



Leading biweekly publication for

announcements of materials

### **MARKET POSITION:**

*La Centrale du Matériel* is the first essential intermediate print publication of announcements of materials between the professionals of building, the public works, the handling and the transport.

La Centrale du Matériel maintains its position as market leader by being present at all major trade shows worldwide, publishing special issues targeting all main global markets, providing a balanced circulation of end-users, dealers, distributors and manufacturers.

Composition of the readership: Construction companies: 58%, Traders: 17%, Suppliers of the Building and the Public works: 14%, Services Providers: 11%.

		<b>La Centrale du Matériel</b>
<b>Total Circulation</b>	OJD 2011	19,881
<b>Domestic Paid Circ.</b>	OJD 2011	1.217
<b>Readership</b>	(Publisher stat.)	69,000

### **EDITORIAL PROFILE:**

*La Centrale du Matériel* is issued 23 times a year.

*La Centrale du Matériel* now counts more than 140 columns for a research for the immediate and effective announcements. The title is passionate about providing advertisers and subscribers with the perfect medium for generating business in the sale or purchase of new and used construction equipment, vehicles, spares and services.

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details

### **COPY DEADLINE:**

Please contact us for details

If you would like to receive copies, a media pack or coverage rankings, please contact  
GCA International Media Sales 020 7730 6033  
Email: [gca@gca-international.co.uk](mailto:gca@gca-international.co.uk)