



**Cuisine
Actuelle**

Guide Cuisine

**Cuisine
Gourmande**

PRISMA Pub
www.prismapub.com

ADVERTISING RATES 2009

Address : 6 rue Daru
75008 PARIS
Tél. : 01.44.15.34.28
Fax : 01.44.15.34.84

Editorial concept

These 3 cooking magazines deal with different aspects of cooking, from the day to day recipes to real Gastronomy. Reaching together over 4 million readers, those titles guide provide them with a wide range of recipes, to make them enjoy the pleasure of good food and fine eating.

Circulation

297 021 (OJD FP 2007-2008)

Readership

4 360 000 readers with 3 340 000 women readers (AEPM 2007-2008)

Your Contacts : + 33 1 44 15...

Prisma Presse Advertising Department

General Manager- Prisma Pub

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International Advertising Manager

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International Advertising Coordinator

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Single

Spread

BASIC RATES

Full page 4C	17 820 €	Spread page	35 650 €
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PREMIUM POSITIONS

Cover 4	31 400 €	Opening spread	52 530 €
Cover 3	25 240 €	1 st Spread after summary	48 400 €
Cover 2	28 330 €		
1 st RHP/1 st LHP	25 240 €		
2 nd RHP	23 180 €		

MAGAZINE RATE CARDS

21 630 €

FIRST

*Rhp 1st Part
Facing in Rigueur pages*

OTHER FORMATS

1/2 page	12 360 €
1/4 page	9 790 €

OTHER CONDITIONS

Special positions required : + 5 %.
 Successive pages : +15% on second page
 Advertorials : contact us.
 B/W rates : -20% of basic rate
 Bichromie : -10% of basic rate
 Trichromie rate: -5%of basic rate
 Co-branding, special operation and ad size format: please contact us.
 Premium Positions :
 50 % of net insertion rate if cancellation = 15 days
 20 % of net insertion rate if cancellation = 1 month

BOUND/LOOSE INSERTS 2009 ⁽¹⁾

	National ⁽²⁾	Regional ⁽³⁾
2 pages	49 €	61 €
4 pages	57 €	69 €
6 pages	62 €	71 €
8 pages	71 €	78 €

⁽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.

A mock-up of the insert should be sent to our Production Department to check the set up and confirm the cost estimate (including print run of the magazine, technical charges, postal charges, etc.)

Discount Rates 2009

VOLUME DISCOUNTS

Applicable to any advertisers or group advertisers with a minimum expenditure of 5 670 € minimum between January 2009 to December 2009

From 5 670 euros	4%
From 17 010 euros	5%
From 28 350 euros	6%
From 45 360 euros	7%
From 62 370 euros	8%
From 85 050 euros	9%
From 102 060 euros	10%
From 124 740 euros	11%
From 204 120 euros	13%
From 272 160 euros	14%
From 334 530 euros	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 44 190€ in the magazine between January 2009 and December 2009 will receive the following discount..

From	44 190 euros	2.0%
From	103 110 euros	2.5%
From	220 950 euros	3.0%

*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 cards conditions »*

PROFESSIONAL DISCOUNTS

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

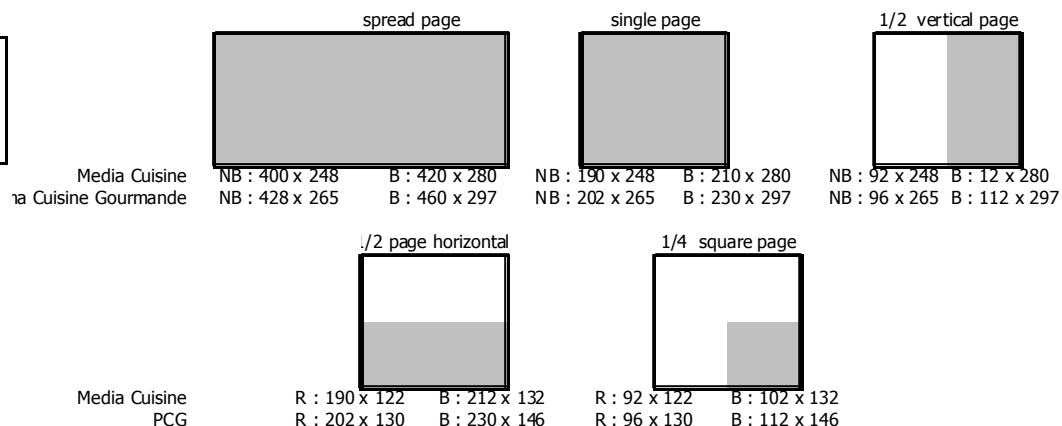
DEFINITIONS :

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 January 2009 to December 2009.

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.

Prima Cuisine Gourmande being a square back, plan a 10 mm greccuage , which is 5mm on each side of the fold for spread pages.

A 5 mm gap is needed around the page For advertorials, a bleed is imperative.

Inserts, collages and special operations: contact us.

GENERAL TERMS OF SALES

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 : « Public communiqué ».

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.

