



The toolbox to international trade
5 issues a year
Cover Price: € 6.00

MARKET POSITION:

Classe Export is an essential work tool for those working in international trade. It is a guide that helps companies to expand through international development and export. It does this by analyzing, referencing and crossing referencing information. It shows the way for those looking to position themselves in foreign markets. **Classe Export** benefits from an international network of accomplished experts, with its own team of journalists comprising foreign as well as domestic specialists. This creates a network of both public and private partners (each one being a specialist in a particular technique or field). Since its launch almost 20 years ago, **Classe Export** has never stopped developing its products using the combination of print and more recently internet as well as its unique business exhibitions system. The multi-media system (print, web, exhibitions, training and newsletters) helps the title reach all the potential players in international trade, and offers opportunities to advertise in different ways.

	Classe EXPORT
ACPM OJD 2019	21,416

EDITORIAL PROFILE:

- **Print:** It gives a lot of practical information for SMBs and gives access to an international network. Easy and fast to read, it covers topics such as regional and international news, finance and foreign markets but also logistics, business opportunities and international mobility which are the principal sections of the title. **Classe Export** is published 9 times per year, with 4 guides; it includes a special report in each of its issues.
- **Exhibitions:** **Classe Export** organises 4 exhibitions per year. They take place in 3 major French cities (Paris, Marseille, and Lyon) and in the North East area. These exhibitions are designed to allow companies to communicate, gain recognition, and develop networks.
- **Web:** The website gives support and personalised advice and answers to questions from companies working internationally. It also has a regularly updated database on foreign markets and international trade as well as exclusive access to the worldwide network.
- **Training:** **Classe Export** offers awareness courses for identifying and measuring intercultural differences, led daily by established international players. It is aimed at all the people working internationally (managers, sales managers, financials...) for them to increase their competences and become more competitive.
- **Newsletter:** Weekly news on international trades, complemented by Flash Info, sent to 40,000 internet users.

ADVERTISING RATES 2020 :

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