

RATE CARD (€ excl. tax)

2010

From 1rst JANUARY 2010

[Extract]

Sales advertising - Excluding Financial and Institutional

FULL PAGE

Full Page Standard	**10 500**

DPS

DPS Standard	**21 000**

PREMIUM

OBC	**17 500**	Opening DPS	**25 500**
IFC	**15 500**	Central	**22 500**
IBC	**12 500**	Closing DPS	**23 500**
Facing Editor's Word / Table of	**14 500**	1rst DPS	**23 500**
1rst RHP	**14 000**	2nd DPS	**22 000**
2nd RHP	**13 500**	3rd DPS	**21 500**
3rd RHP	**13 000**		

12 500	**FIRST**	**22 000**
4th and 5th RHP, Features		DPS Features

12 000	**STARS**	**21 000**
1rst Part, RHP		1rst Part

INSERTS

	National
2 pages	134
4 pages	181
6 pages	224
8 pages	279
12 pages	354
16 pages	385
20 pages	424
24 pages	455

Advertising costs for 1000 copies

Adjustement of +20% for sample insertions or requested positioning. The technical costs for bound, glued or blow-in inserts on an advertising page, as well as various taxes and postal costs are not included in these rates. They will be independently invoiced, and will not benefit any rebate, reduction or discount of any sort. The sum of these costs will be provided as the basis of an estimate. Circulation: please contact us.

OTHER FORMATS 4C

1/2 Page	7 300
1/3 Page	6 200
1/6 Page	3 300

VARIOUS

Adjustment of successivity: +10% adjustment from the second successivity.
In certain special issues, several successive opening DPS are possible.
All request for 1st sectorial advertiser on an issue will see a +10% increase on the corresponding insertions.

Valeurs actuelles

VALMONDE

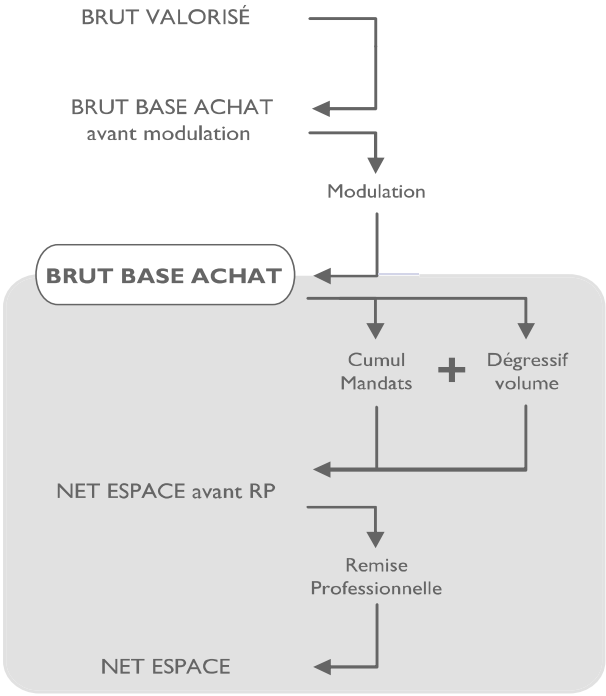
DISCOUNTS (€ excl. tax)

From 1rst JANUARY 2010

Valeurs actuelles

TERMINOLOGY

GROSS VALUE: Gross turnover increased value from potential positions.
GROSS APPLIED BEFORE ADJUSTMENT: Gross turnover paid by the Advertiser.
GROSS APPLIED: Gross turnover paid by the Advertiser, deduction made to adjustments linked to the free insertions (-100%) or to the offers referencing it. The Gross applied corresponds to the basis from which the different discounts are calculated (volume discount, multi-buy discounts).
NET NET INVOICE BEFORE Agency Commission: Net turnover paid by the Advertiser deduction made on all discounts (adjustments, volume discounts, multi-buy discounts) with the exception of agency commission.
NET NET INVOICE: Net turnover paid by the Advertiser deduction made on all discounts including agency commission



APPLICATION MODALITIES

The different discounts (volume discount, Multi-buy Discounts) are added and applied on the **Gross Applied** with the exception of the **Agency Commission** which is applied in series on the invoiced net net before agency commission.
They are calculated from the 1st euro from the **Gross Applied** invested from the 1st January to the 31st December 2008 in the domain of publications related to and generated by the classic space (Special Operation, Partnership, merchandise exchanges, financial and institutional advertising and certain commercial offers are not taken into account in the calculation of the basis and do not benefit the mentioned discounts)
The **MULTI-BUY DISCOUNT** is applied to all agents regrouping at least 2 mandates for whom the regrouping of the purchase of space, the management of orders and the payment of invoices is notably assured.
The **AGENCY COMMISSION** is only agreed to the advertisers buying their spaces by the intermediary of an agent.

VOLUME DISCOUNT

Applicable from the 1rst euro invested

From	21 000	-2%
From	42 000	-4%
From	63 000	-6%
From	94 000	-8%
From	125 000	-10%
From	156 000	-12%

CONCERNED PUBLICATIONS :
Valeurs Actuelles and its supplements excluding Financial and Institutional advertising.

MULTI-BUY DISCOUNTS

Applicable from the 1rst euro invested

From	25 000	-1%
From	80 000	-2%
From	150 000	-3%

CONCERNED PUBLICATIONS :
all of the publications marketed by Valmonde in Advertising Sales, excluding Financial and Institutional Advertising as well as all of the joining Supplements and Guides.

AGENCY COMMISSION : -15%

The AGENCY COMMISSION is only agreed to the advertisers buying their spaces by the intermediary of an agent.

TECHNICAL SPECIFICATIONS

PDF HIGH DEFINITION EXCLUSIVELY VERSION 1.3 OR LESS
Be careful with the DPS, provide only 1 PDF file.
- CD-Rom accompanied by a report mentioning: publication date, name of the advertiser, name of the agency, name of the visual, file name.
- A contractual proof of the document, Iris type, Matchprint.

SEPARATION OF PARAMETERS
Photogravure
- Superimposition CMYK: 280% maxi
- First tone reproducible: 3%
- The pantones must be separated.
- No colorimetric profile incorporated.

DELIVERY AND TRANSMISSION
Please send us your elements at the latest 4 weeks before their publication date.
FigaroMedias / Traffic - by courier: 3bis, rue Pillet-Will / by post: 9, rue Pillet-Will 75009 Paris Cedex 09
You could equally send us your files digitally.

FORMATS

Formats	H	W
Full Page TS	200	280
Full Page TA	173	250
DPS TS	400	280
1/2 Page V	173	125
1/3 Page V	173	83
1/3 Page H	55	250
1/3 Page 2 Col.	114	125
1/6 Page V	173	41
1/6 Page H	55	125

TS : trim size + 5 mm bleed
TA : ftype area

VALMONDE

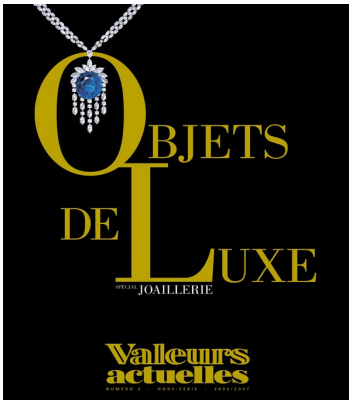
COMMERCIAL OPPORTUNITIES

From 1rst JANUARY 2010

SPECIAL OPERATIONS

Do not hesitate to contact us for any special operations project: multi-format operation, annual campaign, bi-media campaign, routage, pasted cards, samples, games-competitions...
We are available throughout the year to help ou to carry out your projects.

HORS-SERIES VALMONDE



Full Page Standard	20 000
DPS without Premiums	40 000
Other formats & Premiums	consult us

After the success of hors series of Valeurs Actuelles on the universe of the watches and the jewelleries, the group Valmonde publishes for the second year its hors series transverse very high-end, dedicated to the lifestyle : **Objets de Luxe .**

Real reflection of the expectations and the requirements of life of the readers of the Group Valmonde, this appointment presents a selection of objects of exception of the year.

Besides its distribution in kiosk, Objets de Luxe is distributed to the subscribers of Valeurs Actuelles, Le Spectacle du Monde and Jours de Chasse.

SECTORIAL OPPORTUNITIES

All advertisers from Culture & Publishing sectors will benefit from a modulation of gross rates equals to **-40%**.

Valeurs actuelles

VALMONDE

Sales Director

Christian Norlöff	01 40 54 11 53	christian.norloff@valmonde.fr

Sales Coordinator

Marc-Antoine Gélibert	01 40 54 11 06	marcantoine.gelibert@valmonde.fr
Barthélémy Nevot	01 40 54 11 09	barthelemy.nevot@valmonde.fr

Web Director

Marc-Antoine Gélibert	01 40 54 11 06	marcantoine.gelibert@valmonde.fr

Contact Trafic

trafic@figaromedias.fr

tel: +33 (0)1 56 52 22 65 or fax: +33 (0)1 56 52 21 21

Planning Custommer Service

Odile Garbacz	+ 33 1 56 52 23 06	ogarbacz@figaromedias.fr

Delivery of advertising orders

For optimal treatment of your advertising orders, please send them to :

planning@figaromedias.fr or fax: + 33 1 56 52 23 51

Please specify the object of the message as follows : title - publication date (ex: Valeurs Actuelles - 08/09/2010)

3, rue St Georges 75 009 Paris - SIRET: 77569841200140 - TVA : FR53775658412

Rate card and General Conditions of Sales 2010 are updated regularly and can be consulted on the following websites : www.figaromedias.fr and www.tarifspresse.com