



MEDIA KIT 2018

The Official Monitor of **International Trade**

NEW IN 2018

THE MOCI'S NEW FORMULA



"VINCENT LALU, CEO OF MOCI"

It is a question of significantly **increasing** our **digital content** to give each of the 140,000 monthly visitors of our website new reasons to make the MOCI the **preferred provider of professional information related to international trade**.

This will be done on one hand by a very strong increase in the number of information broadcast **exclusively on the web** and on the other hand by an **imminent overhaul of the country files** in the direction of a better connection to current events.

The next step is to reserve for the "hard copy" edition: an in-depth study, the analysis and the special files as part of **12 monthly publications** open to expertise and partnerships.

MEDIAKIT 2018 PRESENTATION

LE MOCI
Moniteur du Commerce International depuis 1883

PRESENTATION OF MOCI

- Key figures
- Digital
- Events
- Formats, prices and agendas
- Contacts



IN SHORT PRESENTATION

LE MOCI

Moniteur de Commerce International depuis 1883

INTEGRATING INTERNATIONAL TRADE CORRIDORS

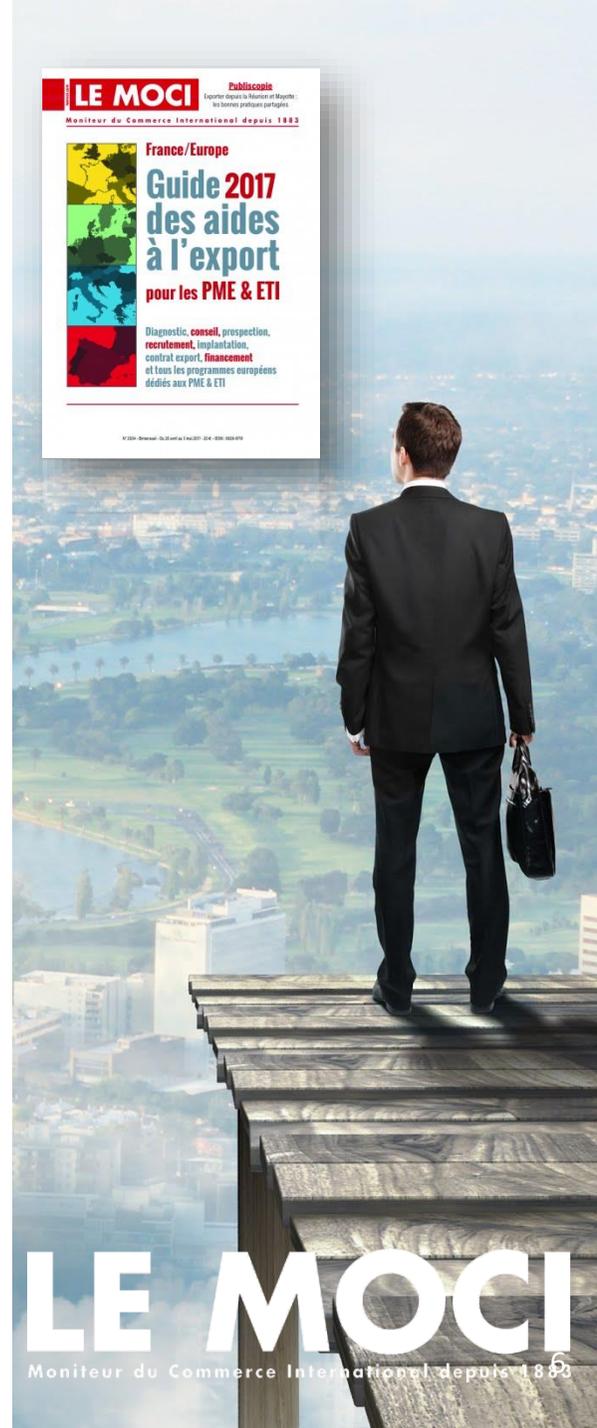
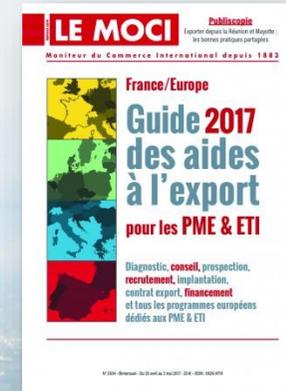
Entirely dedicated to the international development of companies, the MOCI is a meta-media broadcasting information that is informed, serious and precise. The journalists' teams collaborate with **SMEs and mid-sized companies** but also with the largest industrial groups to provide quality technical information.

The Moniteur du Commerce International (MOCI) is the reference Media for foreign trade in France.

A true working tool for international business professionals, MOCI is a partner of national institutions, regional development agencies and exporters' associations.

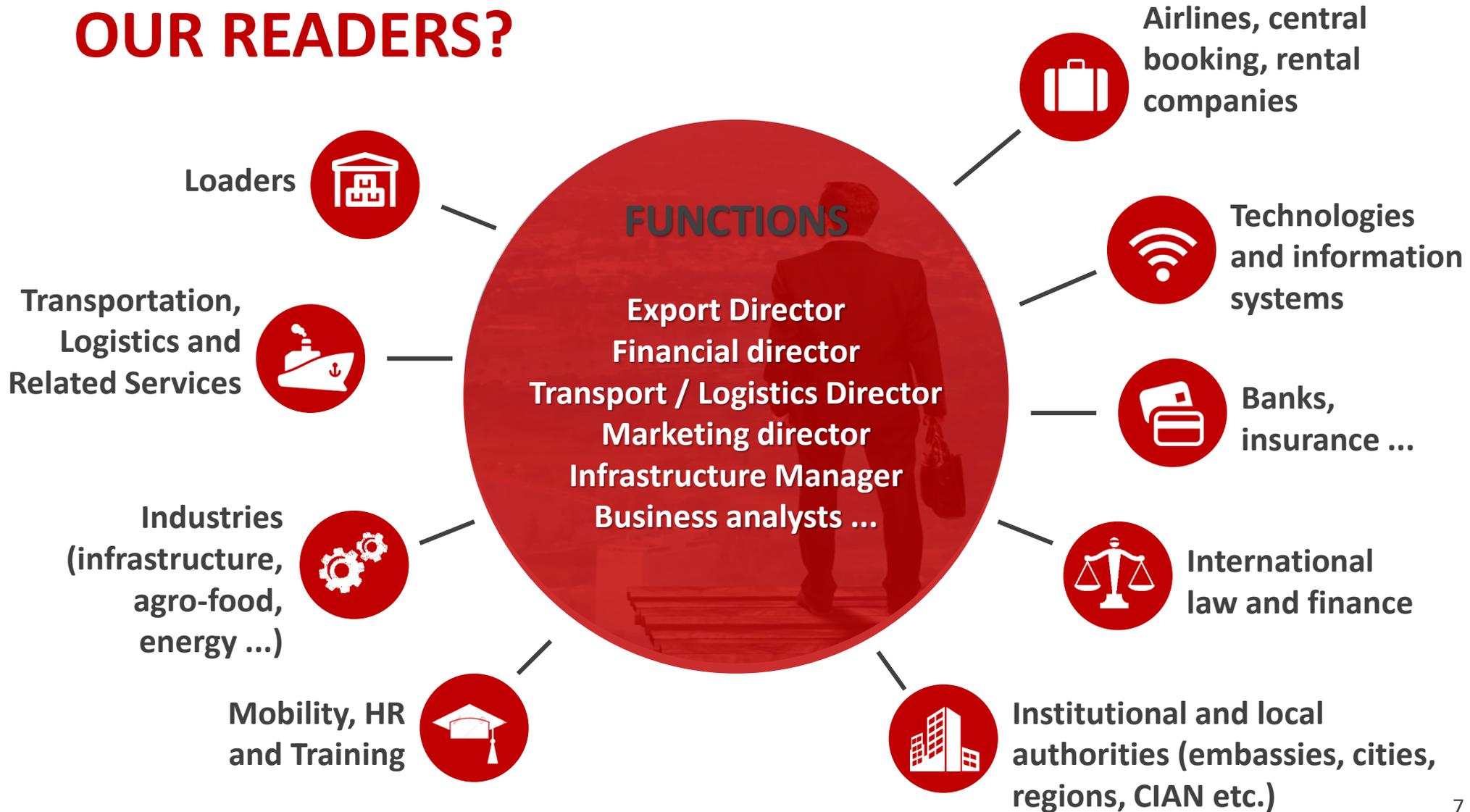
It participates in the promotion of **the French offer abroad** by supporting exporters.

Partner of the largest international institutions, MOCI's mission is to support the protagonists in their economic development abroad.



LE MOCI
Moniteur du Commerce International depuis 1883

WHO ARE OUR READERS?





THE KEY FIGURES

LE MOCI

Moniteur de Commerce International depuis 1883

LES KEY FIGURES



Web

140,000 VU / month
2.5 M of page views



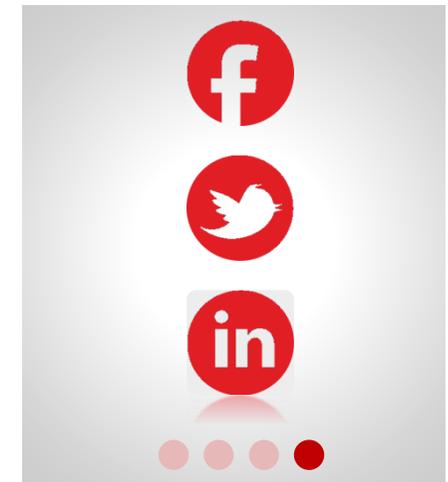
Print

12 monthly issues
123,000 readers
16,000 subscribers



Newsletters

3 weekly newsletters
35,000 contacts



Social Media

10 000 followers on
Twitter, LinkedIn and
Facebook



DIGITAL SERVICES



LE MOCI

Moniteur du Commerce International depuis 1883

DIGITAL

Unique and quality information attracts more and more visitors to [lemoci.com](https://www.lemoci.com)

More and more visitors are discovering the quality of the information that is offered to them:

- ✓ Current events
- ✓ Countries & markets
- ✓ Companies & sectors
- ✓ Country sheets
- ✓ Regulatory News
- ✓ Reading publications online

The confidential letter

Every Thursday, the "Confidential Letter", sent to all our subscribers, offers exclusive and unique information on international trade.

To know everything about:

- ✓ Market trends,
- ✓ Sectoral news,
- ✓ European sanctions,
- ✓ Country risks,
- ✓ Export support by banks
- ✓ The supply chain risk,
- ✓ E-commerce

The Best off of MOCI

Every Friday, most of the news on export and many focus on international good practices

The novelties

Monthly newsletter announcing new releases and important events



EVENTS AND CONFERENCES

LE MOCI

Moniteur du Commerce International depuis 1889

EVENTS & CONFERENCES

3 key events



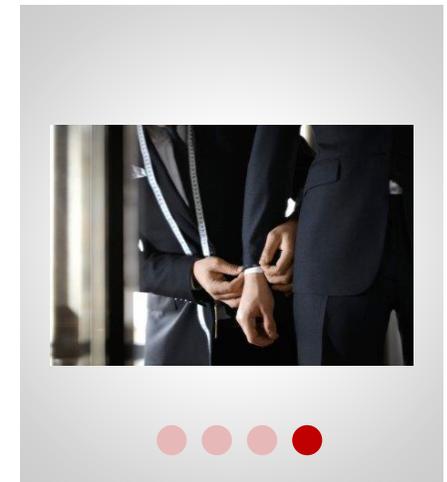
**Africa CIAN
MOCI Forum**
6th edition –
February 18
800 participants



**MOCI Forum of
International Risks
& Opportunities**
9th edition – June 18
400 participants



**MOCI Awards for
SMEs and ETI
International
Leaders**
10th edition –
November 2018
500 participants



Custom Events
Event expertise and
promotional strength of
a referent media. We
are with you all the way.



AGENDAS, FORMATS AND PARTNERSHIPS

LE MOCI

Moniteur du Commerce International depuis 1883

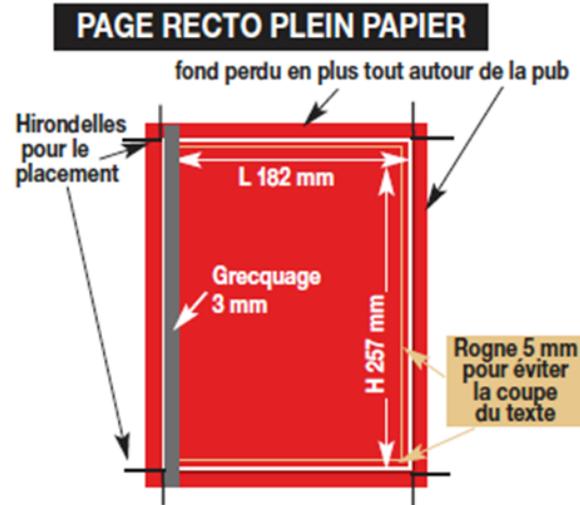
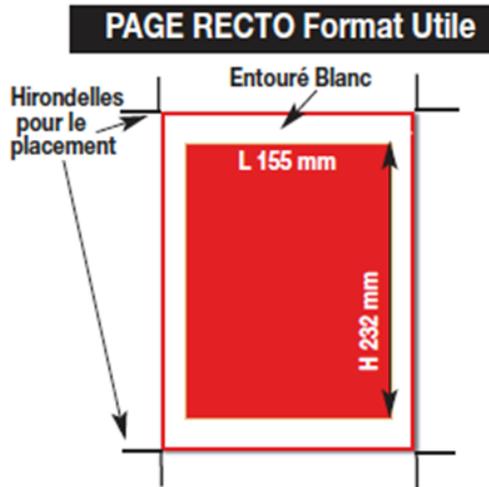
CALENDAR OF PUBLICATIONS 2018

N°	Publication – Wrapping up	Subject	MOCI Events & partners
2050	19/01/2018 - 10/01/2018	Annual review of the partner countries of France	Salon Maison & Objets
2051	22/02/2018 - 13/02/2018	French Cities International 2018	7 ^e Forum Afrique CIAN MOCI / Salons des Entrepreneurs
2052	22/03/2018 - 13/03/2018	International Transport and Logistics Special	MIPIM / SITL / FRANCHISE / Solutions RH
2053	19/04/2018 - 10/04/2018	Guide to international accompaniment	Semaine de l'International des CCI Auvergne – Rhône-Alpes / Croissance Peace 2018
2054	24/05/2018 - 15/05/2018	Guide to initial and permanent training in international trade	Forum Expat / Vivatech
2055	07/06/2018 - 29/05/2018	Country Risk Atlas / Customer Risks: All Tools and Practices in 110 Countries	9 th MOCI International Opportunities & Opportunities Forum / Le Bourget / World Nuclear Exhibition
2056	21/06/2018 - 12/06/2018	International Mobility Guide	Open de l'International
2057	19/07/2018 - 10/07/2018	The target countries of the export (special partnership and country focus). The best of French touch export	Les universités d'été du MEDEF
2058	20/09/2018 - 11/09/2018	Regions and overseas collectivities	IFTM / Paris Retail Week
2059	25/10/2018 - 16/10/2018	Export destinations and business trip	STUDYRAMA / EQUIP'AUTO / SIAL / LE FORUM FRANCHISE / BPI Inno Génération / L'ETUDIANT / MOBILITY FOR BUSINESS / RDV CARNOT / EURONAVAL
2060	22/11/2018 - 13/11/2018	Export in ten steps	Le salon des Maires / MIF EXPO / POLLUTEC
2061	29/11/2018 - 20/11/2018	List of SMEs and ETI International Leaders	10 th MOCI Awards for SMEs International Leaders
Hors-série	décembre	Rapport Afrique (Cian-Moci) – TAP cahier CIAN de 12 p	L'ETUDIANT / SIMI

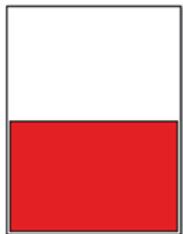
FORMATS AND PRINT PRICES

LE MOCI

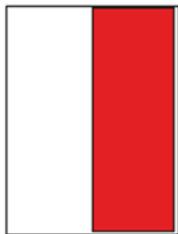
Moniteur du Commerce International depuis 1883



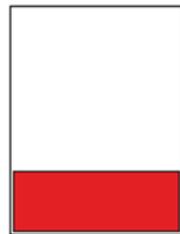
Le magazine est broché en dos carré collé.
Par conséquent une zone de grecquage de 3 mm est nécessaire sur les pages simples.



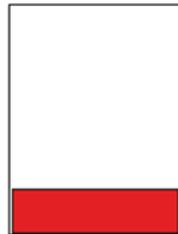
1/2 Page
Largeur
PP 182 L x 115 H
FU 155 L x 100 H



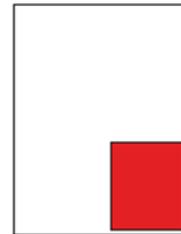
1/2 Page
Hauteur
PP 91 L x 257 H
FU 74 L x 231 H



1/3 Page
PP 182 L x 92 H
FU 155 L x 77 H



1/4 Page
Largeur
PP 182 L x 71 H
FU 155 L x 57 H



1/4 Page
Hauteur
FU 74 L x 111 H

Covers

C2	7 800 € excl. tax
C3	7 200 € excl. tax
C4	8 100 € excl. tax

Full page

Full corporate quadri page.....	5 500 € excl. tax
Full page quadri editorial publication	
4500 signes + photo	6 000 € excl. tax
Full corporate page	
+ 1 full page editorial publication.....	8 000 € excl. tax
2 full pages editorial publications	
9000 signes + photo.....	8 500 € excl. tax

Small formats

1/2 page width or height	2 500 € excl. tax
1/3 page.....	1 500 € excl. tax
1/4 page width or height	1 000 € excl. tax
Pro Directory Reference	450 € excl. tax

FORMATS AND PRINT PRICES

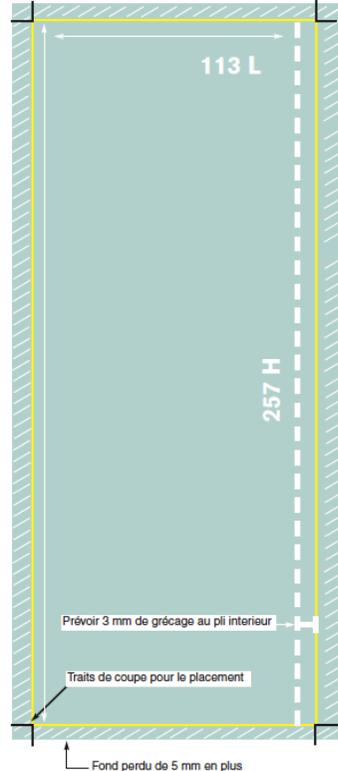
LE MOCI

Moniteur du Commerce International depuis 1883

CAVALIER SUR COUVERTURE



DOS DU CAVALIER (Verso)



Markers

Marker one-side12 000 € excl. tax

Marker two-sided15 000 € excl. tax

Exemple de Cavalier paru sur Le Moci



Recto du cav



Verso du cav

FORMATS AND WEB PRICES

Actualités | Actualités réglementaires | Fiches pays | Etudes et rapports | Evénements | La lettre confidentielle | Nos parutions | **S'identifier** | **S'inscrire gratuitement**

Rechercher...

f t in

LE MOCI
Moniteur du Commerce International depuis 1883

Newsletters du MOCI
Abonnez-vous

🏠 Pays & marchés | Entreprises & secteurs | Transports & logistique | Réglementations | Finance & assurance | Carrières | Aides

OVeRSEAS solutions
by S&D

EN CE MOMENT | r • France • Afrique • Union européenne • Chine • Exportations • États-Unis • Export • Business France • |

Recevez l'actu la plus populaire de la semaine en vous abonnant au **BEST OF du MOCI**

Palmarès 2017 des meilleures formations au commerce international : les lauréats 2017 sont...



Le Moci livre dans son Guide 2017 des formations au commerce international, paru ce 23 février, le 8ème Palmarès des meilleurs diplômes. Pour cette huitième édition, sept catégories de formations au commerce international de Bac + 3 à Bac + 5 et plus ont été...

Les formules d'abonnement
• L'offre intégrale

Fiches pays

Partner expertise pack

- ✓ A 25% rotating POS banner and redirect link
- ✓ A banner on the confidential letter
- ✓ SEO on 3 country sheets of your choice
- ✓ Insertion of your logo in the "partner news" section
- ✓ Brand content: your partner contents placed in strategic places on the lemoci.com website

1 month.....	8 000 € excl. tax
3 weeks.....	6 000 € excl. tax
2 weeks.....	4 000 € excl. tax
1 week.....	2 000 € excl. tax

Web options

Web Layout – 1 month.....	6 000 € excl. tax
Web Banner – 1 month.....	2 000 € excl. tax
Web square – 1 month.....	1 000 € excl. tax

Layout file: animated GIF or jpeg - Format : 1 256 x 1 000 pixels – Maxi Weight : 69 Ko
Banner file: animated GIF or jpeg - Format : 970 x 250/90 pixels – Maxi Weight: 60 Ko
Paved file: animated GIF or jpeg - Format : 300 x 250 pixels – Maxi Weight : 40 Ko

FORMATS AND WEB PRICES

LE MOCI

Moniteur du Commerce International depuis 1883

WEB

The screenshot shows the MOCI website interface with a top navigation bar, a search bar, and several news articles. A red box highlights the 'Espace annonces' (Advertising space) section on the right side of the page.

NEWSLETTER

The screenshot shows the MOCI newsletter header with the title 'La lettre confidentielle' and a featured article titled 'A LA UNE : Afrique / Sommet UE-UA : Medef International veut une Europe plus "pro-business"'. A red box highlights the 'Espace annonces' (Advertising space) section at the bottom of the newsletter page.

PRINT

The screenshot shows the MOCI print section with a header 'PAYS & MARCHÉS' and 'Opportunités d'affaires'. Below is a section for 'Appels d'offres européens' (European tenders) with a red box highlighting the 'Espace annonces' (Advertising space) section.

Ads heading "Our partners are with you"

- ✓ Your ad in the monthly magazine
- ✓ Your advertisement on the MOCI website in the dedicated section
- ✓ Your ad in the weekly confidential letter
- ✓ Your ad on our social networks Twitter and Facebook, LinkedIn

RÉSEAUX SOCIAUX

The screenshot shows the MOCI Twitter profile with several tweets. A red box highlights the 'Espace annonces' (Advertising space) section at the bottom of the page.

- 1 month.....2 500 € excl. tax
- 3 weeks.....2 000 € excl. tax
- 2 weeks.....1 200 € excl. tax
- 1 week.....700 € excl. tax

EVENTS & CONFERENCES



MOCI Africa Forum – CIAN – CCI Paris IDF



The Africa Forum allows :

- To propose a barometer of the business climate in Africa for 2018 on the basis of the CIAN report
- To stimulate exchanges and reflections on the best practices in the evaluation of opportunities and risks.
- To allow a real quality networking between actors interested in doing business in Africa



Who participates ?

Financial experts, logistics, economic intelligence, security of people and goods, General Managers / Directors and Export Executives / Financial Managers / Credit Managers / Logistics Managers / Human Resources Directors / Specialized Lawyers / Lawyers.

Goals : Provide practical tools and animate the community of African leaders and investment executives.



Partners : CIAN, Abax, Alink Telecom, Ascoma, Attijariwafa Bank, Bull, Bureau Veritas, CMS Bureau Francis Lefebvre, Eclair, Fed Africa, Fidal, Maurel & Prom, Necotrans, Netjets, Orange AMEA, Société Générale, Sup de Co Montpellier, Air France, BGFI, Brussels Airlines, Corsair, eKope, Eramet Comilog, Ethiopian Airlines, Export In, Groupe Guicopres, Intertek, Ker-Meur, MCE, L'essentiel des relations internationales, Sage, SGF, Total, Turkish Airlines...





PARTNERSHIP OFFERS **AFRICA FORUM**

Offers	Silver	Gold	Platinum
	13 500€	17 000€	21 000€
Excl. Tax Amounts			
Logo on the promotional media of the event			
Magazine promotion campaign, website and weekly newsletter	✓	✓	✓
« Save the date » and invitation emailings (+ de 10 000 contacts)	✓	✓	✓
Special section forum website	✓	✓	✓
Badges, Program, Roll-up, Slides, Stage Background	✓	✓	✓
Media Plan			
Megabanner (728x90) in rotation on lemoci.com	✓	✓	✓
1 advertising page (182L x 257H mm) in the MOCI publication associated with the event	✓	✓	✓
Photos, list of participants and report in lemoci.com	✓	✓	✓
The logotype html invitation (broadcasted by you)		✓	✓
Speaking			
Attendance of the opening conference			✓
Custom technical workshop		✓	
Specific communication campaign (web and mailings) dedicated to your expert workshop		✓	
Networking			
Participation in the cocktail dinner	✓	✓	✓
Unlimited invitations for your employees and customers		✓	✓
Invitations limited to 20 people	✓		
B2B Spaces		✓	✓

EVENTS & CONFERENCES



MOCI Forum of International Risks & Opportunities



Presentation

The International Risks & Opportunities Forum was created to promote a new approach to international risk management among business leaders and SMEs and mid-cap companies in particular. Our goal is to provide decision-makers in each of the strategic areas (financial, logistical, security and tax) with operational tools and best practices to address growth markets in 2018.



Who participates ?

Financial experts, logistics / Economic intelligence expert / Expert in the security of people and goods / General Managers of SMEs and ETI / Export Directors and Executives / Financial and Legal Directors / Credit Managers / Logistics Managers / Human Resources Directors

Goals : Provide practical tools and animate the community of business leaders and executives internationally.



Partners : CCI Paris IDF, Abax, AFDCC, Ellisphere, Euler Hermes, Société Générale, Air France...



PARTNERSHIP OFFERS **FORUM MOCI**

Offers	Gold	Expert	Platinum
Excl. Tax Amounts	9 500€	12 500€	17 000€
Logo on the promotional media of the event			
Magazine promotion campaign, website and weekly newsletter	✓	✓	✓
« Save the date » and invitation emailings (+ de 10 000 contacts)	✓	✓	✓
Special section forum website	✓	✓	✓
Badges, Program, Roll-up, Slides, Stage Background	✓	✓	✓
Media Plan			
Megabanner (728x90) in rotation on lemoci.com	✓	✓	✓
1 advertising page (182L x 257H mm) in the MOCI number associated with the event	✓	✓	✓
Photos, list of participants and report in lemoci.com	✓	✓	✓
The logotype html invitation (broadcasted by you)		✓	✓
Speaking			
Attendance of the opening conference			✓
Custom technical workshop		✓	
Specific communication campaign (web and mailings) dedicated to your expert workshop		✓	
Networking			
Participation in the cocktail dinner	✓	✓	✓
Unlimited invitations for your employees and customers		✓	✓
Invitations limited to 20 people	✓		
B2B Spaces		✓	✓

EVENTS & CONFERENCES

LE MOCI
Moniteur du Commerce International depuis 1883

ÉVÉNEMENTS



MOCI awards for SMEs Leaders International



Presentation

Conference and official closing ceremony of “Faites de l’International” of CCI Paris IDF. Every year for 45 years now, the MOCI, rewards the best SMEs and ETI French internationally. This ranking of the leaders and the 8 Prizes awarded are not based on applications but on the actual and quantified performances of international companies, collected thanks to a questionnaire and a survey of the editorial staff complemented by the databases of Bpifrance, VanDyk office, then submitted to a jury.



Who participates ?

All decision makers internationally

Goals : Provide practical tools and animate the community of business leaders and executives internationally.



Partners : Air France, BFM Business, Bpifrance, Ellisphere, CCI Paris IDF, CCI International, Chronopost, Crédit Agricole, Les Douanes, Orange, Société Générale, Business France...

PARTNERSHIP OFFERS **MOCI AWARDS**

Offers	Gold	Platinum
Excl. Tax Amounts	12 500€	17 000€
Logo on the promotional media of the event		
Magazine promotion campaign, website and weekly newsletter	✓	✓
« Save the date » and invitation emailing (+ de 10 000 contacts)	✓	✓
Special section forum website	✓	✓
Badges, Program, Roll-up, Slides, Stage Background	✓	✓
Media Plan		
Megabanner (728x90) in rotation on lemoci.com	✓	✓
1 advertising page (182L x 257H mm) in the MOCI number associated with the event	✓	✓
Photos, list of participants and report in lemoci.com	✓	✓
The logotype html invitation (broadcasted by you)	✓	✓
Speaking		
Sponsorship of a thematic prize		✓
Technical workshop		✓
Networking		
Unlimited invitations for your employees and customers	✓	✓
Participation in the cocktail dinner	✓	✓
B2B Spaces		✓

EVENT RELATED SERVICES



Cocktail sponsoring

Cocktail logotype with the colors of your companies and association of your logo with the event.

Price 6 500 € Excl. tax



Partner Bags

Logotype bags in the colors of your company and association of your logo to the event. Each bag is given to the participants on exit of the event.

The bags are to be provided by the customer

Price 6 000 € Excl. tax



Badges cords

Associated with each badge given by the hostesses at the entrance of the event, these cords remain under the eyes of the visitors throughout their visit.

The cords are to be provided by the customer

Price 5 000 € Excl. tax



**CONTACT
US**

LE MOCI

Moniteur du Commerce International depuis 1883

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We are at your **disposal** to consider together the **most suitable solutions!**