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.

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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.

**READERSHIP SURVEY - DISTRIBUTION**

- 6400 copies: Average distribution per issue
- 53% readers per distributed issue
- 340,000 readers: skilled readers

Online - 75,000 visitors/month (3min./7sec.)

**PROFILE OF READERSHIP**

- Industrial: 53%
- Training and research organisations: 2%
- Local authorities: 48%
- Geographical spread of readers:
  - 3.7% Burgundy-Franche-Comté
  - 3.1% Hauts de France
  - 3.6% Brittany
  - 4.2% Pays de la Loire
  - 4.8% Normandy
  - 5.3% Provence-Alpes and Corsica
  - 5.9% Occitania
  - 6.3% Nîmes-Aguadaine
  - 6.3% Grand Est
  - 7.9% Centre-Val de Loire
  - 12.3% Auvergne-Rhône-Alpes
  - 26.7% Ile de France
  - 12.3% Rest of the world

**MAKE YOUR VOICE HEARD AT THE REVIEW**

Editorial team: 01 44 84 78 81 – redaction@editions-johanet.com – www.revue-en.com
Prices in Euros exclusive of taxes. Applicable from 01.01.2024 to 31.12.2024

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**SPECIAL ISSUE – Guide to Technical Innovations – October 2024**

- 1st Technical note: Presentation of your product online and on paper.
  - 1 year: €950
- 2nd Technical note: The paper version is interactive enabling online access to a content-enriched online version (videos, pdf...).
  - 1 year: €450
- 3rd 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
  - 1 year: €350

**Infomercial**

- 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**

- Newsletter banner 1080*140px.jpg
  - FranceEnvironnement Weekly newsletter - 125 000 subscribers
  - EIN Review Weekly newsletter - 130 000 subscribers
  - EIN Review Issue publication (monthly) - 180 000 subscribers
  - Sponsored content: Your content (title, description, image and link) in one of our newsletters
  - €500
- Dedicated emailing
  - Your email to 5 000 addresses of your choice (formatting, testing, sending, statistics)
  - €600
- Online testing
  - FranceEnvironnement Unlimited product information, production (customer casefiles, worksites etc), Questions/Answers, publications...
  - €2 800

### CHECK OUT OUR ONLINE ECOSYSTEM:

Content of a technical nature in the review L’Eau, l’Industrie, les Nuisances 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.

**ASK US ABOUT OUR PACKS**