

*[www.Jardinerie-Animalerie-Fleuriste.fr](http://www.Jardinerie-Animalerie-Fleuriste.fr)*




*Standby, Information and Online Community  
For Professionals !*

News - Trade - Opportunities – Jobs



# Editorial Concept :

The [www.Jardinerie-Animalerie-Fleuriste.fr](http://www.Jardinerie-Animalerie-Fleuriste.fr) site is an online news site created in 2011, which concentrates several sources of information:

-  A journalistic information,
-  A standby the curation of articles published on the web,
-  Discussions with community professionals mainly industry.

## Objectives:

This new media aims to spread a rather economical and timely information continuously from the profession. Responsive, flexible, facilitating trade, shares on social networks and put in relation, its main purpose is to highlight the talents that make up the sector.

## Accessibility:



This site is for rapidly growing to a professional readership. However, it remains accessible to all, for free, to be enriched by the arrival of new talents and broader horizons. The writing and curation of products are made in complete independence. The vacancies are also issued free of charge.

## Economy:

The site's business model is based on an internal advertising to fit this specific market - the remuneration is based primarily on the sale of locations - Rates are very attractive and streamlined.



# Audiences :



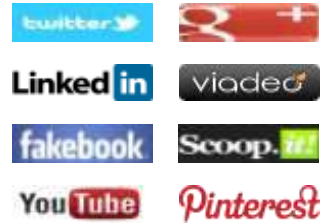
20,000  
Visits / month

40,000  
Views pages /  
month

20,000 Followers  
weekly newsletter



Strong presence on  
social networks



Targeted  
professionals

From the future  
entrepreneur to  
the consultant ...

...and the job seeker  
to the CEO







## Price :

A promotional pack includes:

- 2 "banner" insertions on all pages of the site (center - top & bottom)
- 1 Insert "banner" extra on page Home & News
- 1 Inserting a "pad-logo" on pages with right column
- 1 Insert "banner" on the newsletter "Weekly News"
- 1 Insert "banner" on the newsletter "Daily News"

## PREMIUM Pack



• Monthly – 700 € ex VAT

• Quaterly– 1.400 € ex VAT

*1 month free*

• Half-yearly– 2.100 € ex VAT (1)

*3 months free*

• Yearly- 3.500 € ex VAT (1)

*7 months free*

**OFFER  
FIRST CONTRACT \***

**Half-Yearly: 1.400 € ex VAT**  
*( 4 months free)*

**Yearly: 2.100 € ex VAT**  
*( 9 months free)*

(\*) Offer limited to the first advertising contract signed by the same company.

(1) With possibility to change the image once a month





**Price :**

**TARGET  
Pack**

**Use alone or with the "Premium" pack  
A strong impact in a short time**


**A promotional pack includes:**


-  1 banner insertion adjacent a post (or article)
-  The post (or article) is open through direct click or via remote access (newsletter - social networks etc ...)


**500 € ex VAT / month**



# Other prices :


 **ON QUOTATION:** Site fitting - Special Operation - Special Newsletter - Special Insert in size or in an article - video advertising etc ...


 **TECHNICAL AND CREATION COSTS** - if necessary - Technical costs and design costs are charged extra (on request – minimum 150 € ex VAT).


 **REPORT ON SITE:** The realization of a section is free and independently in accordance with journalistic ethics - however, participation in travel costs may be proposed in order to facilitate the achievement of the mission.



# Terms and Conditions:

 The provision of the announcement "ready to insert" is the responsibility of the advertiser - 72 hours before publication.

 The content and display advertising are subject to the prior approval of the site editor.

 The entire contract should be set before the first publication



# Graphic Chart



Square pad: size 250 x 250 px

Banner: Size 728 x 90 px



**Weight 50 kb max**

One question: [Contact us](#)

## Technical requirements

- Technical expenses are borne by the advertiser- Inserts can be animated (gif - 10 seconds max) or fixed (jpeg) - The size adapts screens.
- All insertions include a hyperlink to the advertiser's site.
- Inserts may be published in "Carousel" mode -. The order may vary - The locations can also vary the setting page of the site.
- The newsletters' day and shipping time may vary depending on the content and timing. (The animated gif does not work with all messaging software)
- Definitions: Main page = page / post = page section










# Contact :

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**Luc NAROLLES - Talents highlighter ! –**

-  Journalist - Online Community Moderator
-  Consulting & Training in Retail
-  Former leader of a Florist shop and a Garden-Pet center.
-  Since 1989 in the heart of the industry !
-  Business Officer Philippe COLLIGNON – Journalist- Producer

The *www.Jardinerie-Animalerie-Fleuriste.fr* site is a publication of

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**Editions Media-Talents - Talents highlighter! ©**

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