



  
www.prismapub.com

## ADVERTISING RATES 2009 (from n°132 to n°157)

<b>Address</b>	<b>:</b>	<b>6, rue Daru 75008 PARIS</b>	<b>Frequency</b>	<b>:</b>	<b>Fortnightly</b>
			<b>Issue date</b>	<b>:</b>	<b>Monday</b>
<b>Tél.</b>	<b>:</b>	<b>01.44.15.33.36</b>			
<b>Fax</b>	<b>:</b>	<b>01.44.15.31.82</b>			

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### Editorial concept

Télé 2 semaines was the first fortnightly magazine in the market. With 1 200 000 copies sold on average and 1 million sold with the first issue, Télé 2 semaines is the biggest launch in French magazine history.

### Circulation

1 193 068 (OJD DFP 2007-2008)

### Readership

5 644 000 readers (AEPM 2007-2008)

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### 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	27 500	Spread page	55 000
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### PREMIUM POSITIONS

Cover 4	45 010	Opening spread	82 500
Cover 2	41 300	1 st spread after summary	76 940
Facing Summary	41 300	2 nd spread	71 480
Cover 3	39 140	Closing spread	71 480
1 st RHP	37 080		
2 nd RHP	36 570		
3 rd RHP	36 050		
4 th RHP	35 540		

### MAGAZINE RATE CARDS

<b>35 020</b>	<b>FIRST</b>	<b>65 920</b>
<i>Facing Horoscope</i>		<i>3 rd spread</i>
<i>5 th RHP</i>		
<i>1 st LHP</i>		

<b>33 990</b>	<b>STARS</b>
<i>RHP rubrique « santé beauté forme »</i>	
<i>RHP rubrique « cuisine »</i>	
<i>Rubrique « évènements TV »</i>	
<i>RHP « Auto »</i>	

<b>31 930</b>	<b>ESSENTIALS</b>
<i>Facing rubrique</i>	
<i>RHP 1 st half in magazine</i>	

### OTHER FORMATS

<i>1/2 page</i>	<b>17 510</b>	<i>1/2 page position rigueur</i>	<b>21 010</b>
<i>1/4 page</i>	<b>9 270</b>		

### 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 INSERTS 2009

	National (2)	Regional (3)
2 pages	32 €	48 €
4 pages	48 €	62 €
6 pages	53 €	69 €
8 pages	60 €	76 €
10 pages	64 €	79 €
12 pages	66 €	81 €
16 pages	70 €	90 €

(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. For any other kind of inserts (samples, CDs, catalogues...), 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.)***

- Fortnightly- Edition National.

## DISCOUNT RATES 2009

### VOLUME DISCOUNTS

Applicable to any advertisers or group advertisers with a minimum expenditure of 27 500 € minimum between January 2009 to December 2009

<b>From 27 500 euros</b>	<b>- 3%</b>	<b>from 330 000 to 384 999 euros</b>	<b>- 10%</b>
<b>From 55 000 to 109 999 euros</b>	<b>- 4%</b>	<b>from 385 000 to 439 999 euros</b>	<b>- 11%</b>
<b>From 110 000 to 164 999 euros</b>	<b>- 5%</b>	<b>from 440 000 to 494 999 euros</b>	<b>- 12%</b>
<b>From 165 000 to 219 999 euros</b>	<b>- 6%</b>	<b>from 495 000 to 549 999 euros</b>	<b>- 13%</b>
<b>From 220 000 to 274 999 euros</b>	<b>- 7%</b>	<b>from 550 000 to 604 999 euros</b>	<b>- 14%</b>
<b>From 275 000 to 329 999 euros</b>	<b>- 9%</b>	<b>more than 605 000 euros</b>	<b>- 15%</b>

### DISCOUNT COUPLAGE / TRIPLAGE

<b>Couplage Télé Loisirs + 1 Fortnightly *</b>	<b>2 %</b>
<b>Triplage Télé Loisirs + 2 Fortnightly</b>	<b>3 %</b>

\* Télé 2 Semaines / TV Grandes Chaînes  
Discount applicable for a same campaign.

### DÉGRESSIF CUMUL DE MANDATS

Any media buying agency representing 2 advertisers investing a minimum of **110 000€** in the magazine between January 2009 and December 2009 will receive the following discount...\*

<b>From 110 000 euros</b>	<b>2 %</b>
<b>From 330 000 euros</b>	<b>2.5 %</b>
<b>From 935 000 euros</b>	<b>3 %</b>

\*For any advertiser or group advertiser / based on gross expenditures. Following terms of the official 2008 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).

## Formats, technical information and deadlines

### Printing Process :

Cover : offset

Body : Offset

### Files format :

PDF according the Ghent PDF

Workgroup

Ads\_iv3 du Ghent PDF Workgroup

(www.gwg.org)

### Reference Proof: PSR-ECI-SC

**Deadlines :** Materials to be delivered four weeks before publication.

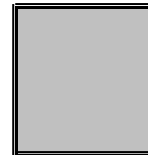
Reproduction quality cannot be guaranteed if the printing material is delivered behind schedule. Unless otherwise instructed in writing, positives will be destroyed one year after the last publication. Technical objections are admissible, via recorded delivery mail, within one month after publication.

spread page



NB: 382 x 239  
B: 444 x 270

single page



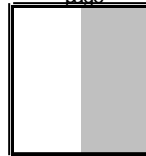
NB: 191 x 239  
B: 222 x 270

1/2 horizontal page



NB: 191 x 117  
B: 222 x 135

1/2 vertical page



NB: 93 x 239  
B: 110 x 270

1/4 square page



NB: 93 x 117  
B: 110 x 130

**All measurements in millimetres.**

**For bleed pages, please add 5 mm on all edges and do not forget to add the trim marks on each set of files.**

**For inserts and special formats (pasted cards, samples, flap covers) please 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 : « Publicité ».

### 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 inserts 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.