



Rates

2024

Gala

UPDATE NOVEMBER 2024

**MED/A
F/GARO**

Gala

TARIFS BRUTS(€HT) CLASSIQUE

2024

single page		DOUBLE PAGE	
STANDARD			
Page	22 700	Double page	45 400
PREMIUMS			
C4	50 000	Double opening	74 800
C3	33 600	2nd double opening tunnel	71 000
C2	39 300	3rd double tunnel opening	70 000
Front summary	35 500	4th double tunnel opening	68 900
Summary recto face	35 300	Double opening before summary	66 600
Verso summary side 1	34 700	Other tunnel opening double	63 500
Summary reverse side 2	34 300	1st double insulated	63 000
Summary side verso 3	34 100	2nd double insulated	62 500
Verso summary side 4	34 000	3rd double insulated	
Gala Story"recto	33 900		
Front page "A la Une	33 800		
Verso opening "On en parle	33 600		
1st recto	33 500		
2nd recto	32 000		
3rd recto	31 200		
FIRST			
From 4th recto to 7th recto	30 700	4th to 6th double	61 400
Verso Opening "Gala Nights	30 700		
Verso Opening Beauty	30 700		
ESSENTIELS			
Recto Part 1 News Recto Travel / Cooking / Decorating	28 400 28 400	Double page Part 1 News	56 700
STARS			
From the 8th recto to the 15th recto	29 100	Double opening Fashion Beauty	59 000
Recto Fashion / Beauty	29 100	Double close Fashion / Beauty	59 000
Recto "Gala Nights"	29 100		
OTHER FORMATS			
1/2 page width or height			18 900

Premium pitches must be confirmed three months (i.e. sixty working days) before publication.

All reservation requests with an option are subject to the 48-hour rule.

Please refer to the full 2024 General Terms and Conditions, available at www.media.figaro.fr or on request. Advertising space is subject to brand ranking and not to volume.

Increased successivity: +15% modulation from the second successivity.

This offer is Net at the end of the Order, i.e. all discounts deducted (professional discount, accumulation of mandates, degressive, etc.). volume). This offer cannot be combined or divided. Can only be used for the same advertiser in the same campaign.

Gala

TARIFS BRUTS(€HT) ENCARTS

2024

STANDARD	ENCARTS	
	NATIONALE	PARTIELLE/ REGIONALE
2 pages	132	154
4 pages	165	187
6 pages	187	209
8 pages	215	237
10 pages and more	consult us	please contact us

Insert adjustments :

+25% on the AD of inserts in 1st position

+20% on the AD of an insert including a sample or a sticker card

Minimum investment: 10 K€ net for the DA of an insert

*Asylum rights for 1000 copies. Technical costs for discarded, stapled or glued inserts on the advertising page, as well as various taxes and postal charges, are not included in these rates. They will be invoiced separately and will not be subject to any discounts or rebates of any kind. The amount of these charges will be provided on quotation. Print runs: please consult us.

Rates for other special formats and technical costs: please contact us.

Technical costs are not subject to negotiation and are invoiced gross excluding VAT.

Since 1 January 2017, the Ecofolio tax - which contributes to the collection, recovery and disposal of waste printed paper - has been applied to inserts. Please contact us for further information.

TERMINOLOGY

GROSS VALUE ADJUSTED: Gross sales value-added for any pitches.

GROSS BEFORE ADJUSTMENT: Gross sales paid by the Advertiser.

GROSS PURCHASE BASIS: Gross sales paid by the Advertiser, after deduction of adjustments relating to free advertising (-100%) or offers referring thereto. The BBA corresponds to the base from which the various discounts are calculated (degressive volume, accumulation of mandates).

NET INVOICING SPACE BEFORE PR: Net turnover paid by the Advertiser after deduction of all discounts (modulations, degressive volume, cumulative mandates) with the exception of the professional discount.

NET INVOICING SPACE: Net turnover paid by the Advertiser after deduction of all discounts including the professional discount.

TERMS AND CONDITIONS

The various discounts (volume degressive, Cumulative Mandates) are added together and applied to the BBA with the exception of the Professional Discount which is applied in cascade to the net space invoiced before PR.

They are calculated from the 1st euro from the GLA invested from 1st January to 31st December 2024 in the universe of publications concerned and generated by classic space (OPS, Partnership, merchandise exchanges, financial and institutional advertising, commercial news and certain commercial offers are not taken into account in the calculation of the base and do not benefit from the discounts mentioned).

The CUMULAR MANDATES discount applies to any agent who groups together at least 2 mandates for which he/she is responsible in particular for grouping together the purchase of space, managing orders and paying invoices on time.

The PROFESSIONAL DISCOUNT is only granted to advertisers who purchase their advertising space through an agent.

VOLUME DEGRESSIVE

Applicable from the 1st euro invested

From.....100 000.....	-2,0
From.....200 000.....	-4,0%
From.....400 000.....	-6,0%
From.....950 000.....	-7,0%
From.....1 900 000.....	-8,0%
From.....3 500,000.....	-9,0%
From.....5 500,000.....	-10,0%
From.....9 000 000.....	-12,0%

PUBLICATION(S) CONCERNED: Le Figaro, Le Figaro Magazine, Le Figaroscope, Madame Figaro, Madame Figaro IDF, Gala, Le Particulier, Propriétés Le Figaro and their supplements, Gala excluding financial and institutional advertising and excluding digital..

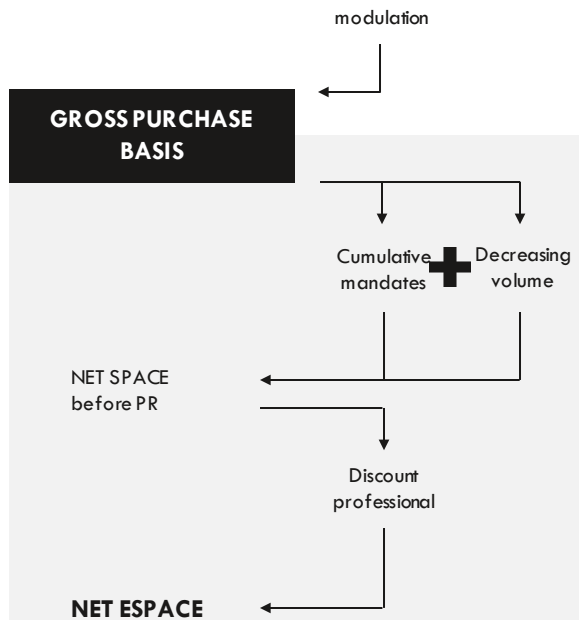
REMISE PROFESSIONNELLE : -15%

La REMISE PROFESSIONNELLE n'est consentie qu'aux annonceurs qui ont leurs espaces publicitaires gérés par un média partenaire, tous les six mois, including on current quotations, in particular according to the cost of paper or if a new regulation requires it, which the Parties expressly acknowledge and accept. The change will be notified to the Party 1 month before the new rates come into force.

If the Party does not give notice of its disagreement with the new rates within 8 days of the date on which it receives notification of the changes, it will be deemed to have accepted the new rates.

GROSS VALUE

GROSS PURCHASE BASIS before modulation



CUMUL DE MANDATS

Applicable from the 1st euro invested

from.....450 000.....	-1,0%
From.....2,000,000.....	-2,0%
From.....6 000 000.....	-3,0%

PUBLICATION(S) CONCERNED: All publications marketed by MEDIA FIGARO in Commercial Advertising, excluding Financial and Institutional Advertising and excluding digital, as well as all Guides and related supplements (see detailed list of publications on the www.media.figaro.fr website).

MAJORATION MULTI-ANNONCEURS : +25%

Two or more advertisers quoted in the same message will be subject to a 25% surcharge.

AURORE DOMONT
 President MEDIA FIGARO
 adomont@media.figoaro.fr

HÉLÈNE MENGUS
 Managing Director
 Women's Division
 01 56 52 20 16
 hmengus@media.figoaro.fr

LAURENCE BURGUE
 Market Director
 Fashion - Watches & Jewellery
 01 76 62 31 36
 lburgue@media.figoaro.fr

AMBRE PETIT
 Market Director
 Beauty
 01 56 52 22 72
 apetit@media.figoaro.fr

KARINE RIELLAND-MARDIROSSIAN
 Executive Vice-President, Digital
 01 56 52 21 02
 krielland@media.figoaro.fr

MARTINE EL KOUBI-BORDES
 Executive Vice-President, Trading
 and Business Management
 01 56 52 20 44
 melkoubibordes@media.figoaro.fr

EILEEN LE MUET
 VP International
 +33 (0)1 56 52 27 39
 elemuet@lefigaro.fr

PRODUCTION/TRAFIC

01 56 52 22 65
 fax : 01 56 52 21 21

EASY TRADE

easytrade@media.figoaro.fr
 01 56 52 20 60

RECEPTION OF ADVERTISING ORDERS For optimum processing of your advertising orders, please send them to :
 planning@media.figoaro.fr
 fax : 01 56 52 23 51
 Please specify the subject of the message as follows: title - publication date (e.g.: Gala - DD/MM/YYYY)