

MAGAZINE: GROSS RATES 2019



► PREMIUM PLACEMENTS

Opening double-page	17 800 €
Centre double page spread	17 500 €
1st double page spread	17 300 €
Double page, 1st part	14 500 €
Double page	13 900 €
Outside back cover AW	11 400 €
Inside front cover AW	10 500 €
Inside back cover AW	9 500 €
1 st right-hand page AW	10 400 €
2nd right-hand page AW	9 750 €
Page facing the Contents AW	10 100 €

AW = AdWall: Published in the magazine + online on argusdelassurance.com (20 000 impressions)

► SPECIAL OPERATIONS

Front Cover	20 000 €
Poster	19 200 €
Sticker	17 000 €
4 page inserts *	17 900 €
Partial Cover Wrap	17 000 €
Advertorial (2 pages)	16 700 €
Post-it	16 100 €
Teasing + page	15 500 €
Pagemaker without special marker	14 200 €
Teasing + 1/2 page	12 600 €
2 page insert *	10 900 €
Info ad, 1 page **	10 500 €

* Documents provided by the advertiser

** Ready made rates (design, picture or editing),

Excluded of any discount except professional discount

► PLACEMENT IN 1st SECTION

Right-hand page AW	10 200 €
Full Page AW	9 900 €
1/2 page (right-hand)	5 600 €
1/2 page	5 000 €
1/3 page (right-hand)	3 800 €
1/3 page	3 750 €
1/4 page (right-hand)	3 500 €
1/4 page	3 000 €

► FEATURE PLACEMENT

Right-hand page AW	9 900 €
Full Page AW	9 700 €
1/2 page (right-hand)	4 950 €
1/2 page	4 650 €
1/3 page (right-hand)	3 800 €
1/3 page	3 650 €
1/4 page (right-hand)	3 000 €
1/4 page	2 850 €

► INSIDE SECTION PLACEMENT

Right-hand page AW	9 500 €
Full Page AW	8 900 €
1/2 page (right-hand)	4 450 €
1/2 page	4 150 €
1/3 page (right-hand)	3 550 €
1/3 page	3 350 €
1/4 page (right-hand)	2 450 €
1/4 page	2 250 €

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VISIBILITY PACKS

PACK 1: BY REPETITION*

1 page per week or every 2 weeks	
3 insertions	-10%
4 to 5 insertions	-15%
6 to 7 insertions	-20%
8 to 10 insertions	-25%
11 to 15 insertions	-30%
16 or more insertions	-35%

PACK 2: BY FORMAT **

1/4 page or 1/3 page only

1/4 page: 8 booked = 1 page free	1/3 page: 6 booked = 1 page free
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* Excluding premium positioning and special campaigns

** To be redeemed in the same calendar year. In case of interruption, the page will be invoiced. The volume discount is calculated based on the number of insertions booked.

► DISCOUNTS

■ Volume discount

2 insertions	-3%
3 insertions	-8%
4 to 6 insertions	-10%
7 to 15 insertions	-15%
16 insertions or more	-20%

■ New advertiser discount

From 3 insertions - 3%

■ Professional discount - 15%

► FORMATS

FORMATS (L X H in mm)

FORMATS (L X H in mm)	ACTUAL FORMAT without bleed	FULL PAGE +5 mm bleed
Double page	-	420 x 272
Page	-	210 x 272
1/2 page - horizontal	190 x 121	210 x 130
1/2 page - vertical	90 x 252	100 x 272
1/3 page bandeau	190 x 80	
1/3 page - vertical	55 x 252	
1/4 page bandeau	190 x 50	
1/4 page - vertical	45 x 252	

► DEADLINES & TECHNICAL CONDITIONS

Deadline for orders: 1 month before publication
Cancellation deadline: 1 month before publication
Deadline for supply of material: 3 weeks before publication
Secure digital files: PDF 1.3 high resolution. Sicogif standard – Integrated high resolution images : 300 DPI. Postscript fonts
Bleed area : 5 mm bleed
Colour: CMYK.
All files must be accompanied by a digital colour proof. Banish RVB and True Type face
Submission by CD or email
2019 rates are applicable for all insert for any edition from 1 Jan . 2019. Contact us for 2019 T&Cs

TECHNICAL CONTACT: International Sales Assistant

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