

# Gala

 PRISMA *Pub*

[www.prismapub.com](http://www.prismapub.com)

## ADVERTISING RATES 2009

(n° 813 to n° 864)

Address : 6 rue Daru  
75008 PARIS

Frequency :

Weekly

Tel. : 01.44.15.33.08

Fax : 01.44.15.32.02

### Editorial concept

The n°1 fashion people premium weekly magazine. The sophisticated High Society magazine that is a unique mix of celebrity news and upmarket women's topics (fashion, beauty, cuisine, travel) in visually opulent large format glossy. A unique positioning for an upscale women's magazine, a harmonious blend of worldwide Celebrity: "Star Factor", Glamour, Intrigue, Desire, Success and High-end Fashion, Luxury, Beauty, Elegance, Seduction. An escape into a world of dreams and enchantment, bringing readers closer to their favourite stars by covering how they live, where they travel, what they wear through positive reports and intimate interviews. Stylish layouts of outstanding artistic qualiber and high-quality glossy paper set the high-class status.

### Circulation

321 265 (OJD DFP 2007-2008)

### Readership

2 964 000 readers with 2 153 000 women readers (AEPM 2007-2008)

### Your Contacts : + 33 1 44 15...

#### Prisma Presse Advertising Department

General Manager- Prisma Pub

Catherine Amaize 33.15  
carnaize@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

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## Single

## Spread

### BASIC RATES

|              |          |             |          |
|--------------|----------|-------------|----------|
| Full page 4C | 20 760 € | Spread page | 41 520 € |
|--------------|----------|-------------|----------|

### PREMIUM POSITIONS

|                     |          |                             |          |
|---------------------|----------|-----------------------------|----------|
| Cover 4             | 43 000 € | Opening spread              | 64 000 € |
| Cover 2             | 34 500 € | Opening spread 2            | 60 200 € |
| RHP « Bloc Notes »  | 31 100 € | Opening spread 3            | 58 100 € |
| LHP Premium         | 29 300 € | Opening spread 4            | 57 000 € |
| 1 <sup>st</sup> RHP | 29 300 € | 1 <sup>st</sup> Spread page | 54 000 € |
| 2 <sup>nd</sup> RHP | 28 600 € |                             |          |
| 3 <sup>rd</sup> RHP | 28 100 € |                             |          |

### MAGAZINES RATE CARDS

|          |       |          |
|----------|-------|----------|
| 27 600 € | FIRST | 52 000 € |
|----------|-------|----------|

|   |  |
|---|--|
| 4 <sup>th</sup> RHP to 7 <sup>th</sup> RHP<br>Cover 3 | 2 <sup>nd</sup> Spread Page<br>3 <sup>rd</sup> Spread Page |
|---|--|

|          |       |          |
|----------|-------|----------|
| 26 000 € | STARS | 50 000 € |
|----------|-------|----------|

|  |  |
|--|--|
| 8 <sup>th</sup> RHP to 10 <sup>th</sup> RHP<br>RHP Mode and RHP Beauté<br>LHP Gala Look<br>LHP Face Ouverture N° Spéciaux<br>RHP « Les Nuits de Gala » | Opening spread Mode et Beauté<br>Magazine closing spread |
|--|--|

|          |            |          |
|----------|------------|----------|
| 23 400 € | ESSENTIALS | 46 800 € |
|----------|------------|----------|

|   |   |
|---|---|
| RHP 1 <sup>st</sup> Half News<br>RHP Cuisine/Voyages<br>RHP « Chuchotements »/ « Ca va faire Mâle »/<br>Culture / Focus / Horoscope | Spread in 1 <sup>st</sup> Half Magazine |
|---|---|

### OTHER FORMATS\*

|                    |          |
|--------------------|----------|
| 1/2 vertical page  | 16 600 € |
| 1/3 vertical page  | 15 500 € |
| 1/4 îlot central** | 12 700 € |

\* 2 pocket formats maximum by issue on determinate positions (contact us).

\*\* Exclusively for festive products related to the section « Les Nuits de Gala. » (contact us).

### OTHER CONDITIONS

Special position required : + 5%. Successive pages : +15% on second page

B/W rates : -20% of basic rate Bichromie : -10% of basic rate Trichromie rate: -5% of basic rate

Advertorials : contact us

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

1st half part sections or ads.

#### Premium positions

50 % of net insertion rate if cancellation = 15 days

20 % of net insertion rate if cancellation = 1 month

BOUND/LOOSE INSERTS 2009 <sup>(1)</sup>

|                 | National <sup>(2)</sup> | Regional <sup>(3)</sup> |
|-----------------|-------------------------|-------------------------|
| <b>2 pages</b>  | <b>84 €</b>             | <b>92 €</b>             |
| <b>4 pages</b>  | <b>106 €</b>            | <b>116 €</b>            |
| <b>6 pages</b>  | <b>116 €</b>            | <b>128 €</b>            |
| <b>8 pages</b>  | <b>144 €</b>            | <b>158 €</b>            |
| <b>12 pages</b> | <b>166 €</b>            | <b>183 €</b>            |
| <b>16 pages</b> | <b>193 €</b>            | <b>211 €</b>            |

<sup>(1)</sup> Samples, glued cards, CDS, booklets: please contact us

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

<sup>(3)</sup> 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 12 000 € minimum between January 2009 to December 2009

|  |            |
|--|------------|
| <b>From 12 000 to 20 759 euros</b>       | <b>3%</b>  |
| <b>From 20 760 to 43 369 euros</b>       | <b>4%</b>  |
| <b>From 43 370 to 64 129 euros</b>       | <b>5%</b>  |
| <b>From 64 130 to 126 399 euros</b>      | <b>6%</b>  |
| <b>From 126 400 to 188 689 euros</b>     | <b>7%</b>  |
| <b>From 188 690 to 250 969 euros</b>     | <b>8%</b>  |
| <b>From 250 970 to 375 529 euros</b>     | <b>9%</b>  |
| <b>From 375 530 to 499 699 euros</b>     | <b>10%</b> |
| <b>From 499 700 to 811 489 euros</b>     | <b>11%</b> |
| <b>From 811 490 to 1 433 899 euros</b>   | <b>12%</b> |
| <b>From 1 433 900 to 2 056 484 euros</b> | <b>13%</b> |
| <b>From 2 056 485 to 2 679 080 euros</b> | <b>14%</b> |
| <b>More than 2 679 080 euros</b>         | <b>15%</b> |

\*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 83 000€ in the magazine between January 2009 and December 2009 will receive the following discount...

|                                |             |
|--------------------------------|-------------|
| <b>From 83 000 euros</b>       | <b>2,0%</b> |
| <b>From 207 000 euros</b>      | <b>2,5%</b> |
| <b>More than 415 200 euros</b> | <b>3,0%</b> |

*\* 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 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 1<sup>st</sup> 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 (issue n° 813 to 864.)

## Formats, technical information and deadlines

### Printing Process :

Cover : offset  
Body : offset

### Files format :

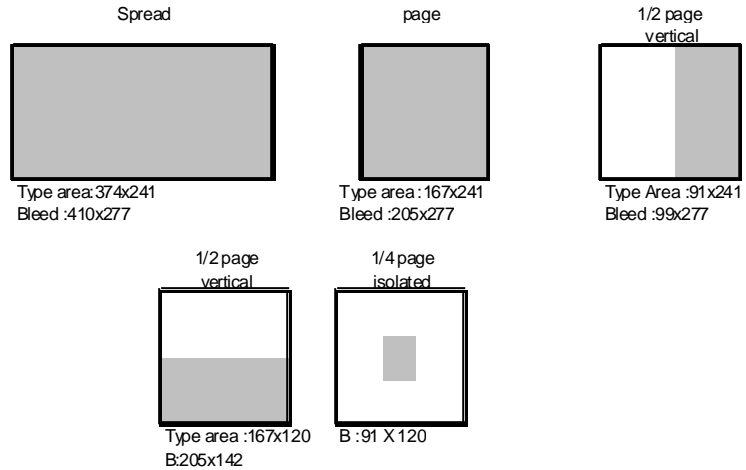
PDF according to the Ghent PDF Workgroup  
Ads\_lv3 du Ghent PDF Workgroup  
(www.gwg.org)

Media : 1 ad per CDQuickCut :  
(www.adstream.com)

Reference Proof : PSR ECI HWC

**Deadlines :** Materials to be delivered 3 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



**For bleed pages, please add 4 mm on all edges and do not forget to add the trim marks on each set of films. For inserts and special formats (such as pasted cards, samples, flap covers), please contact us.**

## 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 become 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 contract 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.