



www.prismapub.com

ADVERTISING 2015

(from n° 1580 to n° 1631)

Address:	13 rue Henri Barbusse 92230 GENNEVILLIERS	Frequency	: weekly
Phone:	+33.1.73.05.64.21	Issue date	: every monday
Fax:	+33.1.47.92.67.25	Circulation	: 732 003 copies
		Readership	: 4 362 000 readers
		with	: 3 357 000 women

Your Contacts : +331 73 05 ...

International Contact

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BASIC	Single	Spread	
Full page 4C	40 300 €	Basic Spread page	80 600 €

PREMIUM POSITION

Cover 4	58 300 €	Opening spread page	105 000 €
Cover 2	56 300 €	1 st spread page	100 900 €
Cover 3	54 600 €		
Facing Summary	54 600 €		
1 st RHP	52 300 €		
2 nd RHP	50 300 €		
LHP Section opening	50 050 €		
RHP Actu Maison, Bien-Etre, Style, Société	49 500 €		

RATE CATEGORIES

48 500 €	FIRST	96 600 €
RHP Mode, Beauté, Forme, Bien-Être, RHP Santé, Diet, Psycho RHP Maison RHP Facing Horoscope RHP Agenda		2 nd Spread page 3 rd Spread page
	STARS	95 800 €
RHP Maison RHP Facing Horoscope RHP Agenda		Spread page 1 st part Spread page 2 nd part
45 000 €	ESSENTIALS	94 600 €
RHP 1 st part LHP 1 st part RHP Facing section LHP Facing section		Spread page Section

OTHER FORMATS

1/2 vertical page Santé, Psycho, Agenda	32 400 €
1/2 horizontal and vertical page	28 400 €

OTHERS CONDITIONS AND PRICING DEFINITION

- Successive pages : + 15% on successive pages from the second page (applying to first page rate)
- Specific position required : + 5 %
- Black and White rate : Full page 4C - 20 %
- Advertorials : please contact us for the graphics standards and send it for editorial validation
- Humanitarian causes, Co-branding advertisement, Special ads and sizes : please contact us
- 1st part : section or advertising in the 1st half of the magazine
- Confirmation for Premium positions: Any Premium position booked and not confirmed definitively at least, 3 weeks before the ad closing date for weekly or bi-monthly magazines and 5 weeks before the ad closing date for a monthly magazine, can be taken back and made available by the magazine.
- Cancellation of Premium position :
- Any Premium position confirmed and cancelled will be invoiced 50% of net insertion rate if the cancellation is lower or equal to 2 weeks from the ad closing date
- Any Premium position confirmed and cancelled will be invoiced 20% of net insertion rate if the cancellation is lower or equal to 1 month from the ad closing date

Insert costs

BOUND AND LOOSE INSERTS 2015 ^{(1) (2)}

	National (1)	Regional (3)
2 pages	46 €	55 €
4 pages	51 €	61 €
6 pages	56 €	67 €
8 pages	61 €	73 €
10 pages	67 €	81 €
12 pages	74 €	89 €
14 pages	81 €	98 €
16 pages	90 €	108 €
18 pages	99 €	118 €
20 pages	108 €	130 €
22 pages	119 €	143 €
24 pages	131 €	157 €

- (1) Samples, glued cards, CDS, booklets: please contact us.
 (2) For 1.000 copies: average national print run (estimation): +3% over.
 (3) Minimum print-run: **50.000** copies

Postal rule for subscription inserts and special operations: 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 2015

VOLUME DISCOUNTS on minimum expenditure

Any **advertisers or advertiser group** who make a gross expenditure of **40 300€** in the issue dated January to December 2015, will benefits from a volume discount below the following scale :

Minimum expenditure		Rate
From	40 300 €	4%
From	80 600 €	5%
From	120 900 €	6%
From	161 200 €	7%
From	201 500 €	8%
From	403 000 €	9%
From	806 000 €	10%
From	1 209 000 €	11%
From	2 015 000 €	12%
From	2 619 000 €	13%
From	3 224 000 €	14%
From	4 433 000 €	15%

*including pages, inserts and special formats (does not include advertising production costs)

MEDIA BUYING AGENCY DISCOUNT

This discount is based on gross expenditure on purchase realized in 2015, by an agent who will invest in the magazine on a minimum of two products or two brands for one or several advertisers or group of advertisers on conditions that the agent respects the General Terms of Sale*
 The 3% rate will apply starting from the 1st €.

** In case of non respect of the General terms of Sale by the agent or his client, in terms of delay of payment, the payment of the media buying agency discount could be cancelled"*

PROFESSIONAL DISCOUNT

A professional discount of 15% is applied to the net expenditure (gross expenditure minus commercial discount above)

Definitions

Advertiser: Every physical or moral person who buys advertising space for his products or brands.

Group of advertisers: Can be considered as company who belongs to a group of advertisers, every company whose share capital is owned 50% at least the 1st of January 2015 by a same physical or moral person.

Calculation

Volume and media buying agency discounts can be accumulated (except the professional discount) and be applied to the gross expenditure (issues dated January 2015 to December 2015, namely from n° 1580 to 1631 included)

Formats, technical informations and deadlines

Printing process:

Rotogravure printing

File format:

PDF below norm Magazine Ads_1v3

of Ghent PDF Workgroup

For Femme Actuelle, Prisma-Media

has adopted the standards

recommended by the APPM technical

committee:

www.pressemagazines.com

Section: Technical

Media: 1 CD per visual

Reference proof: Fogra

PSR_LWC_STD_V2

Deadlines: Materials to be

delivered to execution department 4 weeks before publication.

Reproduction quality cannot be guaranteed if the printing material is not

in accordance with our technical

specifications or if it is delivered behind

schedule. Unless otherwise instructed in

writing, items submitted will be kept

during 6 months. The repeats remain

possible over 1 year, but they will be

made from the digital file of the printer

Spread page



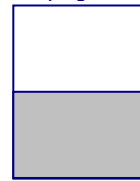
B : 450 x 284

Single page



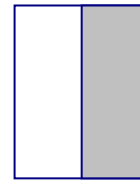
B : 225 x 284

½ horizontal page



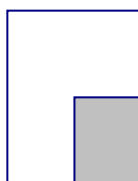
B : 225 x 142

½ vertical page



B : 107x 284

¼ page



B : 107 x 142

For bleed pages please add 4mm around all edges

Inserts and special ads: please contact us

GENERAL TERMS OF SALE

Contract conclusion

Any order to insert an advertisement implies acceptance of the general terms of sale (hereafter referred as GTS). 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. Any order to insert an advertisement only becomes effective when the publisher has acknowledged receipt thereof in writing or via the EDI (Electronic Data Interchange) flow.

Postponement and cancellation of an order

Every request for cancellation of an order to insert an advertisement must be notified to the magazine in writing or via the EDI flow, before the ad closing date specified by the technical calendar, namely 4 weeks before the publication date. During the period from 1 month to 15 days before the ad closing date, any cancellation of Premium position will be charged 20% of price net of cancelled orders, and below 15 days 50% of the initial order's amount.

Any request of cancellation which will not be written or done within the deadline, will not be taken into account. 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

All advertising article with editorial content must be notified with the mention "Publicité" or "Communiqué"

Detail of execution

The publisher will give the advertiser 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 information and deadlines

Supplying of technical elements must be done in accordance with the timetable set out in the quotation and on the website tarifdelapresse.com. The quality of production cannot be guaranteed if printing elements reach the publisher outside delays. Unless instructions in writing have stated otherwise, technical elements will be kept for 6 months. Final acceptance date for claims of a technical nature: registered letter 1 month after 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. The customer undertakes to respect the rules of the trade and the statutory regulations in the advertising field.

The publisher reserves the right to refuse any advertising it deems contrary to the good presentation or the editorial line of the magazine broadcasting advertisement. The Publisher also reserves the right to refuse any advertising which seem doubtful or would be contrary to the rules of its profession and all those likely to undermine public order, morality or offend moral convictions, religious, cultural and political convictions of the readers.

The customer guarantees the publisher 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 magazine belonging to the publisher cannot be used in an advertisement without its prior permission in writing.

Payment

1 - Rates are quoted in euros excluding added tax value. All duties and taxes at the statutory rate in force relating to advertising orders and contracts for special operations or sponsorship are due by the advertiser.

2 - For being able to invoice an agent, he must write a contract, binding him to the advertiser. In case of no precision concerning the duration of the contract, it is considered to be an open-ended contract.

3 - 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 payments dates or for any incurs overrun as approved and estimated by the publisher. When payment is requested at the placing of the order, the publisher will execute the contract only when actual payment has been made.

4 - In the other cases, the insertions are paid:

- either by draft, transfer or a crossed cheque to the order of the publisher, before publication, 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, transfer or a crossed cheque to the order of the publisher, at 60 days from the date of billing, 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

5 - If there is any late-payment, in meeting the deadline of the invoice, the debtor will be strictly liable, and without prior formal notice, for the application of a late-payment interest equal to 3

times the legal interest rate and a compensation package for recovery costs of 40 euros. Any delay in payment may lead to the suspension of the execution of orders.

6 -The advertising agency sending the publisher 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 media buying discount.

Calculation of the expenditure base for General Terms of Sale (GTS) volume discount levels and media buying agency discount

In case of reduction of the gross expenditure, the figure including this reduction is the one implementing the expenditure base of the magazine used as a basis for level's calculation of the GTS.

7 -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.

Prices will be without value added tax. Any existing or new taxes will be paid by the customer.

8 -Claims other than technical claims will only be accepted in writing, within a time limit of fifteen days following receipt of the bill.

Modifications

The publisher's prices can be modified during the year, even on contract in progress, by serving three months notice. Unless the customer sends his observations by recorded delivery letter within a time limit of fifteen days, the publisher considers that it has the customer's consent.

Applicable law

Any disputes 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. The holdings concerning sales on civil year must be claimed before the end of the first quarter of the next civil year.

ARPP clause

Our magazine joins the ARPP that is making it observant of codes of advertising professional world ethics. The advertisements proposed must respect these self-discipline rules.

