



PRISMA Pub
www.prismapub.com

ADVERTISING RATES 2009

(from n° 318 to n° 329)

Address : 6 rue Daru
75008 PARIS
Tél. : +33 1.44.15.31.59
Fax : +33 1.44.15.34.84

Frequency :

Monthly

Editorial concept

Fashion, cosmetics, decorating, gardening, cooking and do-it-yourself hints: month after month, PRIMA shows French women the beautiful side of life. Women receive hints on how to handle all problems connected with the areas of health, family and nutrition – without neglecting their own needs and demands. PRIMA aims to reinforce this basis for success with sound journalism, features written by researchers and experts as well as creativity.

Circulation

517 252 (OJD DSH 2007-2008)

Readership

2 548 000 readers with 2 192 000 women readers (AEPM 2007-2008)

Your Contacts : + 33 1 44 15...

Prisma Presse Advertising Department

General Manager- Prisma Pub

Catherine Amaize 33.15
camaize@prisma-presse.com

International Advertising Manager

Amélie Barsi 33.05
abarsi@prisma-presse.com

International Advertising Coordinator

Sandrine Araldi 34.05
saraldi@prisma-presse.com

Single

Spread

BASIC RATES

PREMIUM POSITIONS		BASIC RATES	
Full Page 4C	24 520 €	Spread Page	49 040 €
Cover 4	38 100 €	Opening Spread Page	62 800 €
Cover 3	30 900 €	1st spread after summary	61 800 €
Cover 2	36 050 €	2nd opening spread page	59 740 €
Facing Summary 1 and 2	32 960 €		
1 st Right hand page	32 960 €		
1 st Left hand page	30 900 €		
2nd Right hand page	31 930 €		

MAGAZINE RATECARDS

29 870 €	FIRST	56 650 €
Facing Beauty		3 rd Spread page
Facing Fashion		4 rd Spread page
3 rd & 4 th RHP		
28 840 €	STARS	55 600 €
Rhp in magazine 1 st half		Spread Fashion/Beauty: opening, closing, contents
		Spread in magazine 1 st half
	ESSENTIALS	54 600 €
		Spread in 2 nd half part
27 800 €	OPPORTUNITIES	
Facing magazine subjects		

OTHER FORMATS

2/3 page	21 120 €
1/2 page	15 350 €
1/3 page	13 190 €
1/4 page	11 020 €
BOUND/LOOSE INSERTS 2009 ⁽¹⁾	

	National ⁽²⁾	Regional ⁽³⁾
2 pages	49 €	63 €
4 pages	53 €	68 €
6 pages	60 €	77 €
8 pages	69 €	90 €
12 pages	72 €	95 €
16 pages	77 €	99 €
100 pages and +		206 €

⁽¹⁾ Samples, glued cards, CDS, booklets: please contact us

⁽²⁾ For 1.000 copies: average national print run (estimation): 780.000 copies (+3% over) -

⁽³⁾ Minimum print-run: 50.000 copies

Postal fees will be charged on subscription copies: please contact us

OTHER CONDITIONS

2 Hors-Séries Loisirs Créatifs: Tarif brut page = 8 240€. Dates de parution: 31 mars et 20 octobre 2009.

Special positions required: +5%

Black & White rates: -20% vs tarif Quadri Bichromie rate: -10% vs tarif Quadri Trichromie rate: -5% vs tarif Quadri

Advertorials: contact us Co-branding, special operations and ad size format: please contact us.

Cancellations Premium Positions:

- 50 % of net insertion rate if cancellation = 15 days
- 20 % of net insertion rate if cancellation = 1 month

Discount Rates 2009

VOLUME DISCOUNTS

Applicable to any advertisers or group advertisers with a minimum expenditure of 24 520€ minimum between February 2009 to January 2010.

from 24 520 to 49 039 €	4%
from 49 040 to 73 559 €	5%
from 73 560 to 98 079 €	6%
from 98 080 to 171 639 €	7%
from 171 640 to 269 719 €	8%
from 269 720 to 490 399 €	9%
from 490 400 to 858 199 €	10%
from 858 200 to 1 225 999 €	11%
from 1 226 000 to 1 471 199 €	12%
from 1 471 200 to 1 961 599 €	13%
from 1 961 600 to 2 451 999 €	14%
more than 2 452 000 €	15%

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

MEDIA BUYING AGENCY DISCOUNTS

Any media buying agency representing 2 advertisers investing a minimum of 92 100€ in the magazine between February 2009 and January 2010 will receive the following discount...*

From 98 080 €	2%
From 245 200 €	2.5%
From 735 600 €	3%

**For any advertiser or group advertiser / based on gross expenditures. Following terms of the official 2009 Prisma Presse rate cards :
« The discount can be cancelled in case of non respect of official rate card' conditions »*

PROFESSIONAL DISCOUNT

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

DEFINITIONS :

Advertiser : Group/Holding. Subsidiaries will be considered part of the advertiser, if more than 50% of the shares are owned by the main Group/Holding by January 1st 2009.

Brand : Name of a single product or range of products.

DISCOUNT CALCULATIONS : All discounts can be accumulated and are applied to the gross expenditures (except the professional discount) from February 2009 to January 2010. (Issue 318 to 329)

Formats, technical information and deadlines

Printing Process :

Cover : offset
Body : Offset

Files format :

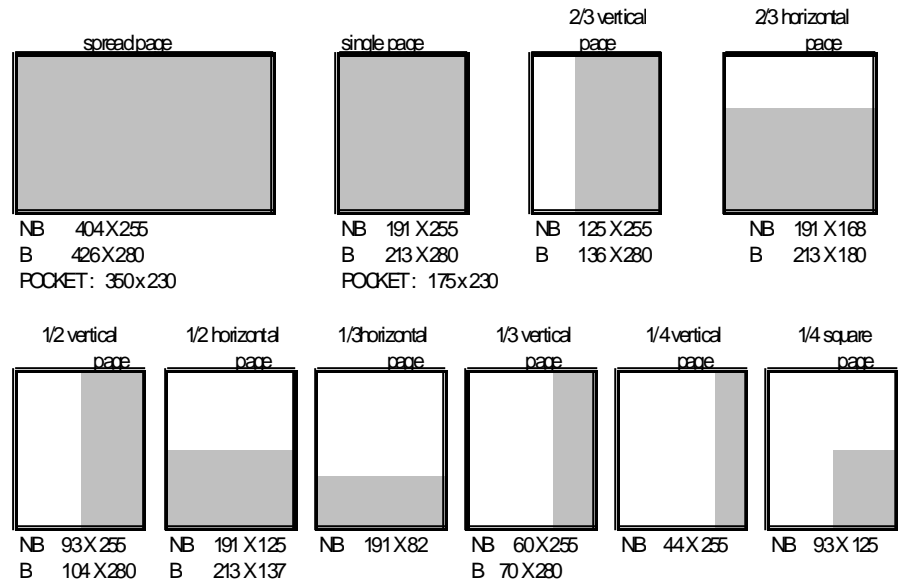
PDF according the Ghent PDF Workgroup
Ads_1v3 du Ghent PDF Workgroup (www.gwg.org)

Reference Proof: Fogra 39L

Deadlines :

Materials to be delivered four weeks before publication.

Reproduction quality cannot be guaranteed if the printing material is delivered behind schedule. Unless otherwise instructed in writing, positives will be destroyed one year after the last publication. Technical objections are admissible, via recorded delivery mail, within one month after publication.



GENERAL TERMS OF SALE

CONTRACT CONCLUSION

Any order to insert an advertisement implies acceptance to the general terms referred below. 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. Orders to insert an advertisement only becomes effective when the publisher has acknowledged receipt thereof in writing.

POSTPONEMENT AND CANCELLATION OF AN ORDER

To be accepted, requests for cancellation or postponement must be notified in writing 20 weeks before the publication date. 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 / ADVERTORIALS

Editorial type advertising must bear the mention : « Publicitaire ».

DETAIL OF EXECUTION

Prisma Presse will give the advertiser in person 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 SPECIFICATIONS AND DELAY

The quality of production cannot be guaranteed if printing elements reach Prisma Presse outside delays. Unless instructions in writing have stated otherwise, CDs will be destroyed one year after the last publication. Final acceptance date for claims of a technical nature registered letter one month after publication. Material should be supplied 3 weeks before 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.

GUARANTEE

The customer undertakes to respect the rules of the trade and the statutory regulations in the advertising field. The customer guarantees Prisma Presse 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 title belonging to Prisma Presse cannot be used in an advertisement without its prior permission in writing.

PAYMENT

1 - 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 payment dates. When payment is requested at the placing of the order, Prisma Presse will execute the contract only when actual payment has been made.

2 - In the other cases, the insertions are paid:
- either by a crossed cheque to the order of Prisma Presse, 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 or by a crossed cheque to the order of Prisma Presse, at 60 days from the date of billing end of month the 10th of the following month. 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.

3 - If there is any delay in payment, Prisma Presse reserves the right to suspend the execution of orders. For any delay in payment, bank charges at the legal rate applied during the considered period, increased by 50%, will be billed and paid on receipt of bills. For payments at 30 days, date of the bill, any delay in payment will in addition entail the billing of the wrongly deducted discount.

4 - The advertising agency sending us 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 plurality of mandates.

5 - 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. Any existing or new taxes will be paid by the customer.

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

RATES MODIFICATIONS

Our rates can be modified during the year, by serving three months notice ; this also applies to contracts in progress. Unless the customer sends his observations by recorded delivery letter within a time limit of fifteen days, Prisma Presse considers that it has the customer's consent.

APPLICABLE LAW

Any disputes arising in relation to these general terms of sale 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.

