

ADVERTISING RATES 2009

(from n°1193 to n°1244)

Address : 6, rue Daru
75008 PARIS

Frequency : Weekly
Issue date : Monday

Tél. : 01.44.15.33.36
Fax : 01.44.15.31.82

Editorial concept

The most comprehensive TV magazine. A leisure magazine for all the family with general interest features such as Travel, Home, Cooking, Health...

Télé-Loisirs continuously enhanced its editorial formula in order to be always one step ahead of the evolving TV environment.

Circulation

1 212 095 (OJD DFP 2007-2008)

Readership

5 564 000 readers (AEPM 2007-2008)

Your Contacts : + 33 1 44 15...

Prisma Presse Advertising Department

General Manager- Prisma Pub

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Single

Spread

BASIC RATES

Full page 4C	28 260€	Spread page	56 520€
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PREMIUM POSITIONS

Cover 4	46 040€	Opening spread page	84 770€
Cover 2	44 290€	1 st opening spread	79 110€
Facing Summary	44 290€	2 nd opening spread	73 440€
Cover 3	41 200€	Closing spread	73 440€
1 st RHP	39 760€		
2 nd RHP	39 140€		
3 rd RHP	38 520€		
4 th RHP	37 910€		

MAGAZINE RATE CARDS

37 080 €	FIRST	67 780 €
<i>RHP Facing Horoscope</i>		<i>3rd Opening spread</i>
<i>5th RHP</i>		
<i>1st LHP</i>		

36 050 €	STARS
<i>RHP Santé - Beauté - Forme</i>	
<i>RHP Cuisine</i>	
<i>RHP Top 5 Culturel</i>	
<i>RHP Auto</i>	

33 990 €	ESSENTIALS
<i>RHP 1er Cahier</i>	
<i>RHP Facing rubrique</i>	
<i>RHP Enfant</i>	
<i>RHP D&CO</i>	

OTHER FORMATS

<i>1/2 page</i>	18 080 €	<i>1/2 page section Semaine prochaine</i>	21 000 €
<i>1/4 page</i>	9 680 €	<i>1/2 page position rigueur</i>	21 700 €

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.

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.)

Weekly – National Edition.

DISCOUNTS RATES 2009

VOLUME DISCOUNTS on CA BBA

From 28 260 euros	- 3%	from 339 120 to 423 899 euros	- 10%
From 56 520 to 113 039 euros	- 4%	from 423 900 to 508 679 euros	- 11%
From 113 040 to 169 559 euros	- 5%	from 508 680 to 678 239 euros	- 12%
From 169 560 to 226 079 euros	- 6%	from 678 240 to 932 579 euros	- 13%
From 226 080 to 282 599 euros	- 7%	from 932 580 to 1 130 399 euros	- 14%
From 282 600 to 339 119 euros	- 8%	more than 1 130 400 euros	- 15%

Applicable to any advertisers or group advertisers with a minimum expenditure of 28 260 € minimum between January 2009 to December 2009

COUPLAGE / TRIPLAGE DISCOUNT

Couplage Télé Loisirs + 1 Fortnightly*	2 %
Triplage Télé Loisirs + 2 Fortnightly	3 %

* Télé 2 Semaines / TV Grandes Chaînes
This discount applies to the brand.

MEDIA BUYING AGENCY DISCOUNTS

Any media buying agency representing 2 advertisers investing a minimum of 113 040 € in the magazine between January 2009 and December 2009 will receive the following discount...

From 113 040 €	2 %
From 282 600 €	2.5 %
From 960 840 €	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 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_1v3 du Ghent PDF Workgroup

(www.gwg.org)

Reference Proof: PSR-EC-SCI

Deadlines :

Materials to be delivered four weeks before publication.

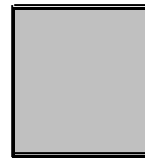
Reproduction quality cannot be guaranteed if the printing material is delivered behind schedule. Unless otherwise instructed in writing, positives will be destroyed one year after the last publication. Technical objections are admissible, via recorded delivery mail, within one month after publication.

spread page



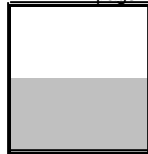
NB 396 x 243
B 444 x 270

single page



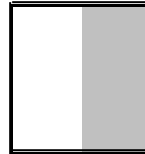
NB 198 x 243
B 222 x 270

1/2 horizontal page



NB 198 x 122
B 222 x 135

1/2 vertical page



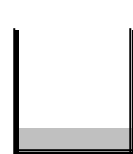
NB 97 x 243
B 110 x 270

1/4 square page



NB 97 x 121
B 110 x 135

banner bottom page



NB 198 x 56
B

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 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 ». « 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. 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.