
MAY		
01/05/2026	23/04/2026	At the edge of the meadows
08/05/2026	30/04/2026	The protein challenge for wheat
15/05/2026	07/05/2026	What solutions are available in the event of financial hardship?
22/05/2026	14/05/2026	Preparing cattle for natural breeding
29/05/2026	21/05/2026	Sort the potatoes

The monthly technical and economic magazine exclusively dedicated to farmers and dairy professionals.

MONTHLY


 **18,000 copies**
2.6 Takeovers

 36% of the herd reached

86% resubscription rate
44 minutes of reading time / month



Download ou print rates

 7,500 followers

 5,800 followers



Parution	Remise des éléments	Thématiques
DECEMBER 2025 25/11/2025	13/11/2025	Advertising impact test Impact test – Ireland – Palm oil in feed – Drenching – Producing 16,000 litres – Drying boots – Ferrandaïse
JANUARY 2026 23/12/2026	11/12/2026	<u>Focus : Maize</u> Agronomic practices using minimal amounts of pesticides/insecticides (biocontrol, precision phytosanitary treatment, equipment, etc.) Agrivoltaism, dehorning, calf weaning, silage bucket use, Norman bull index (genetics)
FEBRUARY 2026 03/02/2026	22/01/2026	Nurse farmer with Fevec, Pasture management in Ireland, Cover crops, Utilization of milking robot data, Hedge management equipment OR Lindner tractor
MARCH 2026 03/03/2026	19/02/2026	<u>Focus : Starting your own dairy farm</u> Animal welfare, Herb book, genetics of the Brown breed, rural roads
APRIL 2026 03/03/2026	19/03/2026	Abundant planting, hay weather, grazing
MAY 2026 06/05/2026	23/04/2026	<u>Focus : Mineral supplementation</u> Which minerals, where and when to supplement?
JUNE 2026 02/06/2026	21/05/2026	-
JUILLET AOÛT 2026 -	-	These diseases that await you
SEPTEMBRE 2026 -	-	Equipements adaptées aux femmes

The daily life of cattle breeding, for and by cattle farmers



521,000 visits / month

3 min reading time/ article page
769,000 page views / month



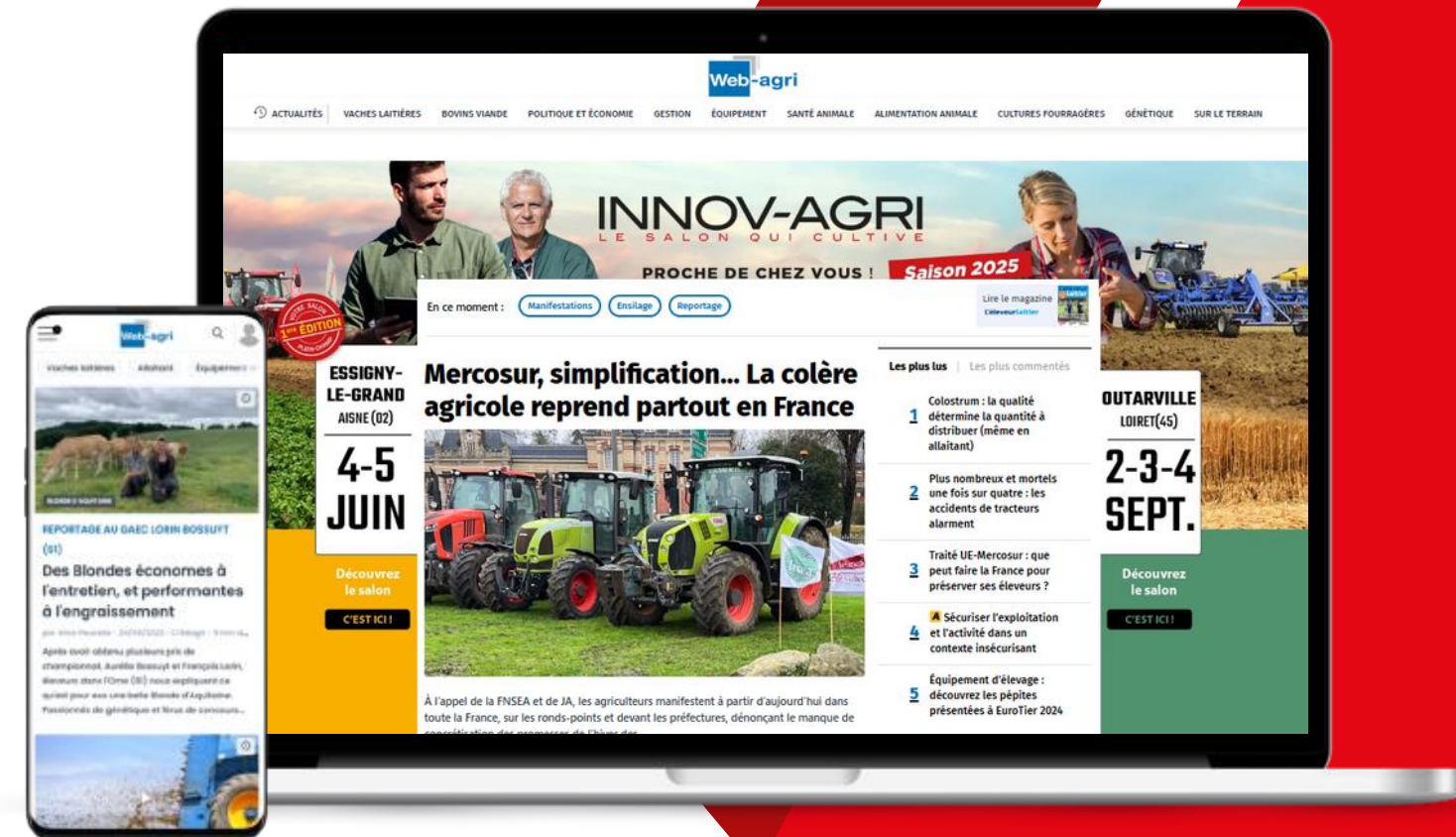
Newsletter "Le mel agricole - élevage"
14,000 successful sendings
50% opening rate



24,000 followers



8,600 followers



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THEMES OF THE 2025 WEBSITE


Month	Themes
JANUARY 2025	Focus : Polled Genetics in Beef Cattle
FEBRUARY 2025	-
MARCH 2025	Focus : The Female Dairy Farmer Technical articles and field reports on turnout to pasture
APRIL 2025	Grass harvesting (silage, wrapping)
MAY 2025	Hay harvest
JUNE 2025	What's new in grass and forage production? Successful hay harvest / planning summer catch crops


Month	Themes
JULY / AUGUST 2025	Technical topics: grain harvest and straw collection Summer fire prevention and risk management (overheating forage)
SEPTEMBER 2025	3 emails during the SPACE event (live updates & contests) Maize silage: expert advice and farmer feedback
OCTOBER 2025	Getting ready to return to the barn (dairy & beef)
NOVEMBER 2025	Used equipment: what are we talking about ? (robots, mixer wagons, telehandlers... buying tips)
DECEMBER 2025	Farm setup and diversification: farmer stories and practical advice


The reference for field crops. Prices and agricultural markets with email alerts and mobile app, daily and weekly market analyses.


BIMONTHLY

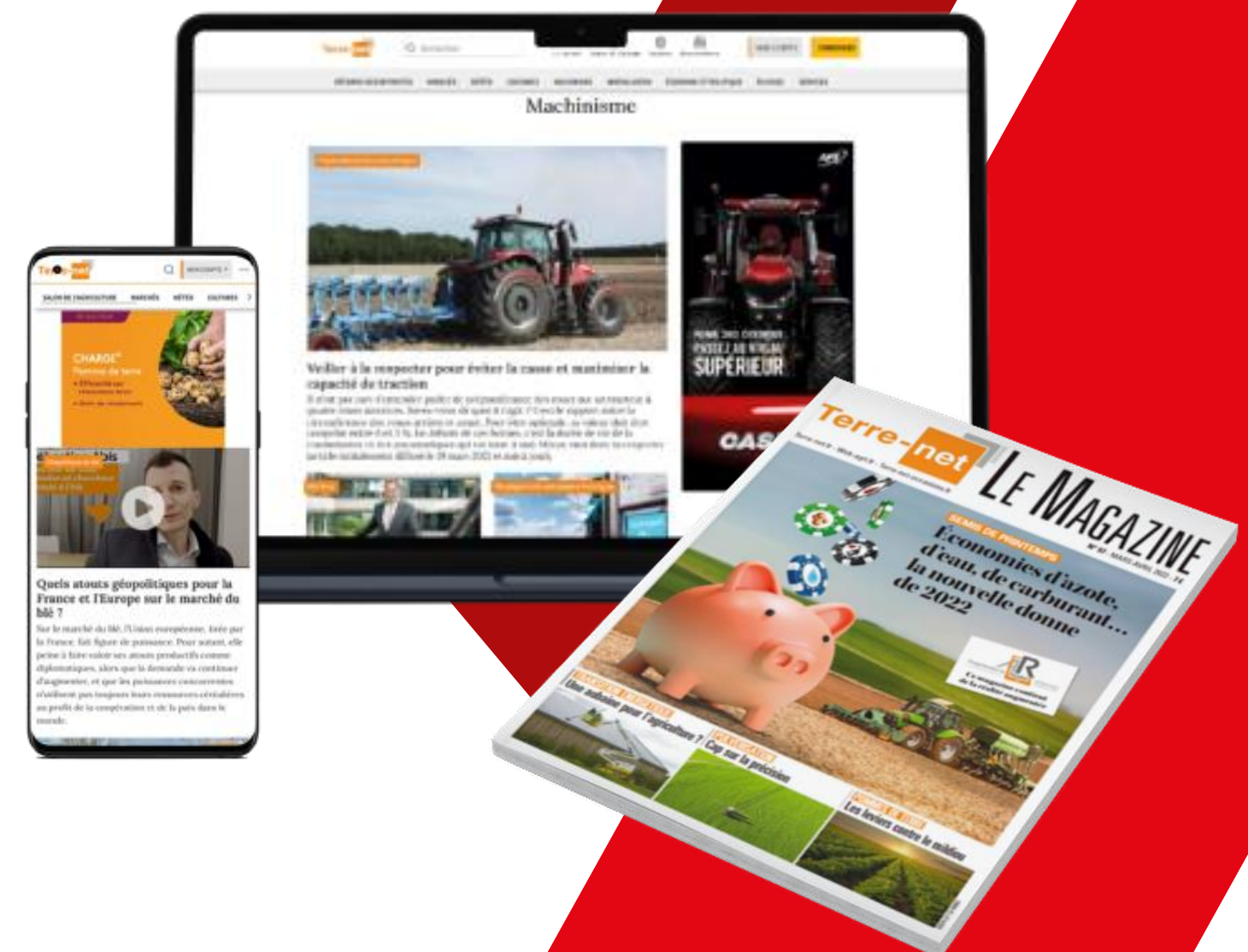
 **50,000 copies**
Saturation of the Field Crops target:
+ 130 ha of UAA
+ €40,000 CAP premium

 **1,363,000 visits / month**
2 min 30 reading time/ article page
2,515,000 page views / month

 36,000 followers

 16,500 followers

 11,300 followers



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Display rates



2025 THEMES OF THE WEBSITE

Month	Themes
JANUARY 2025	Focus durum wheat - Tractor registrations 2024 - Focus Made in France - Chamber of agriculture elections
FEBRUARY 2025	fertilization, modulation - International Pulses Day - Fira 2025 - Chamber of agriculture election results
MARCH 2025	Maize sowing - Tractors - Cereals export day
APRIL 2025	Weeding - Fertilizer application
MAY 2025	Irrigation - Agricultural land - Water management
JUNE 2025	Harvest - Evolution of the agricultural equipment markets - Seed drills - Innov-agri Essigny-le-Grand (02)

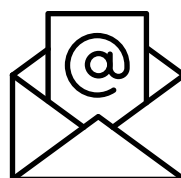
Month	Themes
JULY 2025	Harvest
AUGUST 2025	Harvest
SEPTEMBER 2025	Tech&Bio - Harvester Market - Innov-Agri Outarville - Back to School

Classified ads site for agricultural equipment



270,000 visits / month

4 min reading time/ visit
613,000 page views / month

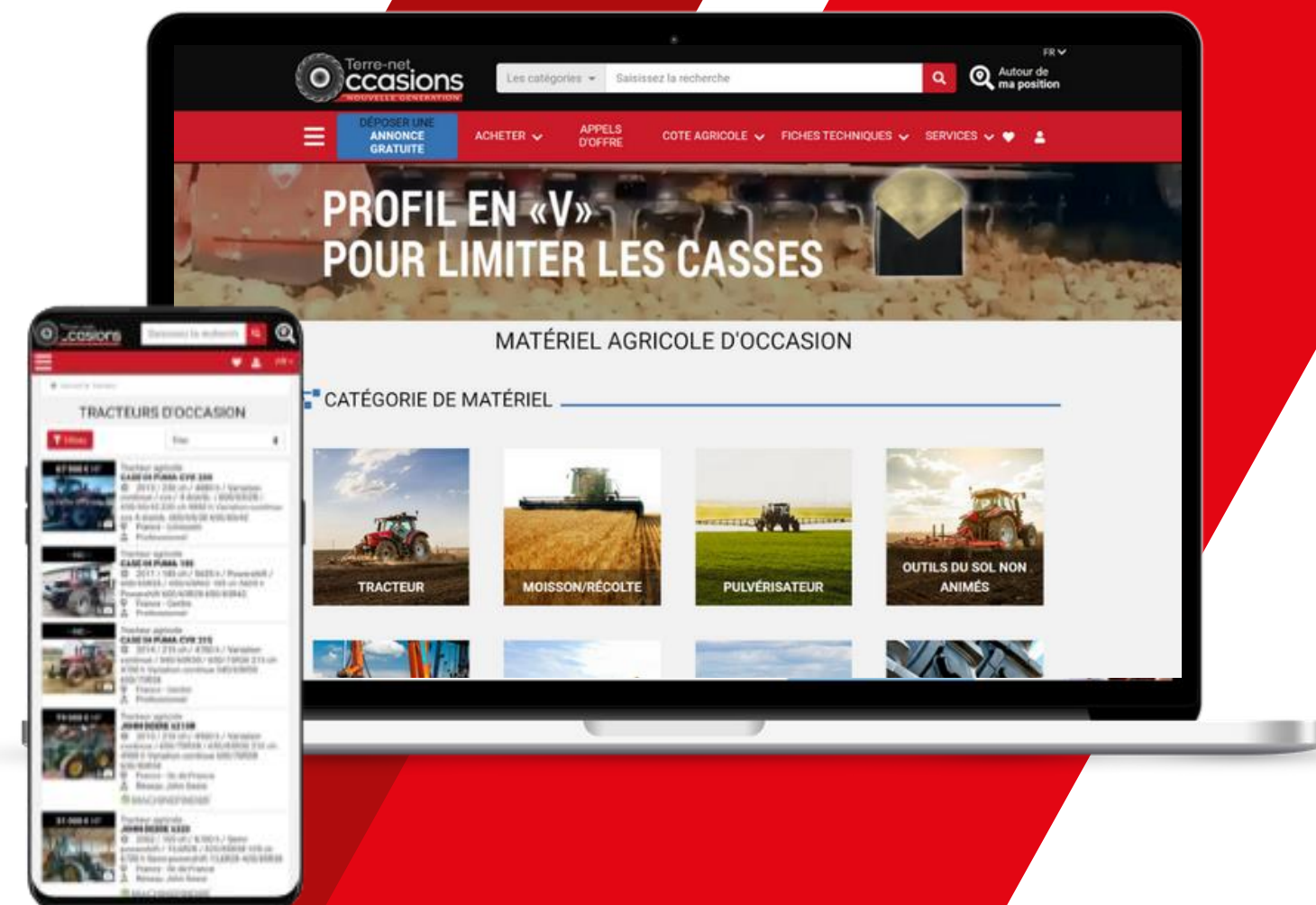


Newsletter:
31,000 successful sendings / week
35% open rate



5,800 followers

Source: Piano March to June 2023 average and publisher data



Download our display rates



Leading and reference magazine in the agricultural machinery sector.

MONTHLY



30,000 copies

3 special editions of Enterprise Equipment / year
Distribution to 18,000 agricultural contractors
38 minutes of reading time / month



90% of machine users
10% of dealers, manufacturers,...



1,45,600 visits / month

285,400 page views / month



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Display rates



35 000 followers



2,700 followers



16,000 subscribers



7,000 followers



TikTok 3,000 followers

Release date	Handing over advertising elements	Focus	Trial	News	Field crops	Livestock farming
JANUARY 18/12/2025	02/12/2025	News on Axema decarbonisation	Massey Ferguson 5M avec chargeur	Back to Agritechnica + Chevance 60 years		Bobcat TL 40.80 telescopic handler test drive
FEBRUARY 26/01/2026	06/01/2026	Tractor registrations 2026	Case IH Vestrum 120 loader + Grégoire Besson Occitan T60	Return to Agritechnica (phase 3)	Thiévin dumpster trial	Claas Scorpion telescopic handler test drive
MARCH 26/02/2026	10/02/2026	Fertiliser distributors	John Deere 6M 110 + Claas Scorpion telescopic	Return to Agritechnica (phase 4)	Amazone Teres plough trial	
APRIL 19/03/2026	03/03/2026	Sprayers (front-mounted and/or trailed tanks) or nozzles (targeted spraying)	Kioti HX 1402 + Thievin dumpster			Comparison of Manitou thermal vs. electric telescopic handlers
MAY 30/04/2026	14/04/2026	Wide mower, silage harvesting using various techniques	Claas Arion 660 + Maschio 6m rotary harrow	Salon de l’herbe	KV iPlough plough trial	Ponge cattle truck
JUNE 29/05/2026	11/05/2026	Comparison of 4-cylinder 180 hp tractors	Horsch Terrano 5.3 GX stubble cultivator			Mower trial
JULY-AUGUST 09/07/2026	23/06/2026	Autonomous tractors	Deutz-Fahr 8.340 series test drive		Plough comparison	

Special issue : Equipement Entreprise

Release date	Handing over advertising elements	Trial
02/04/2026	17/03/2026	John Deere press trial
11/06/2026	26/05/2026	John Deere combi trial

The only economic information magazine in the agricultural machinery sector for dealers and manufacturers of agricultural machinery.

MONTHLY



2,050 copies

2 special editions (4,500 copies sent to all dealers)



30,300 visits / month

Hosted on the Materielagricole.info website
52,600 page views / month



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Display rates



2,500 followers



4,000 followers

CALENDAR 2025–2026

Release date	Handing over advertising elements
JUNE 2025 02/06/2025	15/05/2025
JULY 2025 26/06/2025	12/06/2025
SEPTEMBER 2025 29/08/2025	14/08/2025
OCTOBER 2025 02/10/2025	18/09/2025
NOVEMBER 2025 30/10/2025	16/10/2025
DECEMBER 2025 04/12/2025	20/11/2025

Special issue

Release date	Handing over advertising elements
OCTOBRE 2025 30/10/2025	09/10/2025 Pièces et composantes

Release date	Handing over advertising elements
FEBRUARY 2026 05/02/2026	22/01/2026
MARCH 2026 05/03/2026	19/02/2026
APRIL 2026 02/04/2026	19/03/2026
MAY 2026 30/04/2026	16/04/2026
JUNE 2026 04/06/2026	21/05/2026
JULY 2026 02/07/2026	18/06/2026

Special issue

Release date	Handing over advertising elements
MARS 2026 05/03/2026	10/02/2025 La France des concessions


The magazine for collectors and enthusiasts of old tractors and agricultural equipment.

BIMONTHLY

 **20,000 copies**
6 issues / year

85% satisfaction with the subscription
77% resubscription rate

 92%
49% retirees
51% of workers

 6,600 followers



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Source: Publisher data.
Satisfaction: On a scale of 1 to 10, responses of 8 or higher.

Release date	Handing over advertising elements
JUNE 2025 30/04/2025	15/04/2025
JULY 2025 18/07/2025	01/07/2025
OCTOBER 2025 02/10/2025	16/09/2025
JANUARY 2026 26/12/2025	09/12/2026
APRIL 2026 02/04/2026	17/03/2026
JULY 2026 09/07/2026	23/06/2026

The reference magazine for all professionals in the supply, collection and agricultural processing industry.

BIMONTHLY



6,000 copies

6 issues / year + 1 special edition

84% resubscription rate



66%: Crop salespeople, warehouse managers, warehouse workers

28%: Executives, buyers, sales leaders, other executives

4% Farmers

2% Officials, firms, institutes, others



20,800 visits / month

5 min time spent / visits

35,000 page views / month



9,200 followers



4,200 followers



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Display rates




Release date	Handing over advertising elements	Themes
JANUARY-FEBRURARY 2025 26/12/2024	11/12/2024	<u>Focus</u> : Cooperative and grain merchant rankings + regional overview of the supply-collection sector Vineyard fungicides – Vineyard insecticides – Sunflower seeds – Sugar beet seeds
MARCH-APRIL 2025 12/03/2025	26/02/2025	<u>Focus</u> : Carbon Insecticides for maize, sugar beet, potatoes – Potato fungicides – Potato herbicides and desiccants – Potato seed – Sugar beet herbicides – Malting barley seed
MAY-JUNE 2025 09/05/2025	23/04/2025	Rapeseed seeds – Rapeseed herbicides – Wheat/barley seed treatments – Sugar beet fungicides – Forage crop seeds – Cover crops
JULY-AUGUST 2025 01/07/2025	18/06/2025	Winter cereal seeds – Cereal/rapeseed insecticides – Molluscicides
SEPTEMBER-OCTOBER 2025 02/09/2025	28/08/2025	<u>Focus</u> : Biosolutions. Cereal herbicides – Animal nutrition
NOVEMBER-DECEMBER 2025 28/10/2025	15/10/2025	Cereal fungicides – Maize seed – Maize herbicide – Vineyard insecticides – Rapeseed fungicides

Release date	Handing over advertising elements	Themes
JANUARY-FEBRUARY 2026 26/12/2025	12/12/2025	Vineyard fungicides – Vineyard insecticides – Sunflower seeds – Sugar beet seeds – Adjuvants
MARCH-APRIL 2026 03/03/2026	18/02/2026	Insecticides for maize, sugar beet, potatoes – Potato fungicides – Potato herbicides and desiccants – Potato seed – Sugar beet herbicides – Malting barley seed
MAY-JUNE 2026 28/04/2026	15/04/2026	Rapeseed seeds – Rapeseed herbicides – Wheat/barley seed treatments – Sugar beet fungicides – Forage crop seeds – Cover crops
JULY-AUGUST 2026 30/06/2026	17/06/2026	Winter cereal seeds – Cereal/rapeseed insecticides – Molluscicides
SEPTEMBER -OCTOBER 2026 .		Cereal herbicides – Animal nutrition
NOVEMBER-DECEMBER 2026		Cereal fungicides – Maize seed – Maize herbicide – Vineyard insecticides – Rapeseed fungicides

Special Issue

Release date	Handing over advertising elements	Special Issue	Themes
NOVEMBRE 2025 25/11/2025	27/11/2025	Spécial Appro	Phytos – Biocontrôle – Semences – Engrais – Biostimulants – Alimentation animale – Firmes services

The number 1 magazine on the potato sector.

 **5,980 copies**
6 issues / year
70% resubscription rate

Audience: More than 60% of producers of table potatoes and seedlings

 85% of readers are farmers

85 years of support for the sector



BIMONTHLY

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Release date	Handing over advertising elements	Themes
JULY – AUGUST 2025		
29/07/2025	08/07/2025	<i>To be defined</i>
SEPTEMBER – OCTOBER 2025		
07/10/2025	16/09/2025	Potato Europe report, Planting area update
NOVEMBER – DECEMBER 2025		
26//11/2025	05/11/2025	Extra distribution at the technical day of the Nord-Pas-de-Calais Committee Pas de Calais, at the FN3PT Congress and at the CNIPT General Assembly
JANUARY – FEBRUARY 2026		
03/02/2026	13/01/2026	<i>Focus Parsada – Potato Day’s report – Decarbonization – n° distributed in Pro Pom’ and UNPT congress</i>
MARCH – APRIL 2026		
31/03/2026	10/03/2026	<i>Report on Arvalis Innovation – Pro Pom’ Report – Biosolutions</i>
MAY – JUNE 2026		
03/06/2026	12/05/2026	<i>Focus Organic farming</i>





GREEN SECTOR

Leading magazine for information on the creation and maintenance of green spaces

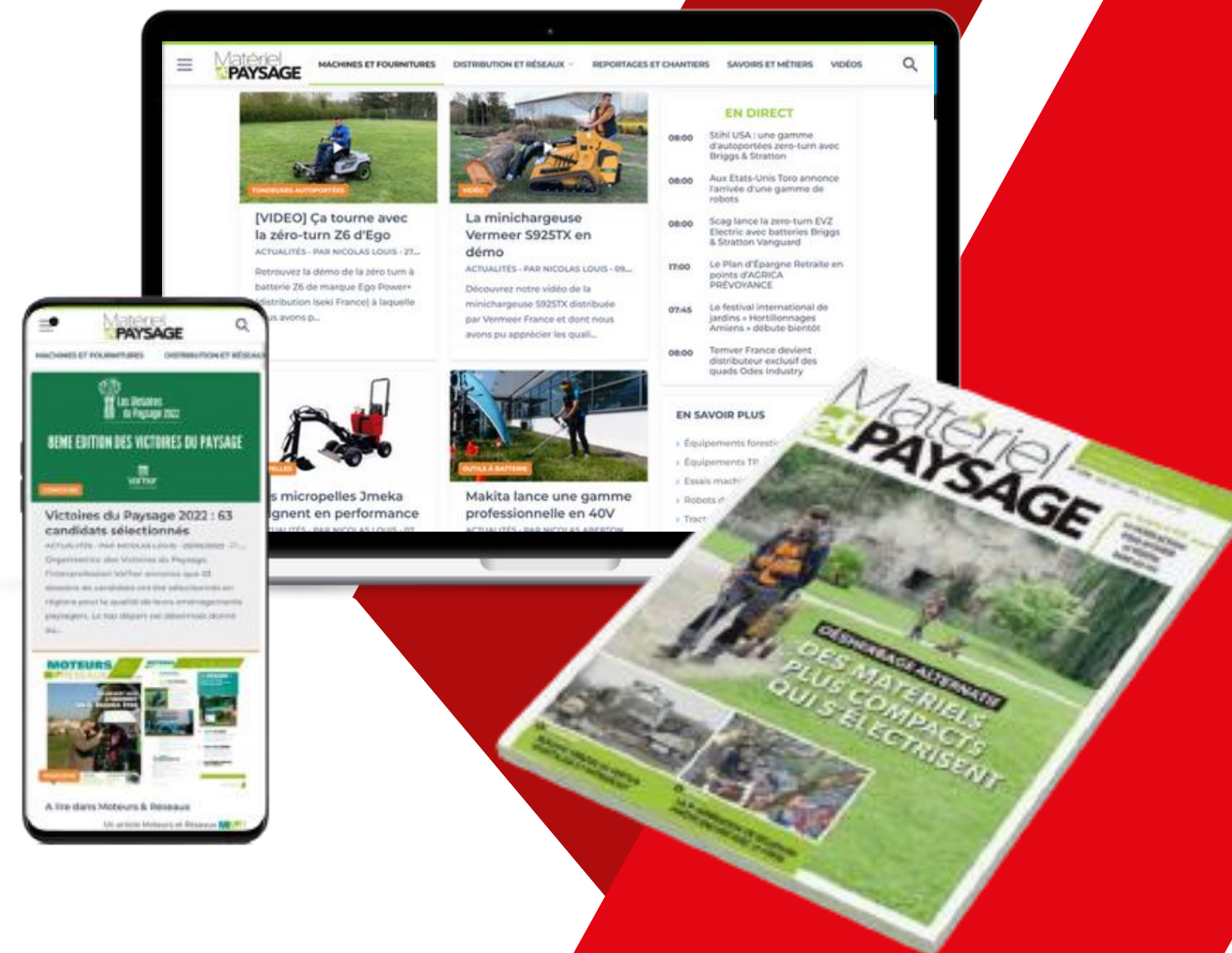
MONTHLY

 **4,500 copies**
9 issues / year

 **14,100 visits / month**
1 min 22 of time spent / visit
31,700 page views / month

 **2 newsletters :**
"Matériel & Paysage" : 17,600 successful sendings (bi-monthly)
"Filière verte" : 24,200 successful sendings / month

 3,300 subscribers  5,000 subscribers



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Display rates



Release date	Handing over advertising element	Themes
JUNE - JULY 2025		
18/06/2025	05/06/2025	Personal services cooperatives
AUGUST - SEPTEMBER 2025		
03/09/2025	21/08/2025	Animal traction in the landscaping sector Trade show coverage: Forexpo and Demopark
OCTOBER 2025		
01/10/2025	18/09/2025	Exclusive trials by Matériel & Paysage Trends in the remote-controlled machinery market
NOVEMBER 2025		
05/11/2025	23/10/2025	Previews of product launches at Paysalia
DECEMBER 2025		
24/12/2025	11/12/2025	Event coverage: Paysalia and the 48h du Gazon Sport Pro
JANUARY 2026		
28/01/2026	15/01/2026	
MARCH 2026		
04/03/2026	19/02/2026	
APRIL 2026		
09/04/2026	26/03/2026	
MAY 2026		
15/05/2026	30/04/2026	
APRIL 2026		
17/06/2026	04/06/2026	

The only monthly magazine for professionals in the horticultural and landscape sector.



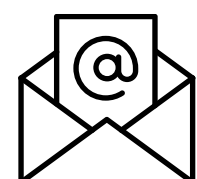
3,500 copies

10 issues / year
70% resubscription rate



7,800 visits / month

4 min reading time / pages
13,600 page views / month



2 newsletters :

"Lien Horticole" : 7,600 successful sendings / week

"Filière verte" : 24,200 successful sendings / month

47%	Horticulturists/Nurseries
30%	Green sector / Local authorities / Landscapers
12%	Distribution / Garden centres
11%	Schools / Training



3,500 subscribers



6,000 subscribers



3,300 subscribers

[Download our print rates](#)

[Display rates](#)



MONTHLY

Release date	Handing over advertising elements	Themes
JANUARY 2026		
24/12/2025	11/12/2025	Agrivoltaics
MARCH 2026		
25/02/2026	12/02/2026	Recognise, monitor, choose: websites that help you understand plants better
APRIL 2026		
25/03/2026	12/03/2026	Disinfection
MAY 2026		
29/04/2026	16/04/2026	Phyto assessment
JUNE 2026		
28/05/2026	13/05/2026	Employment and training
JULY 2026		
01/07/2026	18/06/2026	Woody trees

Release date	Handing over advertising elements	Themes
SEPTEMBER 2026		
		Salon du Végétal / Salon Vert
OCTOBER 2026		
		Landscape
NOVEMBER 2026		
		Distribution
DECEMBER 2026		
		Annuals in the field (behaviour of bedding plants and perennials: towns, stations, arboretums, etc.)

Delivery times of 5 to 6 days
* The release date can be changed by few days.
The themes can be changed according to current events.

The only magazine dedicated to the distribution of equipment for the creation and maintenance of green spaces

MONTHLY



3,500 copies

8 issues / year

71% resubscription rate

One special issue per year: "Who does what?"



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Release date	Handing over advertising element	Themes
JANUARY – FEBRUARY 2025		
19/02/2025	05/02/2025	Are wired lawn-mowing robots being replaced by new technologies?
MARCH 2025		
26/03/2025	13/03/2025	Battery technologies and their charging systems
APRIL 2025		
30/04/2025	17/04/2025	JDC Garden Trends show coverage
MAY 2025		
28/05/2025	15/05/2025	« Qui Fait Quoi? » – the annual special edition of Moteurs & Réseaux featuring market data, editorial insights, brand/supplier index and supplier directory
JUNE – JULY 2025		
02/07/2025	19/06/2025	Thermal engines (petrol) as original equipment today
AUGUST – SEPTEMBER 2025		
17/09/2025	02/09/2025	Exclusive trials by Moteurs & Réseaux Inside the workshop: repairability and the BonusRépar label among power equipment dealers
OCTOBER 2025		
15/10/2025	30/09/2025	Store renovations and new openings: ideas & inspiration + supplier roadshows
NOVEMBER – DECEMBER 2025		
19/11/2025	03/11/2025	Trade shows and conventions of buying groups and retail chains

Release date	Handing over advertising element	Themes
JANUARY – FEBRUARY 2026		
18/02/2026	03/02/2026	
MARCH 2026		
25/03/2026	10/03/2026	
APRIL – MAY 2026		
22/04/2026	07/04/2026	
JUNE 2026		
03/06/2026	18/05/2026	
JULY 2026		
01/07/2026	16/06/2026	

Delivery times of 5 to 6 days
The release date can be changed by few days.

[Back to summary](#)



VINE AND WINE SECTOR

The reference for all viticultures. Every month, you will find the keys to succeed at each stage of your profession, from the cultivation of the vine to the marketing of the wine.



15,400 copies
2.4 takeovers
2 special editions/year



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Release date	Handing over advertising element	Themes
JUNE 2025 03/06/2025	21/05/2025	Green works
JULY 2025 30/06/2025	18/06/2025	Special pages on yeasts
AUGUST/SEPTEMBER 2025 28/07/2025	16/07/2025	Focus : Wild boars – a growing nuisance!
OCTOBER 2025 22/09/2025	10/09/2025	Focus : Self-guidance systems for tractors are becoming more widespread in viticulture – Special pages on nursery
NOVEMBER 2025 27/10/2025	15/10/2025	Focus : Their initiatives to overcome challenges – The benefits of adjuvants for weed control, Extra distribution at SITEVI
DECEMBER 2025 24/11/2025	12/11/2025	Vine pruning – Filtration
JANUARY 2026 22/12/2025	10/12/2025	How to sell more ? SITEVI: notable innovations as seen by the editorial team – Cordless pruning shears
MARCH 2026 23/02/2026	09/02/2026	Fighting frostWine Paris: new packaging innovations

Release date	Handing over advertising element	Themes
APRIL 2026 23/03/2026	11/03/2026	Mildew or powdery mildew – How to encourage flowering ? – Soil preparation
MAY 2026 27/04/2026	15/04/2026	Spraying, sprayer – Vineyard protection
JUNE 2026 01/06/2026	20/05/2026	Green practices – What's new for winemakers?
JUILLET 2026		Special pages on yeasts – vine prices

Special Issue

Release date	Handing over advertising element	Special Issue
MARS 2026 02/02/2026	21/01/2026	Vineyard protection

The reference for all viticultures.



652,800 visits / month

2 min10 of time spent/ visit

1,121,000 page views / month

Target: Wine producers, buyers, suppliers and service providers, wine tourism and consumers, consultants



9 Newsletters for the sector:
6 weekly and 3 monthly



14,000 subscribers



57,000 subscribers



18,700 subscribers



Download our display rates



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BAKERY / PASTRY

Leading media for bakers, pastry artisan, chefs, chocolate makers, confectioners and ice cream makers.

 **40,000 copies**
9 issues / year
3 focus on snacking / year


Number 1 in all establishments
9 out of 10 bakers and pastry chefs read La Toque

 **38 600 visits / month**
6 min47 reading time/ page
55,200 page views / month




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[Display rates](#)

 3 760 followers

 3 700 followers

 1 360 subscribers

 2 450 followers

 1 430 followers

Release date	Handing over advertising elements
JUNE-JULY 2025 03/06/2025	21/05/2025
SEPTEMBER 2025 02/09/2025	21/08/2025
OCTOBER 2025 30/09/2025	18/09/2025
NOVEMBER 2025 28/10/2025	19/10/2025
DECEMBER 2025 25/11/2025	13/11/2025
JANUARY-FEBRUARY 2026 23/12/2025	11/12/2025

Release date	Handing over advertising elements
MARCH 2026 24/02/2026	12/02/2026
APRIL 2026 31/03/2026	19/03/2026
MAY 2026 28/04/2026	16/04/2026
JUNE-JULY 2026 02/06/2026	21/05/2026
SEPTEMBER 2026 01/09/2026	20/08/2026

	JANUARY-FEBRUARY	MARCH	APRIL	MAY	JUNE-JULY	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Wheat	n°364/365 Bread and genes / CSR commitment in the wheat sector	n°366 Bread and Freedom/Current Research on the Quality of Bread Wheat	n°367 What does the price of wheat include? / Wheat in agroforestry	n°368 Independent milling laboratories / Will solar power overshadow wheat?	n°369/370 <i>To be defined</i>	n°371 <i>To be defined</i>	n°372 Review of the soft wheat harvests	n°373 Organic wheat harvest/CRC review	n°374 Focus on new wheat fertilisers
Let's talk technical	Dry sourdoughs/ Drawing inspiration from the German school	Snacking production equipment	Special whipping creams	Challenges and creativity around chalking	Managing the health risk	Planning for ancient wheats	Gingerbread	The creative potential of sourdoughs	A world tour of sourdough bread- making
Sell better	Promote additional sales	<i>To be defined</i>	Ensuring deliveries by bike	Musical atmosphere	Improve your transformation on resale sites	Developing professional customers	Find a brand name	Revisiting Christmas	Boosting team spirit
		essay		essay		essay		essay	Ingredients focus
Focus	AI in Bakery / Professional Competitions	Quick box ovens	Bouncing back from a hard blow	The shapers	French almond recovery	Dividers - Forming machines	Biscuit factory	The trainers	Pastry creams
Thematic				Ice cream		Christmas	Christmas	Christmas	Galettes des rois
Snacking		Perfecting your sustainability in snacking			Régionalisation des saveurs			Top Chef candidates are getting into street food: what lessons can be learned for bakery snacking?	
Other	Large format MDF		Large format Snacking	Large Format Apprentice			Large format coffee		



Our performing Solutions



Brand Content **La** Factory

NGPA Solutions' tailor-made **OPS and Brand Content unit**. It is dedicated to innovation and the creation of impactful tailor-made communication campaigns.



Media Creator

- White paper
- Websites
- Applications



Producer of innovative content

- Articles, podcasts
- Video reports
- TV sets
- Motion Design



Audience Amplifier

- Mediatization
- SEO/SEA Campaign
- Social Ads



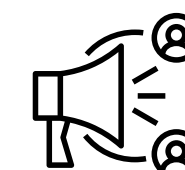
Lead Generator

- White paper
- Webinars
- Interactive quiz



Community Facilitator

- Dedicated platforms: Whatsapp
- Social networks: Facebook, Instagram, LinkedIn, Youtube



Vector of influence

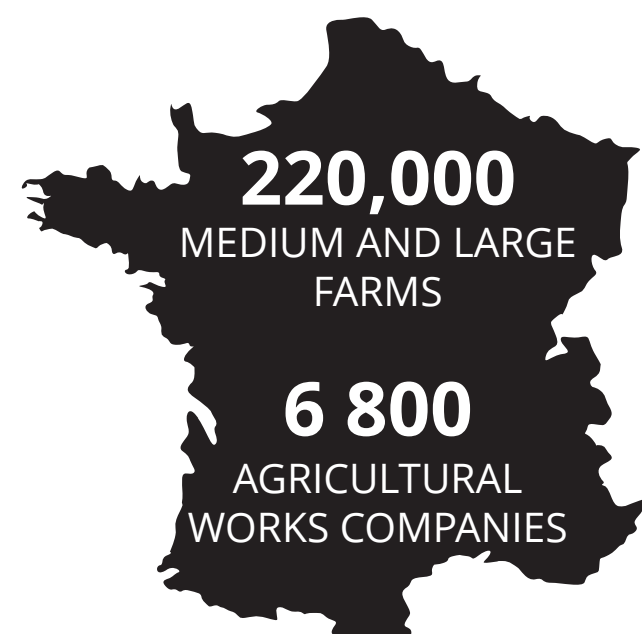
- Press Relations
- Influencer campaign
- Ambassador strategies

Combined with the NGPA group, which is positioned at the heart of agricultural news, La Factory goes beyond standards to offer you **creative and personalized solutions** that make an impression.

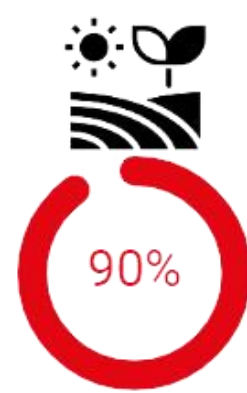
Marketing direct / Data Télém marketing



The Hyltel database is:



Medium and large
French farms



Agricultural land in
France



French cattle herd

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Marketing direct
SMS - Enrich text message - email -
postal mail



Data
Updating Database - Sale Database



Telemarketing
Database qualification - project
detection - appointment making



Design and organization of trade fairs

Consulting & event management

INNOV-AGRI
LE SALON QUI CULTIVE

A meeting place where farmers, breeders, entrepreneurs... come to train, learn and discover new techniques and new processes in situations

Ondes Edition Even years

- 10th edition
- 80 hectares
- 34,000 visitors
- 210 exhibitors
- 2 days

September 9-10, 2026

Essigny-le-Grand edition Odd-numbered years

NEW

- 40 hectares
- 15,000 visitors expected
- 120 exhibitors
- 2 days

June 4-5, 2025

Outarville edition Odd-numbered years

- 26th edition
- 100 hectares
- 74,000 visitors
- 240 exhibitors
- 3 days

September 2-3-4, 2025

Béziers

- 16th edition
- 8,350 visitors
- 140 exhibitors
- 3 days

November 2026

EDIONYSUD

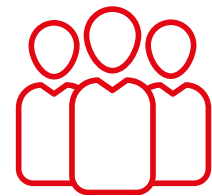
The trade fair for wine professionals in the Great South of France, in the heart of the Occitanie region.



Employment / Training

The leading sites **for wine-growing** and **agricultural employment**.

- Broadcast job offers (permanent, fixed-term and seasonal), work-study and internship
- Access a CV library of professionals in the agricultural and wine sector
- Print and display offer to communicate all year round on job offers, internships and work-study programs but also to highlight your employer brand.



275 000

Registered candidates



20 000

Registered companies



8 000

Connections/month



1st employment and training site dedicated to vine and wine professionals

Website dedicated to professionals in the agricultural sector

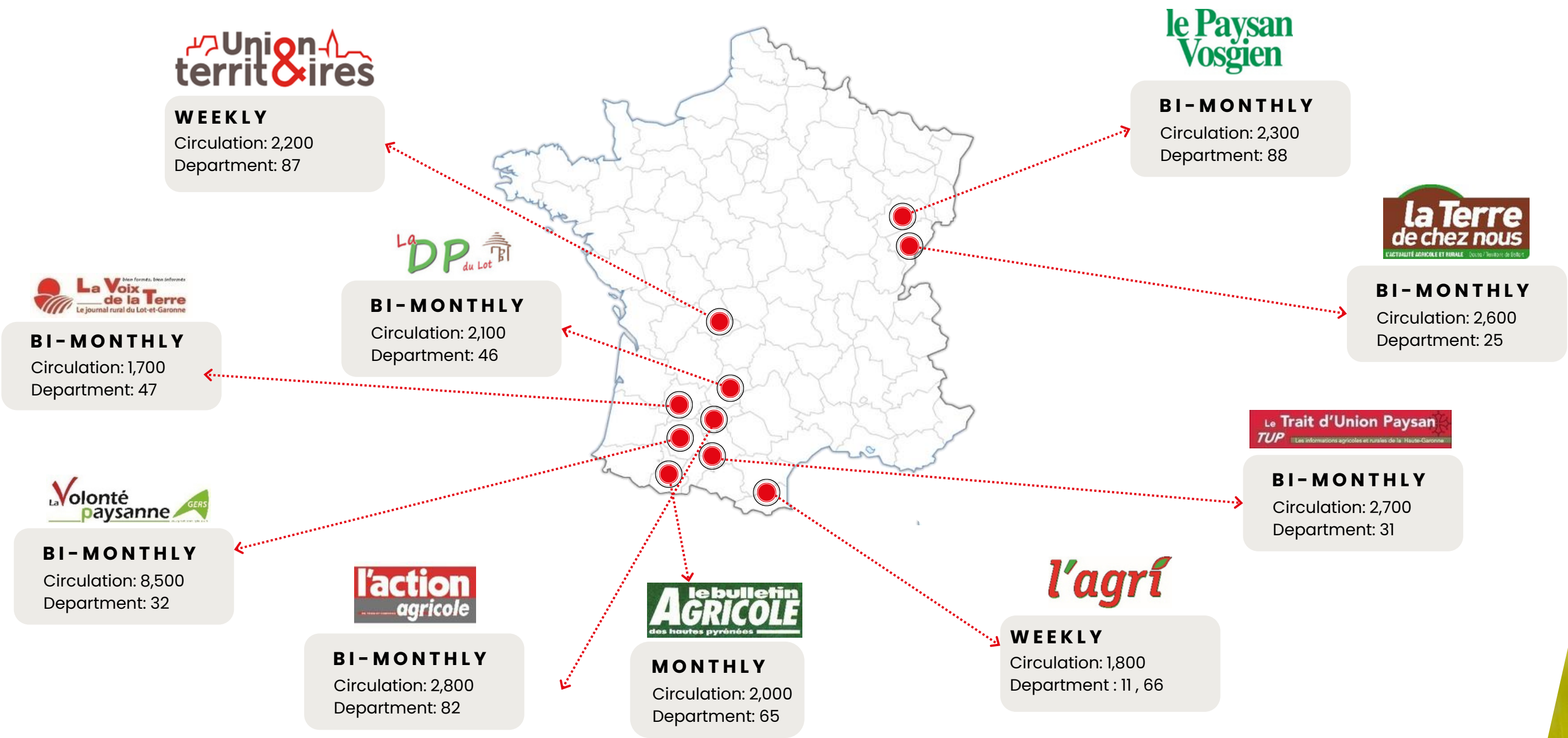




TOP AGRI TOP VIGNE

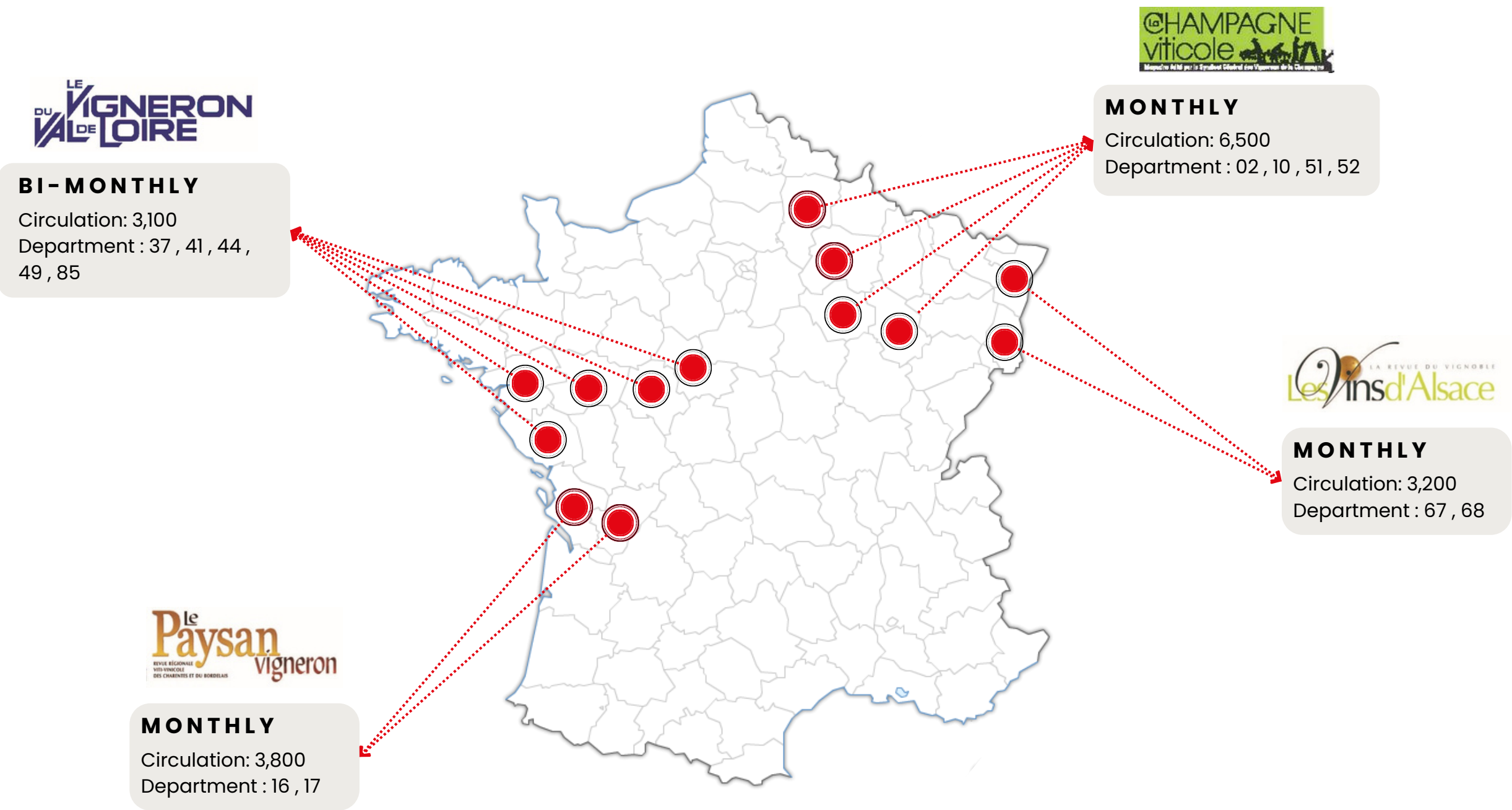
A range of departmental agricultural press

located in the South-West and East of France



A regional professional press offer

specific vine that covers the great vineyards of France





AGRICULTURAL GERMAN PRESS



Leading press group in Germany,

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Landwirtschaftsverlag Münster is dedicated solely to the **agricultural sector**, and its mission is to obtain, process and offer information through its media and services.

MONTHLY

**top
agrar**



Crops / Breeding



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