Ever since it was first created in 1975, the review 'l'Eau, l'Industrie, les Nuisances' ['Water, Industry, Pollutants'] has been the leading trade and technical review in the domain of water and the environment.

## **PROVISIONAL CONTENTS**

Readership survey - Distribution

**6400 copies:** Average distribution per issue **6109 copies:** Total paid distribution

Online: ~75 000 visitors/month (3min.17sec.)

5.2 readers per distributed issue

468 January	Rainwater: changes in management techniques	Analysis: tests and sampling Treating leachates Aeration and mixing: techniques and processes ATEX-related safety: what are the issues? Drinking water: enhancing safety of access to works Detecting and georeferencing buried networks
469 February	Cleaning up soil and groundwater  Trade fairs: Intersol, Cycl'Eau Occitanie, Global Industrie, Forum-Labo	Water analysis: in situ measures Agribusiness effluents: handling, and adding value Pumps: reducing maintenance What applications are there for reverse osmosis? Cost elements Industrial networks: combatting scale deposits Autonomous water treatment without spread: what solutions are available?
470 March	Industrial process water:less costly production  Trade fair: Analyse Industrielle	Flow measurement: simplifying start up and maintenance Ultra-lightweight honeycomb structures: selection guide Sanitation networks: which materials should be chosen? Energy: frequency variation: when, why, how? Membrane and separative techniques for filtration Pumps: lifting out waste water
471 April	Remote management and supervision of works :what does artificial intelligence bring to the table?  Trade fair: Cycl'Eau Haut de France	Laboratory water analysis Anaerobic treatments Industrial water: handling rarities better Filtrating media Searching for leaks in drinking water network :the cost element Mobile units coming to the aid of resource degradation
472 May	Water treatment :managing PFAS-related risks  Trade fair: ExpoBiogaz	Water analysis: turbidity Peristaltic pumps: qualities that are often little known Chlorine and chlorine dioxide: applications and checks H2S:prevention is better than cure Methanisation of waste water treatment plant sludge Swimming pool water :treatment and quality checks of water and air
473 June / July	Networks :management and restoration	Level measurement: what solutions for what applications? Process water production for the hydrogen market Autonomous purification plants :dealing with intermittence Surface, aerial and submarine drones: what are the relevant applications? Vacuum evaporation Designing and maintaining a surge protection device
474 August / September	Drinking water production: adapting treatment processes and sectors to deal with emerging pollutants  Trade fairs: Mesures Solutions Expo, Cycl'Eau Centre Val de Loire	Industrial analysers Sludge: drying solutions Dealing with the vulnerability of connected water networks Compressors and boosters: limiting operational costs Geotextiles and geomembranes: increasingly technically sophisticated outcomes Inspection and cartography of purification networks
475 October	Industrial water :keeping on top of operating costs  Trade fairs: Pollutec Paris, Smart City  SPECIAL ISSUE: Guide des Nouveautés Techniques 2024	Water analysis: pH, redox Dosage systems and pumps Water storage :storage at the best price Water networks: predictive maintenance boosted by artificial intelligence Flowmetering: selection guide Branch piping and its environment
476 November	Pumps :ensuring service continuity	Analysis: measuring Biochemical Oxygen Demand Reuse of treated waste water: how regulation gets to evolve Drinking water reservoirs: management and restitution Softening and decarbonation of water that causes scaling Designing a fire protection device Modelling, forecasting and managing rises in water level
477 December	Sludge and its treatment  Trade fair: Carrefour de l'Eau  SPECIAL ISSUE: 200 Sociétés 2024	Measurement: conductivity Treating waste water :better management of load variations Drinking water pipes Covering basins: why, how, and at what cost? Automation systems and digital ecosystems for water treatment Measuring the methanogenic potential of industrial effluent

The topics listed above are indicative only. Aside from the 'casefile of the month', the editorial team will generally publish all articles relating to activities that become topical in the domain of water and pollution.

2.7% Burgundy-Franche-Comté 3.1% Hauts de France

4.8% Normandy 5.3% Provence/Alps and Corsica

3.6% Brittany 4.2% Pays de la Loire 6.3% Nouvelle Aquitaine 6.3% Grand Est

7.9% Centre-Val de Loire 11.1% Auvergne-Rhône-Alpes 26.7% Ile de France

Profile of readership



Prices in Euros exclusive of taxes. Applicable from 01.01.2024 to 31.12.2024

#### **PAPER**

Covers		Classic	Trade fair
Front cover	185*215mm + static HOMEPAGE banner	€4 200	€6 000
Inside front cover	210*297mm + static ISSUE banner	€3 200	€3 500
Inside back cover	210*297mm + static ARTICLE banner	€3 000	€3 200
Back cover	210*297mm + static NEWS banner	€3 800	€4200
Inside		Classic	Trade fair
Full page	210*297mm + MOVING or FILE banner	€2 550	€2 800
½ page	180*125mm (width)/ 85*260mm (height) + MOVING banner	€1740	€1900
¼ page	85*125mm	€1240	€1500
Specific location	+15%		

## CONTENT

SPECIAL ISSUE - Guide to Technical Innovations - October 2024		
1 <sup>st</sup> Technical note	Presentation of your product online and on paper.	€950
2 <sup>nd</sup> Technical note	The paper version is interactive enabling online access to a content-enriched online version (videos, pdf).	€450
3 <sup>rd</sup> Technical note	Distribution within the newsfeed between 01 January 2024 and 30 September 2024	Free
Subsequent T. notes		€450
SPECIAL ISSUE – 200 Companies – December 2024		
Location	1/4 page piece including 2 keywords, your logo and your social media networks	€350
Infomercial		Publication
Infomercial	Writing of 2 pages of interviews – Published on web and in paper review	
	Further publication: Social media networks and newsletter	On request

### **DIGITAL**

Online advertising			
	FranceEnvironnement	Weekly newsletter ~125 000 subscribers	
Newsletter banner	EIN Review	Weekly newsletter ~130 000 subscribers	€690
1080*140px, .jpg	EIN Review	Issue publication (monthly) ~180 000 subscribers	
Sponsored content	Your content (title, description, image and link) in one of our newsletters		€500
	Your email to 5 000 addresses of your choice (formatting, testing, sending, statistics)		€600
Dedicated emailing	Your email to 10 000 addresses of your choice (formatting, testing, sending, statistics)		€800
Online testing			
Guide de l'Eau	PACK 100 including the following online: Premium file (logo, pamphlet, video), 15 sections, top of list, social media		€2 800
FranceEnvironnement	Unlimited product information, production (customer casefiles, worksites etc), Questions/Answers, publications		
TranceLivilolinement			VOLUME DISCOUNT

# **ASK US ABOUT OUR PACKS**



#### **CHECK OUT OUR ONLINE ECOSYSTEM:**

Content of a technical nature in the review <u>l'Eau, l'Industrie, les Nuisances</u> is connected to businesses and business activities listed in the Guide de l'Eau, and is linked to the products base of FranceEnvironnement.

And vice-versa...

When you work through the digital ecosystem, you're working across a brand's entire information chain together with its customers, the aim being to roll out the most coherent media campaign possible.

#### **CONTACT US**

Aftab Zafar - 07 63 55 14 04 - aftab@johanet.net | Karine Heller - 06 52 97 44 90 - kheller@editions-johanet.com Wicem Mokni -07 57 91 69 97 - wicem@johanet.net | Florent Ros - 07 57 9174 49 - florent@johanet.net Luc Azambre - 07 57 91 71 89 - luc@johanet.net