

2017 ADVERTISING RATES



12 issues per year

404,205 copies OJD 2015-2016

998,000 European Readers A.I.R., European Affluent Survey 2016 - 21 countries

357,000 Premium Readers A.I.R., AudiPresse Premium 2014

NATIONAL RATES - gross euro - Starting from issue n°237

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	24 400 €	Spread	48 800 €
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PREMIUM POSITIONS

Back cover	41 600 €	Opening Spread	66 500 €
Facing editorial	32 500 €	2nd opening spread	63 700 €
Facing Table of contents	32 300 €	3rd opening spread	58 400 €
LHP Moods	32 300 €	4th opening spread	56 700 €
RHP Moods	31 800 €	Other opening spread	54 400 €
Facing contributors	31 800 €		
1st RHP	30 700 €		
2nd RHP	30 600 €		
Inside back cover	30 500 €		
Opening LHP of editorial section	30 500 €		

OTHER SPECIFIC POSITIONS

FIRST

3rd RHP	30 200 €
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STARS

4th and 5th RHP	29 300 €	Double 1st part	51 900 €
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ESSENTIALS

RHP in editorial section	27 900 €
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OPPORTUNITIES

Facing on board price list	20 300 €
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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	16 600 €
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VOLUME DISCOUNT*

Gross revenue from	48 800 €	3%
Gross revenue from	73 200 €	4%
Gross revenue from	122 000 €	5%
Gross revenue from	170 800 €	7%
Gross revenue from	244 000 €	9%
Gross revenue from	366 000 €	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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Full rate conditions available on our website <http://www.lagardere-pub.com> or on request

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