



The review of Energy and Environmental Efficiency + Electrical & Electronic Equipment for tertiary, industrial and collective buildings

Audience
21 000
readers/n°



- **OUR EDITORIAL LINE** Promote the progress made by the energy performance solutions carried by the sector (achievements, application files, product innovations) and support their development and their uses with Energy Managers, BE, specifiers, and decision makers in the tertiary, industrial and collective building markets..
Smart Building - Smart City - HVAC - Security - Lighting - Building automation - electric-vehicle charging infrastructure - Solar energy- Datacenter - IOT -Renewable energy- Gas- Electrical Equipment.

- **SELECTIVE DISSEMINATION : Total circulation: 21,000 ex. (print and digital) by number / 8 number per year on subscription**

Paper version: # 4000 copies / edition (2800 abo + over-diffusion fairs: ~ 1000 ex)

Digital version: 16 editorial NL/ year + e-magazine sent to 16,000 emails

Kiosque j3e: www.filiere-3e.fr/j3e

Advertising formats: full page, half page, third and quarter page, over-cover, discarded inserts, editorials.

- **OUR READERS** Prescribers, project managers, engineering and control offices, engineering 35%, technical departments 26%, operators (industrial, government and local authorities) including maintenance services 19%, Facility managers 14%, manufacturers 6 % + FGME.

- **INTERNET** www.filiere-3e.fr/j3e : Referenced Google news!

News about the sector / journalistic articles / editorials / banners / emailings

- **New in 2020!**

- Distributed on the Rexel and Sonepar trade shows
- Partnership with Plan Bâtiment Durable, Alliance Green IT, “Électriciens sans frontières”
- Exhibition partners: IBS, Expoprotection, ISE, IOT world, Datacenter Solution, SEE, Gazelec, Construction Tech, Lighting days, Be +, Pollutec, Sylver Economy Expo ...

- **New JOBS : portraits!**

- **J3e March : dedicated to Women pro active on data/IOT, building automation, solar energy, smart city, HVAC ...**

- **J3e JUNE : Issue dedicated to industrial sector and manufacturers**

- **J3e SEPTEMBER : 70 years birthday ! Retro and future of electrical industry**

- **CONTACTS**

Web publication and advertising service: Sandrine de Montmorillon : sdm@filiere-3e.fr

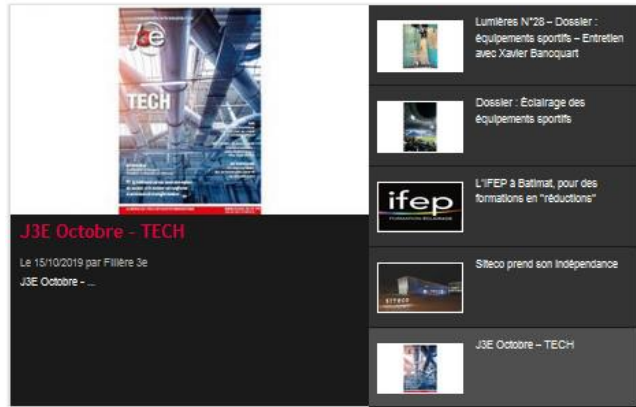
Editorial : redaction.j3e@filiere-3e.fr





www.filiere-3e.fr, it's also J3e!

More than **600 000** pages viewed per month



www.filiere-3e.fr: the website of the sector (Eco-Efficiency-Energetic / Elec / Lighting) where you find all the articles of our magazines, the news of the sector updated daily, www.filiere.com -3e.fr is referenced GOOGLE NEWS

Digital campaigns, cross channel: displays (+600,000 pages / month), exclusive mailings on our bases, product ads and banners in the editorial NL, Nativ ad. www.filiere-3e.fr is referenced GOOGLE NEWS, Twitter: 4 threads and more than 8,000 followers, Facebook, 1 Youtube channel and Instagram.



www.facebook.com/filiere-3e



twitter.com/filiere_3e

