



GROSS PRINT RATES € (excluding taxes) 2024

KEY NUMBERS

- ▲ CIRCULATION : 98 260 copies (DSH 2022-2023)
- ▲ PRICE : 4.90 €
- ▲ PERIODICITY : Monthly

SUMMARY

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SINGLE PAGES		DOUBLE PAGES	
Standard rates			
Full Page 4C	41 300 €	Double Page	82 600 €
Premium placements			
Cover 4	74 100 €	Double Opening	116 500 €
Cover 2	70 500 €	2 nd Double Opening	115 500 €
Cover 3	68 000 €	3 rd Opening Spread	114 500 €
LHP Edito - Summary	66 000 €	1 st Double Page	112 500 €
LHP News	63 500 €	2 nd Double Page	111 500 €
1 st RHP	61 500 €	3 rd Double Page	110 500 €
2 nd RHP	59 500 €	4 th Double Page	106 000 €
3 rd RHP	57 500 €	5 th Double Page	102 000 €
4 th RHP	55 500 €	Double Opening File Leader or Co-	106 000 €
5 th RHP	55 500 €	Double File Leader or Co-Leader	102 000 €
6 th RHP	53 000 €	Double Page 1 st Part	102 000 €
7 th RHP	51 000 €		
8 th RHP	51 000 €		
9 th RHP	51 000 €		
1 st RHP File Leader or Co-Leader	58 500 €		
RHP File Leader or Co-Leader	57 500 €		
1 st RHP Thematics	54 000 €		
2 nd RHP Thematics	53 500 €		
LHP Thematics Opening	54 500 €		
RHP Thematics	53 000 €		
LHP Thematics	53 000 €		
RHP 1 st Part	51 000 €		
Edition Page Paris-IDF (+TC : 915€)	14 300 €		
Booklet Cover 4	71 000 €		
Booklet Cover 3	65 000 €		
Booklet Cover 2	66 000 €		
Booklet 1 st RHP	57 000 €		
Booklet RHP	54 000 €		

OTHER FORMATS

1/2 Page	30 500 €	Double 1/2 Page	65 000 €
1/3 Page	26 500 €		
1/4 Page	23 500 €		

INSERTS*

FORMATS	NATIONAL**	REGIONAL***
2 pages	150 €	180 €
4 pages	173 €	207 €
6 pages	198 €	238 €
8 pages	228 €	274 €
10 pages	262 €	315 €
12 pages	302 €	362 €
14 pages	347 €	416 €
16 pages	399 €	479 €

* Samples, glued cards... : please contact us

** For 1.000 copies - Contact us for the print run

*** Minimum inserts costs invoiced : 50.000 copies - excluding technical costs and postal charges

Postal rules for subscription inserts and special operations: please contact us.

To validate the technical compliance of the inset as well as the estimate (printing of the issue number + technical costs + postal charges ...) a white model must be provided to us.

DISCOUNT RATES - PRINT

Any advertisers or advertiser group who make a gross expenditure of 41 300 € in the issue dated February 2024 to January 2025, will benefits from a volume discount below the following scale :

*Every physical or moral person who buys advertising space for his products or brands.

Group of advertisers: Can be considered as company who belongs to a group of advertisers, every company whose share capital is owned 50% at least the 1st of January 2024 by a same physical or moral person,

** (including pages, inserts costs and special formats. Does not include advertising production costs).

DEGRESSIVE VOLUME ON TURNOVER BBA		
TURNOVER BBA 2024 (Excluding taxes)		RATE
From 41 300 €		2%
From 82 600 €		3%
From 123 900 €		4%
From 165 200 €		5%
From 206 500 €		6%
From 247 800 €		7%
From 330 400 €		8%
From 413 000 €		9%
From 495 000 €		10%
From 578 200 €		11%
From 660 800 €		12%
From 743 400 €		13%
From 826 000 €		14%
From 908 600 €		15%

MEDIA BUYING AGENCY DISCOUNT PROFESSIONAL DISCOUNT

This discount is based on gross expenditure on purchase realized in 2024, by an agency who will have invested in the magazine on a minimum of two products or two brands for one or several advertisers or group of advertisers on conditions that the agency respects the General Terms of Sale*
The 3% rate will apply starting from the 1st €.

In case of non-respect of the General terms of Sale by the agency or her client, in terms of delay of payment, the payment of the media buying agency discount could be cancelled..

A professional discount of 15% is applied to the net expenditure (gross expenditure minus commercial discount above)

Calculation :

Volume and media buying agency discounts can be accumulated (except the professional discount) and be applied to the gross expenditure (issues dated February 2023 to January 2024).

OTHER CONDITIONS AND PRICING DEFINITION

- Successive pages : + 15% on successive pages from the second page (applying to first page rate)
- Specific position required : + 5 %
- Black and White rate : Full page 4C - 20 %
- Rates seen-read
 - ✓ Print : 6 000 €
 - ✓ Digital : 6 000 €
 - ✓ Bi-Media : 8 000 €
- Advertorials : please contact us for the graphics standards and send it for editorial validation
- Humanitarian causes, Co-branding advertisement, Special ads and sizes : please contact us
- 1st part : section or advertising in the 1st half of the magazine
- Cancellation of Premium position :
 - ✓ Any preferred position confirmed and cancelled will be invoiced 50% of net insertion rate if the cancellation is lower or equal to 2 weeks from the ad closing date
 - ✓ Any preferred position confirmed and cancelled will be invoiced 20% of net insertion rate if the cancellation is lower or equal to 1 month from the ad closing date

YOUR CONTACTS

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Contract conclusion

Any order to insert an advertisement implies acceptance to the general terms of sale (hereafter referred as GTS). The publisher reserves the right to refuse the insertion of any advertisement at variance with the spirit or the presentation of the magazine. The same applies if an advertisement appears to be in violation of the legislation in force. Any order to insert an advertisement only becomes effective when the publisher has acknowledged receipt thereof in writing or via the EDI (Electronic Data Interchange) flow.

Postponement and cancellation of an order

Every request for cancellation of an order to insert an advertisement must be notified to the magazine in writing or via the EDI flow, before the ad closing date specified by the technical calendar, namely 4 weeks before the publication date.

During the period from 1 month to 15 days before the ad closing date, any cancellation of Premium position will be charged 20% of price net of cancelled orders, and below 15 days 50% of the initial order's amount.

Any request of cancellation which will not be written or done within the deadline, will not be taken into account. The publisher's liability cannot be incurred if for reasons beyond its control, which under his contact are compared with cases of force majeure such as defined by the Civil Code, it were impossible for it to publish or distribute all or part of one or several issues of the publication or of one or several advertisements.

Editorial advertising

All advertising article with editorial content must be notified with the mention "Publicité" or "Communiqué"

Detail of execution

The publisher will give the advertiser an account of the execution or of any change in the execution, even when an agency acts as the intermediary. Prime positions are accepted without formal guarantee of being executed; if the execution has been carried out in accordance with the contractual conditions, these positions will be billed according to the rates.

Technical information and deadlines

Supplying of technical elements must be done in accordance with the timetable set out in the quotation and on the website tarifdelapresse.com. The quality of production cannot be guaranteed if printing elements reach the publisher outside delays. Unless instructions in writing have stated otherwise, technical elements will be kept for 6 months. Final acceptance date for claims of a technical nature: registered letter 1 month after publication.

Voucher copies

Two voucher copies of each advertisement will be sent to the advertiser and/or the mandated agency, if any, within the month following the publication. The customer undertakes to respect the rules of the trade and the statutory regulations in the advertising field.

The publisher reserves the right to refuse any advertising it deems contrary to the good presentation or the editorial line of the magazine broadcasting advertisement. The Publisher also reserves the right to refuse any advertising which seem doubtful or would be contrary to the rules of its profession and all those likely to undermine public order, morality or offend moral convictions, religious, cultural and political convictions of the readers.

The customer guarantees the publisher against any legal proceedings which could be instituted against it because of advertisements published on order, will compensate it for any losses sustained and will guarantee it against any action by third parties because of these inserts.

Brand use

The name of a magazine belonging to the publisher cannot be used in an advertisement without its prior permission in writing.

Payment

1 - Rates are quoted in euros excluding added tax value. All duties and taxes at the statutory rate in force relating to advertising orders and contracts for special operations or sponsorship are due by the advertiser.

2 - For being able to invoice an agent, he must write a contract, binding him to the advertiser. In case of no precision concerning the duration of the contract, it is considered to be an open-ended contract.

3 - Payment will be requested at the remittance of an order by a new advertiser, a new authorised agent or when the customer has not respected one or several previous payments dates or for any incurs overrun as approved and estimated by the publisher. When payment is requested at the placing of the order, the publisher will execute the contract only when actual payment has been made.

4 - In the other cases, the insertions are paid:

- either by draft, transfer or a crossed cheque to the order of the publisher, before publication, at 30 days from the date of billing end of month the 10th of the following month with discount of 0,3 % net of tax.
- or by draft, transfer or a crossed cheque to the order of the publisher, at 60 days from the date of billing, the accepted and domiciled draft must be sent within eight days of a date of billing.

If the customer does not respect these methods of payment, there will be automatic reversal to cash payment

5 - If there is any late-payment, in meeting the deadline of the invoice, the debtor will be strictly liable, and without prior formal notice, for the application of a late-payment interest equal to 3 times the legal interest rate and a compensation package for recovery costs of 40 euros. Any delay in payment may lead to the suspension of the execution of orders.

6 -The advertising agency sending the publisher an order acts as the advertiser's authorised agent. The latter is liable for the payment of the order. The professional discount is 15 % calculated on the net turnover. By net turnover we mean the gross turnover following deduction of all discounts, including the discount for the media buying discount.

Calculation of the expenditure base for General Terms of Sale (GTS) volume discount levels and media buying agency discount

In case of reduction of the gross expenditure, the figure including this reduction is the one implementing the expenditure base of the magazine used as a basis for level's calculation of the GTS.

7 -In the event of recovery of unpaid bills by legal or compulsory means, the amount of these bills will be increased 20 % net of taxes, in accordance with article 1226 and following Civil Code, in addition to the bank charges, legal rate of interest and any legal costs.

Prices will be without value added tax. Any existing or new taxes will be paid by the customer.

8 -Claims other than technical claims will only be accepted in writing, within a time limit of fifteen days following receipt of the bill.

Modifications

The publisher's prices can be modified during the year, even on contract in progress, by serving three months notice. Unless the customer sends his observations by recorded delivery letter within a time limit of fifteen days, the publisher considers that it has the customer's consent.

The publisher reserves the right to unilaterally modify the rates every semester, including on the current quotations, notably regarding the cost of paper or if a new regulation imposes it, which the parties acknowledge and expressly accept. The party shall be notified of the change one month before the new rates come into force. If the party does not notify its disagreement with the new rates within 8 days of the date on which it receives notification of these changes, it shall be deemed to have accepted it.

Applicable law

Any disputes will be submitted to the sole jurisdiction of the Court at the publisher's head office district, even if there is an introduction of third party or a plurality of defendants.

French law alone is applicable.

Special terms

Any discount granted to an advertiser must be made in accordance with the rates in force. The discount will be expressly mentioned on the invoice sent to the advertiser. The holdings concerning sales on civil year must be claimed before the end of the first quarter of the next civil year.

ARPP clause

Our magazine joins the ARPP that is making it observant of codes of advertising professional world ethics. The advertisements proposed must respect these self-discipline rules.

Anticorruption - Fraud

PRISMA MEDIA attaches particular importance to the fight against fraud and corruption and carries out its activity in accordance with the relevant regulations, in particular the law on transparency, the fight against corruption and the modernization of life. Thus, PRISMA MEDIA Group expects from its customers that they share this objective and make their best efforts to ensure compliance with the principles applicable in this area by their possible subcontractors and / or suppliers.

The different Parties condemn all forms of active or passive bribery, whether they concern public officials or intervene in commercial operations. The Parties undertake to grant and accept benefits (invitations, gifts, etc.) only to the extent permitted by the aforementioned law.

The Customer condemns any form of fraud or fraudulent behavior towards the PRISMA MEDIA Group and third parties, namely in particular the abuse of corporate assets, theft, misappropriation, tax evasion or money laundering.

In addition, the Customer undertakes to disclose any suspicion of real or potential conflict of interest with the PRISMA MEDIA Group in the course of its activities.

PRISMA MEDIA dans le cadre de ses activités.