

2016 ADVERTISING RATES

MADAME

AIRFRANCE

8 issues per year +1 special issue

266,168 copies, OJD 2014-2015

343,000 Premium readers AIR, AudiPresse Premium 2014

NATIONAL RATES - gross euro - Starting from issue n°173

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

Full page trim size 210 mm W x 285 mm L – 1.3 pdf file + contract proof



SINGLE

SPREAD

STANDARD POSITIONS

Single Page	18 000 €	Spread	36 000 €
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PREMIUM POSITIONS

Outside Back Cover	32 000 €	Opening spread	53 500 €
Facing "Making of"	26 100 €	1st spread	47 800 €
Facing contents / "Passengers" / Masthead	25 800 €	2nd spread	46 000 €
Facing Editorial / "Inspiration" / "Dans la valise de" / Shopping map	23 300 €	3rd spread	44 300 €
Facing section opening	23 000 €	4 th to 10 th spread	43 800 €
RHP "Hot Spot" / "Air de Paris"	22 900 €	11 th to 15 th spread	43 200 €
RHP "Culture"	22 800 €	Between summary 1 and 2	42 200 €
RHP "Style" / "Bijoux"	22 600 €	Between summary 2 and 3	41 700 €
Inside Back cover	22 200 €		

OTHER SPECIFIC POSITIONS

FIRST

RHP Beauty	21 900 €	Between Summary and "Passengers"	40 900 €
		Between "Passengers" and Masthead	40 900 €
		Between Masthead and Editorial	40 900 €
		Between Editorial and "Inspiration"	40 900 €
		Spread "Hot Spot" / "Air de Paris"	40 900 €

STARS

RHP Lifestyle	19 900 €	Spread "Culture"	40 400 €
		Spread "Style" / "Bijoux"	40 400 €

ESSENTIALS

INSERTS (cost per thousand)

Please contact us

OTHER ADVERTISING FORMAT

Please contact us

VOLUME DISCOUNT*

Gross revenue from	36 000 €	3%
Gross revenue from	54 000 €	4%
Gross revenue from	72 000 €	5%
Gross revenue from	108 000 €	6%
Gross revenue from	144 000 €	8%
Gross revenue from	180 000 €	10%
Gross revenue from	216 000 €	12%
Gross revenue from	270 000 €	13%

*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)

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