MEDIA KIT · 2026–2027

HUM.AI.NE

Understanding AI.
Cultivating our humanity.

The independent French media outlet exploring how AI and technology change our lives.

Morgane Soulier, Founder and societal analyst

Magazine · Community · Field reporting
White papers · Talks and partnerships

WHAT HUM.AI.NE IS

An independent media outlet
AI, seen from the human side

HUM.AI.NE explores how artificial intelligence changes everyday life, work and society. Accessible analysis for curious readers, teams and decision-makers.

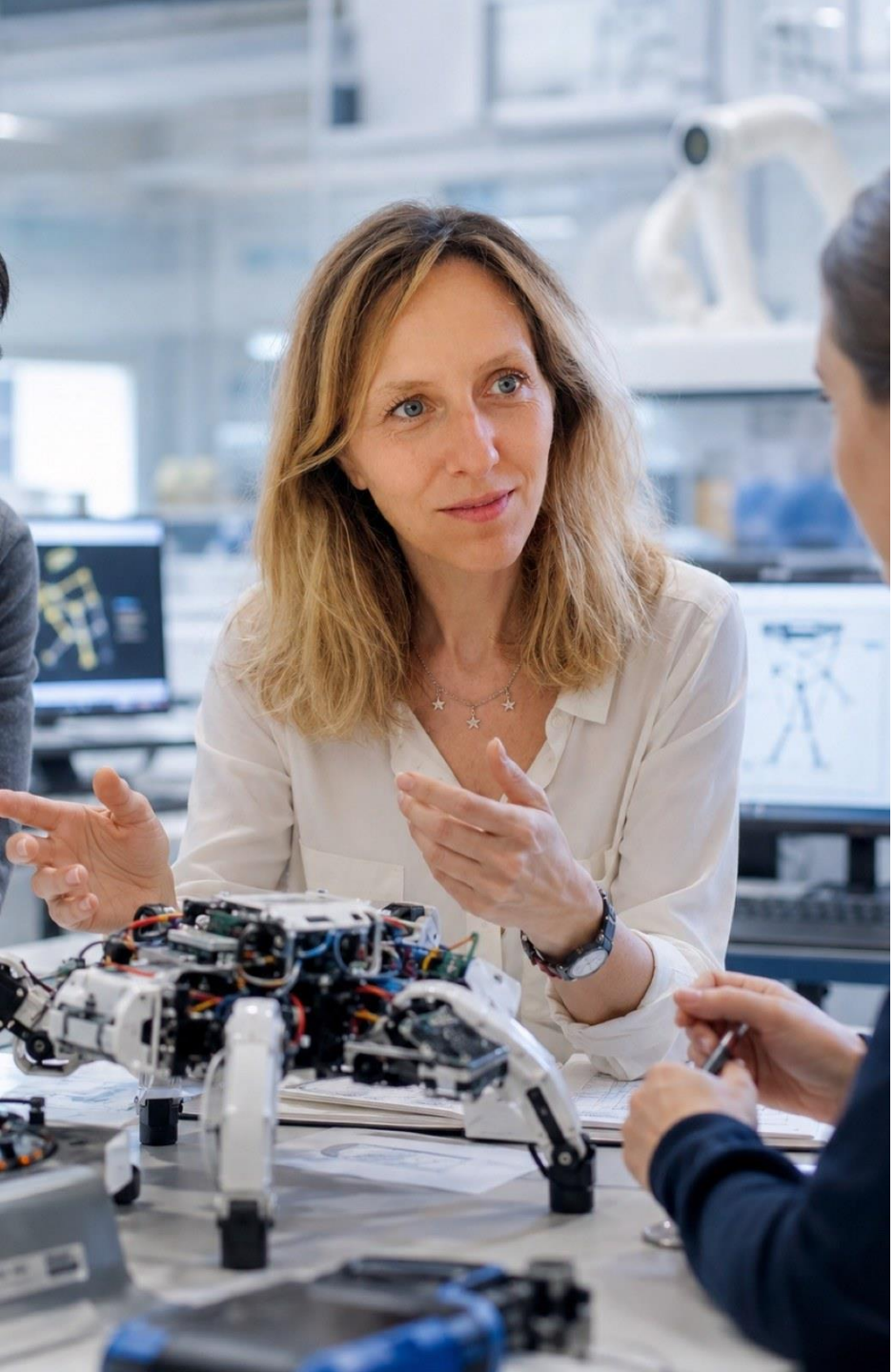
01
Quarterly magazine
About 55 pages of investigations, expert interviews and in-depth features.

02
Monthly review
A 20-page digest of AI news, put in context.

03
Daily press review
The world's weak signals on AI, every day.

04
Executive community
A private WhatsApp group where decision-makers talk among peers.

05
An expert, live
Every month, a webinar or masterclass with an invited expert.



THE FOUNDER

Morgane Soulier

> “My role is not to predict the future, but to make it intelligible.”

Fifteen years inside technology before writing about it: the early days of social media at Orange, the launch of Netflix in France, then Feeleat, her connected-health app (5M interactions, HEC Challenge+ award).

Recognition	Forbes France 40 Women 2025 BFM Business Entrepreneur Award 2020
Author	Métaverse (Grasset, 2024)
Columnist	HBR France, Les Échos, Challenges, Le Point, L'Express
Has taught at	HEC Paris and Université Lyon 3
Speaks for	Valrhona, Sanofi, Société Générale, KPMG, AbbVie, Elior, Crédit Agricole

AUDIENCE

An audience of curious readers and decision-makers

83,000

combined Instagram and LinkedIn follower counts, not unique people

65,000

followers on Instagram

18,000

followers on LinkedIn, mostly executives

150,000+

views for one recent analysis

~1,000

readers for each issue of the magazine

100+

executives in the private WhatsApp community

WHO READS HUM.AI.NE

Readers who want to understand how technology changes their lives

01

Leaders and founders

The concrete effects of AI on jobs, strategy and competition.

02

HR, innovation, CSR and transformation

AI through its human, managerial and organisational stakes.

03

Consulting and law firms

Fresh thinking on AI to feed the advice they give their clients.

04

Curious readers

Everyday uses and choices, explained for readers of every background.

THE MAGAZINE

Five issues, five big questions.

N°1 · AUTUMN 2025

AI doesn't think. So what?

N°2 · WINTER 2026

Learning differently, working differently

N°3 · SPRING 2026

Who still decides?

N°4 · SUMMER 2026

Can we still trust what we see?

N°5 · AUTUMN 2026

What will remain of us?

VOICES

Every month, an expert, live.

One hour, one expert, one question that matters: live webinars for members, and in-depth interviews in the magazine.

Also in HUM.AI.NE

Gilles Babinet · Laurence Devillers (CNRS, Sorbonne) · Nicolas Gaudemet · Gwenaëlle Ledoigt (attorney)

> "As captivating as it is instructive: inspiring profiles, concrete use cases, relevant topics."
>
> A reader · translated from French

ROAD TO LV · CES 2027 WHITE PAPER

Retour de Las Vegas

Ce que la tech change dans nos vies

Morgane Soulier reports from CES 2027 to examine what new technologies mean for everyday life.

A reference readers can return to

Planned: 40 pages in French
6-page English summary
Publication: in the weeks after CES

Written by Morgane Soulier · Published by HUM.AI.NE

Nine themes, open to many sectors

Broad questions that bring technology back to people's lives

01 Working	How does technology change our jobs and the way we work?
02 Taking care of ourselves	How far can technology help us care for our health and wellbeing?
03 Movement and sport	How does technology change physical activity and sport?
04 Remembering and connecting	How does technology transform our memory and conversations?
05 Living spaces	What can technology change in the places where we live?
06 Eating well	Can technology help us eat better?
07 Getting around	How does technology transform the way we get around?
08 Creating and staying informed	How does technology change how we create and stay informed?
09 Keeping our freedom	How can we enjoy technology while keeping our freedom of choice?

Before, during and after CES

BEFORE · OCT–DEC 2026

A preparation series

A preparation series on LinkedIn and in HUM.AI.NE. Interviews and pre-CES product tests, according to the partnership selected.

ON SITE · JAN 4 TO 9, 2027

Daily field coverage

Daily interviews, stories and reels. CES Unveiled on January 4, Digital Hollywood on January 5, and CES on January 6–9.

AFTER · JAN–MAR 2027

Publication and debriefs

White paper and launch webinar in the weeks after CES. Sector debriefs for teams and clients in February and March.

> One field investigation becomes a white paper, social coverage and briefings tailored to your audience.

WORKING TOGETHER · VISIBILITY

Editorial partnerships

A clearly identified partnership with an independent media outlet.

White paper partner

Support the CES 2027 white paper and its reporting programme. Five packages on the next page.

Tested in real life

Morgane puts your innovation to work in real conditions and shares a candid, first-hand take.

One story, every network

Reels, stories, LinkedIn, the magazine and the executive community, each in its native format.

Editorial series

A dedicated series around your subject, written with full editorial independence.

Magazine feature

A feature in HUM.AI.NE, the quarterly magazine exploring technology's effects on people and society.

Live sessions

A webinar or masterclass with an expert, on the question your brand wants to open.

Five ways to support the project

Fees in euros, excluding VAT · Key benefits

Package	Fee	Included
Principal partner **One place**	€10,000	Cover logo, partner message and signed contribution. Road to LV visibility, webinar segment, conference for teams or clients and distribution.
Chapter partner **One per chapter**	€5,000	Chapter support, signed expert viewpoint, two publication mentions, a private 60-minute briefing and distribution.
Associate partner	€2,500	Logo on partner and project pages, webinar mention, distribution and a campaign report.
Exhibitor / brand	€2,000	Filmed stand interview or pre-CES product test. LinkedIn and Instagram, live coverage mention and partner showcase.
Startup	€1,500	Filmed stand interview shared on LinkedIn and inclusion in the partner showcase.

10% discount for agreements signed before 15 November 2026

Clear commitments, editorial independence

Commercial terms

Contributions due by 20 December 2026.

Principal, chapter and associate partners:
50% on signing, 50% on publication.

Exhibitors and startups:
100% on signing.

Editorial rules

HUM.AI.NE clearly identifies sponsors and signed partner contributions.

Partners review their own quotes. Morgane selects the angles, examples and conclusions independently.

Support does not guarantee a positive review.

WORKING TOGETHER · ENCOUNTERS

Talks and briefings

The white paper becomes a starting point for your teams and clients.

Executive tables

Breakfasts and dinners gathering 8 to 10 French and European leaders around one question.

“Back from Las Vegas”

A briefing based on the white paper, adapted to your sector and your executive committee or clients.

Keynotes

Talks for conventions, seminars and client events on AI and what it changes for people.

AI awareness sessions

Hands-on sessions that help teams use AI with confidence, and with a critical eye.

REFERENCES

Trusted across every sector.

Keynotes, executive seminars, team training and brand content

Sanofi	**Société Générale**	**KPMG**	**AbbVie**	**Elior · Derichebourg**
Crédit Agricole	**Deloitte**	**Novo Nordisk**	**GSK**	**Arkema**
Orano	**Assystem**	**Cloudera**	**Harmonie Mutuelle**	**Caisse d'Épargne**
Valrhona	**Fauchon Paris**	**Parnasse · Orange**	**Technogym**	**APRIL**
	Fidal	**UGECAM**	**Bjorg**	

Schools, institutions and events

HEC Paris · Université Lyon 3 · Ferrandi Paris · École Ducasse · Institut Lyfe · IFG Executive Education · MEDEF Lyon-Rhône · Établissement français du sang · Les Grandes Tables du Monde

WHY HUM.AI.NE

The HUM.AI.NE approach

01	An expert and entrepreneur	A woman's voice in a field that is still largely male, with fifteen years of tech and entrepreneurship behind it.
02	Accessible	Clear explanations help readers understand technology and form their own view.
03	Direct access to executive committees	Keynotes, briefings and a private community of 100+ executives who act on what they learn.
04	On the ground	CES, labs and conversations with founders provide direct observation and context.
05	Independent	Named partners, clearly identified contributions. Morgane independently selects the angles and conclusions.

CONTACT

Let's talk about your place in the story.

Morgane Soulier

Founder and societal analyst, HUM.AI.NE

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