


HBRFRANCE.FR
**Harvard
Business
Review**

FRANCE

& HORS-SÉRIE



**GROSS PRINT RATES €
(excluding taxes)
2025**

KEY NUMBERS

- ▲ **PRICE** : 18,50 € / 20,00 € (Special editions)
- ▲ **PERIODICITY** : Bimonthly + 5 Special editions/year

SUMMARY

▲ RATES	3 to 4
▲ CONTACTS	5
▲ TERMS OF SALES ADVERTISING	6

GROSS RATES € (excluding taxes) - FULL COLOUR

SINGLE PAGES		DOUBLE PAGES	
Standard rates			
Full Page 4C	13 000 €	Double Page	26 000 €
Premium placements			
Cover 4	25 000 €	Double Opening	32 500 €
Cover 2	22 000 €	2 nd Double Opening	31 500 €
Cover 3	20 000 €	1 st Double Page	31 000 €
LHP Edito	18 500 €	2 nd Double Page	30 000 €
1 st RHP	18 000 €		
2 nd RHP	17 500 €		
3 rd RHP	17 000 €		
4 th RHP	16 500 €		
5 th RHP	16 000 €		
LHP Opening Section	17 000 €		
RHP Section	16 000 €		

OTHER FORMATS

1/2 Page	9 000 €		
1/3 Page	8 000 €		

INSERTS*

FORMATS	NATIONAL**
2 pages	350 €
4 pages	404 €
6 pages	462 €
8 pages	532 €
10 pages	611 €
12 pages	700 €
14 pages	798 €
16 pages	904 €

* For samples and glues cards, contact us

** For 1.000 copies, contact us for the print run

*** Minimum invoice = 50,000 copies - Excluding technical costs and postal taxes

Postal rule for subscription inserts, special operations for subscribers: 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 16 500 €** in the issue dated February 2025 to January 2026, will benefit 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 2025 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 2025 (Excluding taxes)		RATE
From	16 500 €	2%
From	33 000 €	3%
From	49 500 €	4%
From	66 000 €	5%
From	82 500 €	6%
From	99 000 €	7%
From	115 500 €	8%
From	132 000 €	9%
From	165 000 €	10%
From	198 000 €	11%
From	231 000 €	12%
From	264 000 €	13%
From	297 000 €	14%
From	346 500 €	15%

MEDIA BUYING AGENCY DISCOUNT PROFESSIONAL DISCOUNT

This discount is based on gross expenditure on purchase realized in 2025, 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 the event of non-compliance with the GTC on the part of the agent or his client in terms of payment terms, the payment of the cumulative mandate is likely to be called into question.

The professional 15% discount applies to net sales excluding VAT (reference BBA sales minus the decreasing figures opposite).

Calculation:

The decreasing figures are added (except for the professional discount) and apply to the gross sales basis purchase (dated from February 2025 to January 2026)

OTHER CONDITIONS AND PRICING DEFINITION

- Successive locations: + 15% on successive pages from the second to be applied to the rate for the first page.
- Specific demand for rigor: + 5%.
- Black and White price: PQ - 20%
- Seen-Read Rates
 - ✓ Print : 6 000 €
 - ✓ Digital : 6 000 €
 - ✓ Bimédia : 8 000 €
- Publi-press releases: consult us for the graphic charter and submit it to us for approval.
- Major causes, multi-advertiser announcements, operations and special formats: contact us.
- 1st part: sections or advertisements located in the 1st half of the magazine
- PREMIUM pitches cancellations:
 - Any confirmed and canceled PREMIUM location will be charged 50% of the net price of the insertion if cancellation is less than or equal to 2 weeks from the commercial closing date.
 - Any confirmed and canceled PREMIUM location will be charged 20% of the net price of the insertion if cancellation is less than or equal to 1 month from the commercial closing date.

YOUR CONTACTS

EXECUTIVE DIRECTORS PMS

PHILIPP SCHMIDT

Directeur Général Prisma Media

pschmidt@prismamedia.com

CAROLINE DURET

Directrice Exécutive Adjointe PMS

cduret@prismamedia.com

+33.6.31.10.6213

BASTIEN DELEAU

Directeur Exécutif Adjoint PMS

bdeleau@prismamedia.com

+33.6.60.28.46.45

BRAND TEAM

MARIA ISABELLE DE SAINT-BAUZEL

Directrice déléguée Pôle Lifestyle

midesain@prismamedia.com

+33 7 60 83 29 78

DOMINIQUE-MARIE BELLANGER

Industry Director International

dbellang@prismamedia.com

+33 6 99 77 32 02

JEAN-PIERRE MILLEN

Senior Client Partner

Mode - Luxe - International

jpmillen@prismamedia.com

+33 6 84 81 17 83

CATHERINE PINTUS

Assistante Commerciale

cpintus@prismamedia.com

+33 1 73 05 64 61

TRADING DEPT

NATHALIE COURTIAL

Trading Manager

ncourtia@prismamedia.com

+33 1 73 05 64 94

TECHNICAL CONTACTS

LAURENCE BIEZ

Planning Manager Print

lbiez@prismamedia.com

+33 1 73 05 64 92

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.