

2018 ADVERTISING RATES

AIRFRANCE / MAGAZINE

12 issues per year

426,533 copies OJD 2016-2017

1,012,000 European Readers A.I.R., European Affluent Survey HY2017 - 21 countries

350,000 Premium Readers A.I.R., AudiPresse Premium 2017

NATIONAL RATES - gross euro - Starting from issue n°249

Before the 15% professional discount (i.e general sales conditions)

Full page trim size 195 mm W x 260 mm L – contract proof



SINGLE

SPREAD

STANDARD POSITIONS

Single Page	25 100 €	Spread	50 200 €
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PREMIUM POSITIONS

Back cover	42 800 €	Opening Spread	68 500 €
Facing editorial	33 500 €	2nd opening spread	65 600 €
Facing Table of contents	33 300 €	3rd opening spread	60 100 €
LHP Moods	33 300 €	4th opening spread	58 400 €
RHP Moods	32 800 €	Other opening spread	56 000 €
Facing contributors	32 800 €		
1st RHP	31 600 €		
2nd RHP	31 500 €		
Inside back cover	31 400 €		
Opening LHP of editorial section	31 400 €		

OTHER SPECIFIC POSITIONS

FIRST

3rd RHP	31 200 €		
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STARS

4th and 5th RHP	30 200 €	Double 1st part	53 500 €
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ESSENTIALS

RHP in editorial section	28 800 €		
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OPPORTUNITIES

Facing on board price list	20 900 €		
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INSERTS (cost per thousand)

Card sticker	42 €	12 pages	340 €
2 Pages	120 €	16 pages	430 €
4 Pages	150 €	20 pages	440 €
6 Pages	190 €	24 pages	450 €
8 pages	240 €		

OTHER ADVERTISING FORMAT

1/2 page	17 100 €		
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VOLUME DISCOUNT *

Gross revenue from	50 200 €	3%
Gross revenue from	75 300 €	4%
Gross revenue from	125 500 €	5%
Gross revenue from	175 700 €	7%
Gross revenue from	251 000 €	9%
Gross revenue from	376 500 €	12%

*Volume discount calculated on gross rate for advertisers or group of advertisers (i. e. general terms and conditions)



AGENCY DISCOUNT *

Discount on agency turnover calculated on gross rate from the 1st € 3%

* Applicable to the representative. Each discount is based on the gross revenue of rates basis (after any application of modulation rates)

OTHER RATE CONDITIONS

RHP required : +10%

RHP 1st part : +15%

Successive / isolated Ads: +10%

CONTACTS

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