



The only fortnightly magazine for professionals of the building and the decoration materials distribution  
Cover Price: € 25.00



### **MARKET POSITION:**

**Négoce** is the only magazine on construction and public works in France aimed at the professionals in distribution (retailers, wholesalers, specialised distributors, etc.). Its readership is mostly composed of purchase decision-makers in all sectors; 79% of which spend more than 7,500 euros on one single purchase. 75% of the readers retain the issues, showing that **Négoce's** readership is attentive and liable to reread issues on a regular basis. (Group Moniteur Profiling Ipsos survey 2004).

		<b>Négoce</b>
<b>Total circulation</b>	2017 (Publisher statement)	<b>13,000</b>
<b>Readership</b>	2017 (Publisher statement)	<b>60,000</b>

### **EDITORIAL PROFILE:**

**Négoce** is aimed at both specialised and generalists distributors of construction products and materials. It covers all the essential news for this sector with 3 major sections: Buying, selling and managing. It deals with the main construction distribution trade aspects such economy and market evolution. It presents evolution of the market region by region, technical overview of new materials and product inquiries. This helps the professionals in the trade to better buy and sell their products.

### **ADVERTISING RATES 2018:**

<b>Format</b>	<b>4 colour</b>	<b>Type area (WxH)</b>
Page	8,500 €	196 x 268 mm
Page ½ against text	6,800 €	196 x 128 mm
Page 1/3	4 000 €	190 x 75 mm
Page ¼	3,300€	93 x 128 mm

### **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)