



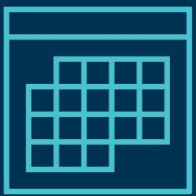
La mesure au quotidien, du capteur au cloud

2025 Media Kit

ViPress-measure.net, a unique media in France

- ViPress-measure.net is the only French 100% digital daily news media dedicated to the field of industrial measurement, from sensor to cloud, whatever the application sector.
- Like Vipress.net, our other 100% digital media, dedicated to electronics and its applications, ViPress-measure.net publishes both news articles on the technological and economic aspects of industrial measurement and articles of analysis, understanding and comparison.
- The technological news is structured around 5 main sections: "Process" (industrial processes), "Machine" (manufacturing industry), "Laboratory" (academic research, R&D, quality control), "Test/Metrology" (tests, NDT, metrology...) and "Electrical/Electronic Measurement" (electrical and electronic measurements).
- The economic news is structured around 4 main headings: "Supplier" (acquisitions, partnerships, strategy, financial results...), "Tomorrow's talent" (start-ups, research projects...), "Markets" (market studies) and "Meetings" (trade fairs, technical days and other events).
- In addition to news, the analysis articles include exclusive interviews with experts, articles on applications and major trends, technical solutions, reports on the main events in the sector (trade fairs, conferences...), product buyer guides...

ViPress-measure.net's 5 commitments



Inform on a daily basis



Keep the essential



Take the time to analyse



Provide information anywhere, anytime



Democratise information among young people, students

ViPress-measure.net's 5 commitments

- **INFORM ON A DAILY BASIS** – Our website updated each day allows you to browse the news at a glance. And on Monday, our weekly newsletter is a summary of the main highlights of the week. Making life easier for our readers is also our goal.
- **KEEP THE ESSENTIAL** – The editorial team selects for you the essential and relevant information of the industrial measurement sector, both at the level of technological innovations (process, machine, laboratory, test/metrology, electrical/electronic measurement), and at the economic level (supplier, tomorrow's talent, market studies, meeting). No frills: just the essentials, nothing but the essentials!
- **TAKE THE TIME TO ANALYSE** – ViPress-measure.net doesn't just offer its readers news articles. As a paper magazine would do, ViPress-measure.net also takes the time to analyse, with the publication of exclusive interviews with experts, articles on applications and major trends, technical solutions, reports on the main events in the sector (trade fairs, conferences...), product buyer guides...
- **PROVIDE INFORMATION ANYWHERE AND ANYTIME** – We have taken the side of a unique support, 100% digital, in order to best meet the requirements of our readers who seek above all to have access to information where they want and when they want, on their smartphone, tablet or laptop. We have particularly taken care of the rendering of our website and our newsletter on smartphone with a readable layout and pleasant to browse, even in the case of long articles..
- **DEMOCRATISE INFORMATION AMONG YOUNG PEOPLE, STUDENTS** – Information must be accessible to all, including young people and students. Whether it's news articles or analysis articles, all of ViPress-measure.net's content is completely free.

What about our readership?

ViPress-measure.net is aimed at any user of sensors, measuring devices, test equipments and all those interested in measurement, whatever the application sector:

- Site operators and maintenance staff
- Laboratory managers and technicians
- Managers and technicians of electronic, mechanical and software engineering companies
 - Manufacturers and integrators of machines, skids...
 - Electronic product designers
 - Test managers and technicians
 - Metrologists, quality assurance managers
 - Researchers, teachers, students...
- Service providers (calibration, inspection, control, consulting)
 - Electricians and installers, diagnosticians
- Others: sales representatives, production managers...

Optimise your communication with innovative and efficient tools



To accompany the launch of ViPress-measure.net, we offer you a rich and innovative commercial package to expand the spectrum of communication possibilities for your company, while keeping your budget under control. For our special launch offers, please contact us.

Monthly banner ads

Your banner is displayed both on our website and in our newsletter **EXCLUSIVELY** on the chosen location. For better readability on mobile devices, its size is automatically adjusted to that of the newsletter.

Type / Dimensions	Price excluding taxes in Euros
Super-Megabanner / 970×250pixels	400*
Megabanner / 940×170 pixels	350*
Super-Leaderboard / 728×180 pixels	300*
Leaderboard 1 / 728×90 pixels	200*
Leaderboard 2 / 728×90 pixels	150*

Type / Dimensions	Tarif
Boombox column top / 300×250 pixels	200*
Boombox mid-column / 300×250 pixels	150*
Catfish / 960x50 pixels	300*
Other formats	Contact us

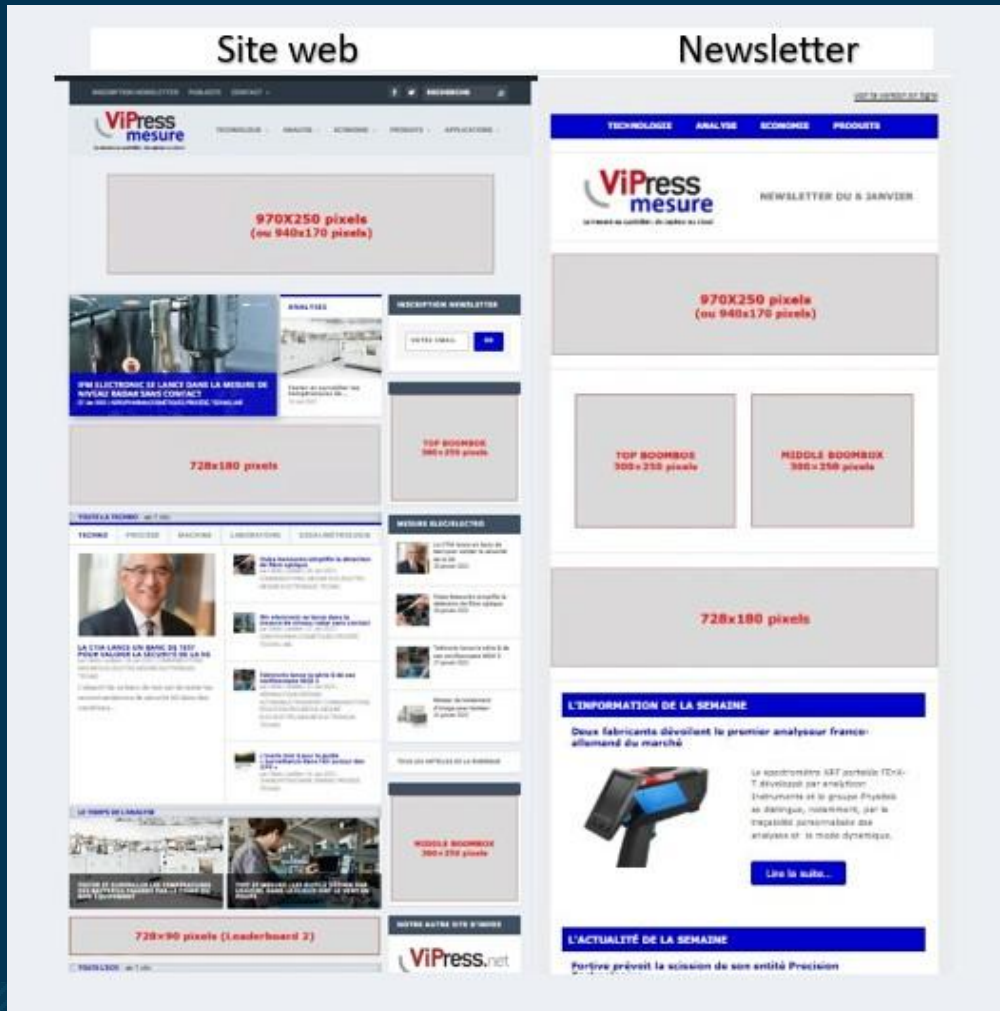
* Decreasing rates: 2 months: 2%, 3 months: 5%, 6 months: 10%, 1 year: 15%

We advise you to use your own tracking links (statistics possible for the website ; our statistics are given only for information purposes for the newsletter).

Monthly banner ads

Website

Newsletter



The locations of our monthly advertising banners are also visible by clicking on the images or on the following links:

[Website](#)

[Newsletter](#)

Other communication tools

Type	Description	Price excluding taxes in Euros
Sponsored article	The title, abstract and illustration of your advertorial article are published every week in our newsletter for one month. Your article is also announced on the ViPress-measure.net homepage (title + illustration) for one week and then remains accessible in the "Contenus sponsorisés" Maximum length 5000 characters 3 illustrations	500
E-mailing	Through us, you send a direct advertising message to our file of qualified readers who have agreed to receive commercial messages.	500
Sponsored newsletter	We create a newsletter with the graphic charter of our newsletter and the logo of ViPress-measure.net and include up to 5 short articles presenting products of your company. Sending on our file of commercial emailings	800
Leads generation	ViPress-measure.net publishes on its website a summary in French of your white paper with a clickable link to a download form created by us. The publication of the white paper is also announced in our daily newsletter.	50 € per lead
Your video on ViPress-measure.net	The video that you provide to us is displayed for one week on our website. Maximum duration: 5 minutes	350

**ViPress-measure.net,
the measurement,
from sensor to cloud**

Contacts

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