



TRAITS D'CO

— MAGAZINE. DIGITAL. CONTENT —



TRAITS D'CO

Traits D'co magazine is dedicated to the world of decoration, design and furnishing. It is a source of inspiration. The Traits D'co blog highlights current trends, its editorial staff is dedicated to the creation of exclusive content for various sections.

Communication tools traits-dcomagazine.fr

- Sponsored article on the website and blog
- Newsletters - one per week
- Social media posts     
- Contest game
- Display on the website, blog & application
- Advertising insert on the digital edition

Some figures

33 000 unique visitors on the website & blog / month

70 000 page views on the website & blog / month

5 435 followers on Instagram

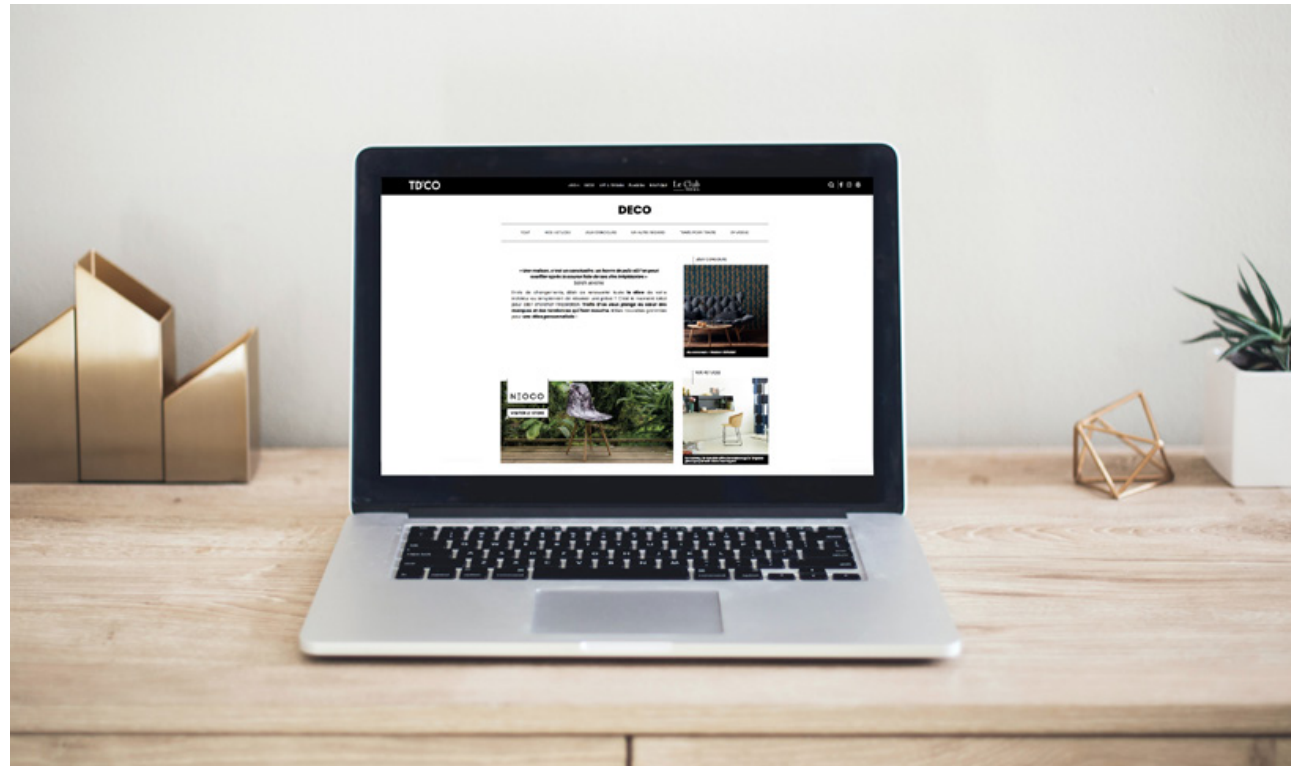
2 772 subscribers on Facebook

12 000 views on Pinterest / month

4 000 sales of Traits D'co digital magazine / month

On the site and/or the application

DISPLAY



BANNER DISPLAY

during one quarter in home page

*Format 720*350px*

- on one support - **900€**
- on all the supports - **1900€**

THE ARTICLE
SPONSORED

Shopping du mois de Septembre by TRAITS D'CO

Shopping spécial rentrée avec une sélection de bureaux

 <p>Bureau V&T Hards 609K</p>	 <p>Bureau console Stylé A&PM 209K</p>	 <p>Bureau en layer Camell MADE 279K</p>
 <p>Bureau compact l'égérie MADE Essentielle 179K</p>	 <p>Bureau bleu ALEX KEA 149K</p>	 <p>Bureau VOIRING POP UP HOME 327.04K</p>
 <p>Bureau 4 tiroirs J&E Le Redoute Interieurs 224.95K</p>	 <p>Bureau 1 tiroir blanc & bois Mixé du monde 249 K</p>	 <p>Table extensible TALLI&T KEA 93.95K</p>
 <p>Secrétaire FAUBOURG Mixé du monde 479K</p>	 <p>Bureau vintage PENELLOPE Mixé du monde 139K</p>	 <p>Bureau secrétaire EPIRE J&M 439K</p>

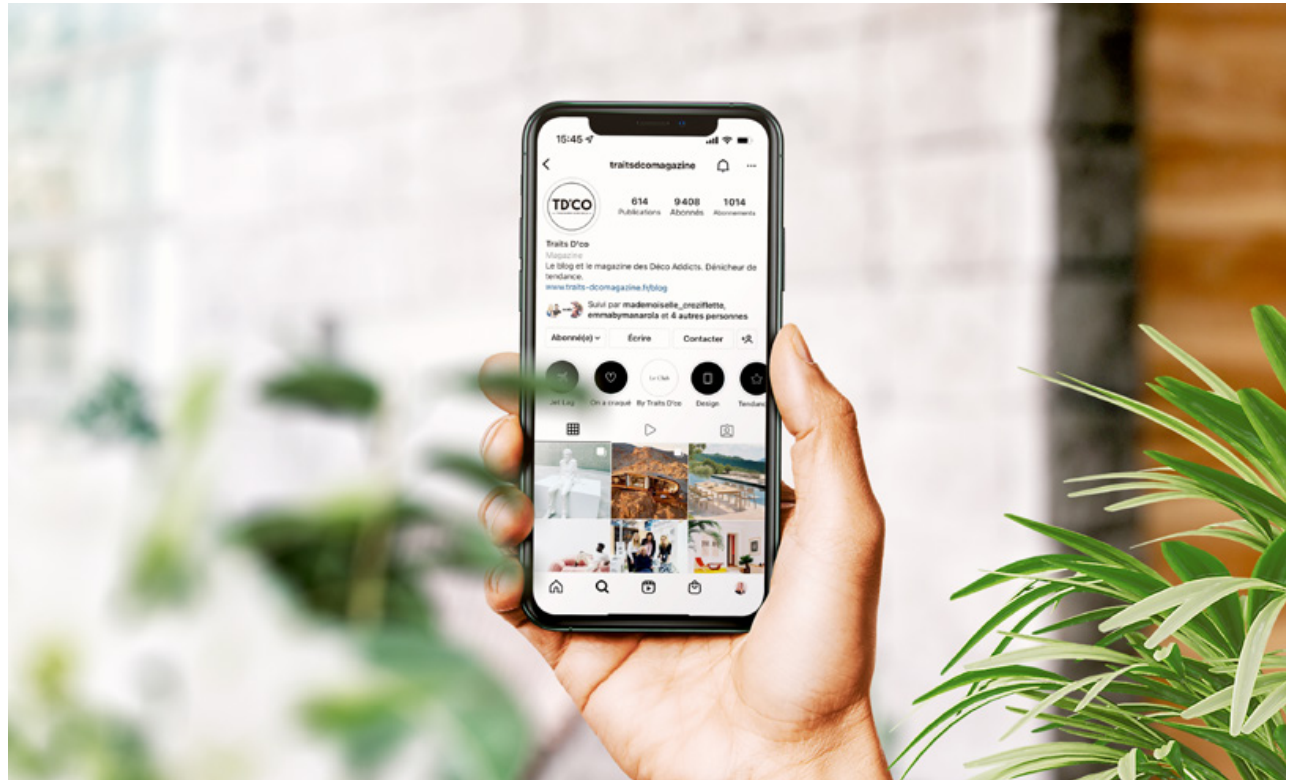
15 shopping	2 000€
1 shopping	150€

www.intelgroup.com/graphics/index

2500 signs (up to 10 visuals)
+ social media post - **2 400€**
If the article is written by you - **1 800€**

POSTS
SOCIAL NETWORKS

Instagram - Facebook - Pinterest



SPONSORED POST     

Photos provided by the advertiser

550€

- the 2 Instagram stories
- + 1 Facebook post
- + 1 TikTok post
- + Pinterest idea pin

Choice of dates

TRAITS D'CO DIGITAL EDITION

Advertising in our digital edition on sale on three digital kiosks

cafeyn viaPRESSE ePresse Readly and offered to subscribers Le Club
TDCO & Co



RATES

2nd of cover - **1 200 €**

3rd of cover - **1 200 €**

4th of cover - **1 200 €**

Inside page - **900 €**

Double page inside - **1 600 €**

URL link of your choice offered

Publication dates

September 20, 2022

November 22, 2022

February 14, 2023

April 12, 2023

June 13, 2023

September 19, 2023

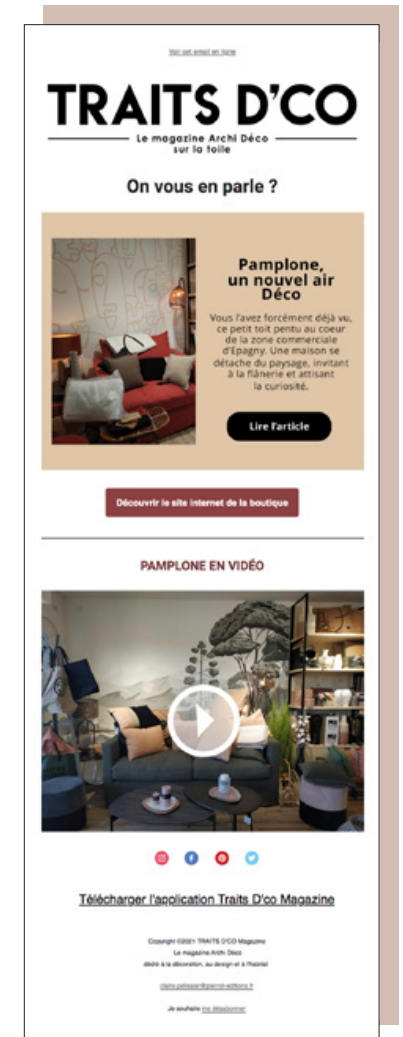
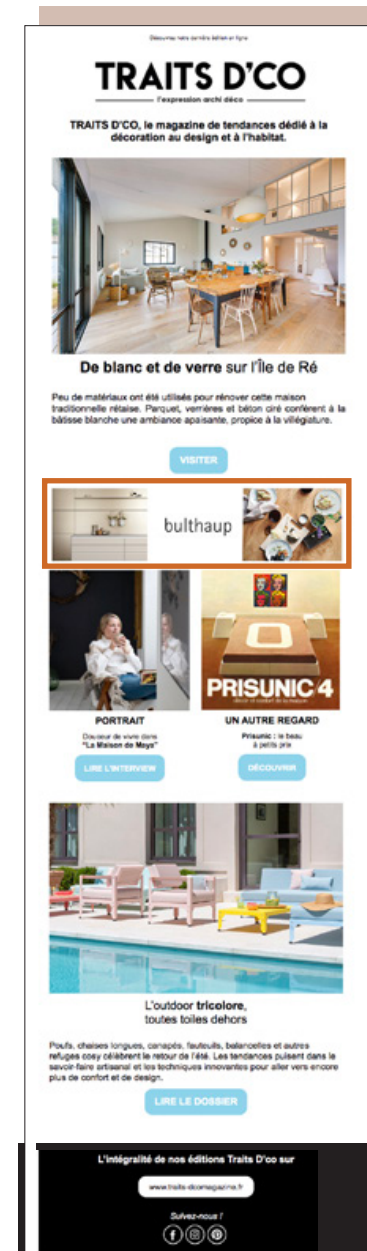
November 21, 2023

NEWSLETTER

Presence of a banner
on the informative newsletter
Traits D'co - **950€**

Newsletter dedicated
to the advertiser with
URL of your choice - **1 600€**

25 000 contacts
decorating specialists & subscribers



Le Club

TDCO & Co

TDCO is the nickname of TRAITS D'CO and weaves the link between us, the TDCO & Co team and you, the decorating addicts. Co depicts the members of our club, accomplices of our decorating news, delighted by our trendy contests and the privileged offers of our partners, accompanied by our decorating coaching and professional advice.

BRAND CONTENT

Special offers

Discounts offered to subscribers with description of the brand: A minimum of 10% discount on your eshop - **500 €**

Offer available online for 2 weeks

Communication about the brand on social networks and via a newsletter

Competition games

Lot of a minimum value of **300€**

Putting the game online, 1 week - **500€**

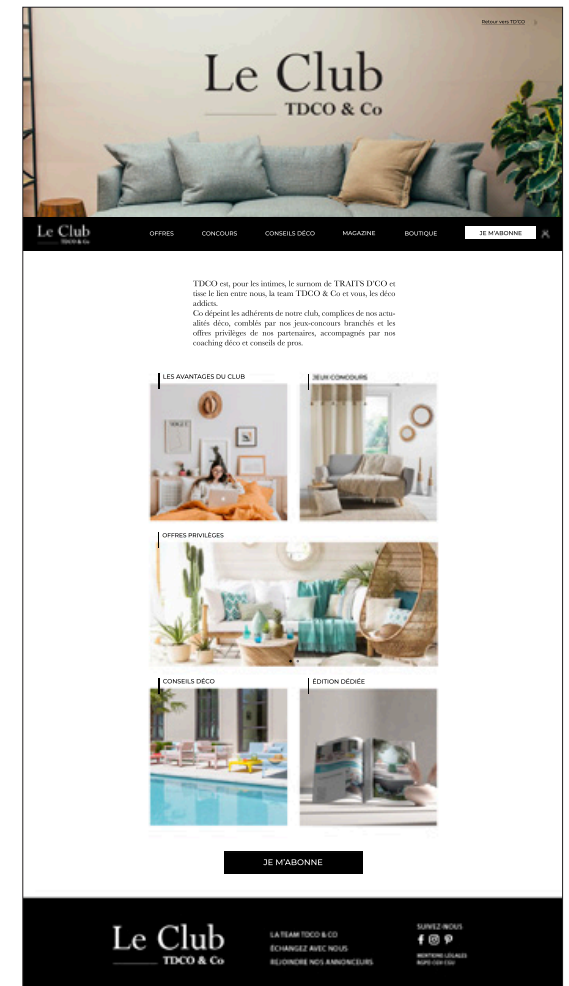
Decorating advice

Promotion of a brand in the form of a of a trendy board - **1 200€**

DISPLAY

Rectangular format 720*350 px - **550€**

Square format 350*330 px - **450 €**



THEY TRUST US

Bo Concept
MAD Paris
Pood
Trecà
Whirlpool
Zago
Porcelanoza
Salone del Mobile Milano
Savoir BedS
Rubelli
Diffazur
GRDF
Castorama
SIMBA
Les manufactures février
Koket
Brabbu
Sieger
Preciosa
Cinna
...



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