

FEMMES


www.prismapub.com

AVERTISING RATES 2009

(from n° 8 to n° 18)

Address : 6 rue Daru
75008 PARIS
Tél. : 01.44.15.33.08
Fax : 01.44.15.32.02

Frequency:

Monthly

Circulation:

80 000 to 100 000 (internal data)

Your Contacts : + 33 1 44 15...

Prisma Presse Advertising Department

SVP Corporate Sales & Marketing

Catherine Amaize 33.15
carnaize@prisma-presse.com

International Advertising Department

International Advertising Manager

Amélie Barsi 33.05
abarsi@prisma-presse.com

International Advertising Coordinator

Sandrine Araldi 34.05
saraldi@prisma-presse.com

FEMMES



Singles

Spreads

BASIC RATES

Full page 4C	15 450 €	Spread page	30 900 €
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PREMIUM POSITIONS

Cover 4	33 000 €	Opening spread page	47 000 €
LHP, RHP Facing Summary	22 150 €	Opening spread 2	42 230 €
Facig Edito, Facing making of	21 630 €	Opening spread 3	41 200 €
1st RHP	21 630 €	Opening spread tunnel	40 690 €
2nd RHP	21 115 €	1 st spread page after summary	40 170 €
3rd RHP	20 600 €		

MAGAZINE RATE CARDS

21 360 €	FIRST	39 140 €
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Cover 3 4th and 5th RHP	2 nd spread page 3 rd spread page
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17 720 €	STARS	36 050 €
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LHP opening month LHP opening cahier littéraire RHP news mode, news beauté RHP le mois, esprit de famille RHP/LHP 1 st half in magazine	Opening spread page Mode, Beauté Closing spread page Mode, Beauté Spread page 1st half in magazine
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17 410 €	ESSENTIALS	35 020 €
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Sections Atelier, Cuisine, Forme Facing Déco, Horoscope RHP/LHP Rubrique 2 nd cahier	4th, 5th, 6th spread page 7th to 15th spread page Spread page rubrique 2 ^{ème} cahier	33 370 €
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OTHER FORMATS

1/2 vertical page (littéraire)	10 820 €	1/2 spread page (littéraire)	21 630 €
1/3 vertical page (littéraire)	9 790 €		
1/4 vertical page (littéraire)	8 760 €		

BOUND/LOOSE INSERTS⁽¹⁾

2 pages	127 €
4 pages	160 €
6 pages	174 €
8 pages	216 €
12 pages	248 €
16 pages	290 €
20 pages	330 €
24 pages	363 €

⁽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.)

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

DISCOUNT RATES 2009**VOLUME DISCOUNT**

Applicable to any advertisers or group advertisers with a minimum expenditure of **15 450 €** minimum between January 2009 to December 2009

From 15 450 euros	2 %
From 30 900 euros	4 %
From 46 350 euros	6%
From 61 800 euros	8%
From 139 050 euros	10%
From 231 750 euros	11%
From 386 250 euros	12%
From 540 750 euros	13%
More than 757 050 euros	14%

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

DEGRESSIF CUMUL DE MANDATS

Any media buying agency representing 2 advertisers investing a minimum of **46 350 €** in the magazine between January 2009 and December 2009 will receive the following discount...

From 46 350 euros	2,0%
From 61 800 euros	2,5%
More than 154 500 euros	3,0%

** 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)

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 (from issue n°8 to n°18)

Formats, technical information and deadlines

Printing Process :

Cover : offset
Body : offset

Files format :

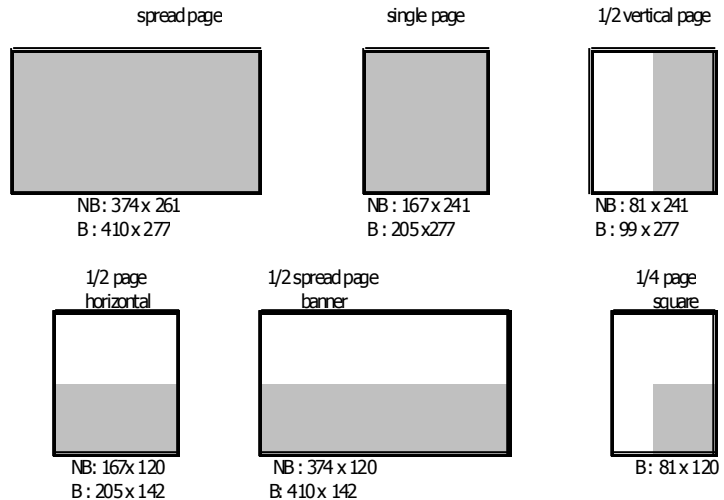
PDF according the Ghent PDF Workgroup
Ads_1v3 du Ghent PDF Workgroup
(www.gwg.org)

Media : 1 ad per CDQuick Cut :
(www.adstream.com)

Reference Proof : FOGRA 39L

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



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 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.

