

Capital


www.prismapub.com

ADVERTISING RATES 2009 (n° 209 to n° 220)

Address : 6, rue Daru
75008 PARIS

Frequency
Issue date

: **Monthly**
: **Last Thursday of previous month**

Tél. : 01.44.15.32.73
Fax : 01.44.15.34.06

Editorial concept

Since its breakthrough launch in 1991, Capital has distinguished itself by combining serious investigative editorial content with a unique, dynamic and high impact layout. Capital reports on all aspects of the business world: macro-economy, companies' up and downs, leading businessmen careers and management features.

Circulation

375 261 (OJD DFP 2007-2008)

Readership

Ipsos FCA 2007: 1.448.000 readers

Ipsos FHR 2007: 685.000 readers

AEMP 2007-2008: 2 664 000 readers

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	40 170	Spread page	80 340
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PREMIUM POSITIONS

Cover 4	72 100	Opening spread	113 300
Couve 3	65 920	2nd opening spread	112 270
Facing leader	61 800	3rd opening spread	111 240
1st RHP	59 740	1st spread after summary	109 180
2 nd RHP	57 680	2nd spread page	108 150
3rd RHP	55 620		
Dossier leader or co-leader	55 620		

MAGAZINE RATE CARDS

53 650	FIRST	107 120
Facing courrier		3 rd spread page
Facing suites		Opening spread dossier leader ou coleader
4th RHP		
5th RHP		
Rubrique Argent & Placements		

51 500	STARS	103 000
Opening LHP Indicateurs		4th spread page
Closing RHP Indicateurs		Spread dossier leader ou coleader
6 th RHP		

49 440	ESSENTIALS	98 880
RHP carrières et salaires		5ème double page
7 th RHP		Closing spread dossier leader ou coleader

47 380	OPPORTUNITIES	94 760
RHP 1 st half in magazine		Spread page 1 st half in magazine
RHP Rubrique		

OTHER FORMATS

1/2 page	29 360	1/2 spread page	58 710
1/3 page	25 750		
1/4 page	22 660		

BOUND/ LOOSE INSERTS

	National(2)	Partial(3)
2 pages	110 EUR	132 EUR
4 pages	204 EUR	225 EUR
8 pages	267 EUR	294 EUR
12 pages	377 EUR	407 EUR
16 pages	455 EUR	491 EUR

(1) Samples, glued cards...: please contact us.

(2) For 1.000 copies – Average national print run (estimation): 500.000 copies (+4% over).

(3) Regional inserts: set price of 15 000 € for any insert with a print run basis giving an insert rate inferior to 15 000 €

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.)

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.

Premium positions

50 % of net insertion rate if cancellation = 15 days

20 % of net insertion rate if cancellation = 1 month

Discount rates 2009

VOLUME DISCOUNT

Applicable to any advertisers or group advertisers with a minimum expenditure* of **40 170** € between February 2009 to January 2010.

From 40 170 euros	2%
From 80 340 euros	3%
From 120 510 euros	4%
From 160 680 euros	5%
From 200 850 euros	6%
From 241 020 euros	7%
From 321 360 euros	8%
From 401 700 euros	9%
From 482 040 euros	10%
From 562 380 euros	11%
From 642 720 euros	12%
From 723 060 euros	13%
From 803 400 euros	14%
From 883 740 euros	15%

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

MEDIA BUYING AGENCY DISCOUNT

Any media buying agency representing 2 brands or 2 advertisers investing a minimum of **160 680** € in the magazine will receive the following discount.

From 160 680 €	2,0%
From 401 700 €	2,5%
More than 803 400 €	3,0%

** 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 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 (from issue n° 209 to n° 220)

Formats, technical information and deadlines

Printing Process :

Cover : offset

Body : Offset

Files format :

PDF according to the Ghent PDF

Workgroup

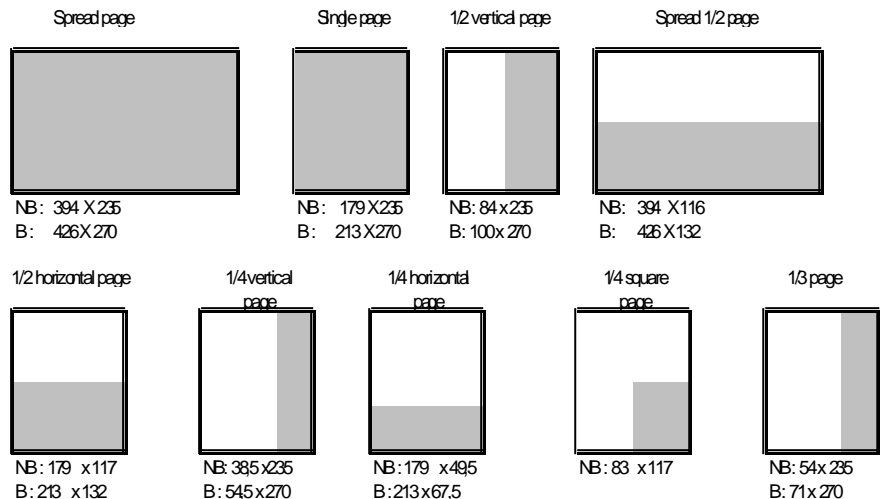
Ads_iv3 du Ghent PDF Workgroup

(www.gwg.org)

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.



Measurements in millimetres.

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

For inserts and special formats (such as pasted cards, samples, 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 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 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.
- 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