



GROSS RATES (€ excl. tax)

2009

From 1st JANUARY 2009

[Extract]

Sales Advertising - Excluding Financial and Institutional

FULL PAGE

Full Page Standard	44 000	DPS Standard	88 000
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PREMIUM POSITIONS

OBC	68 000	Opening DPS	99 000
IFC	55 000	Central	94 000
IBC	46 000	Closing DPS	90 000
Facing Editor's Word / Table	55 000	1st DPS	96 000
1st RHP	51 000	2nd DPS	94 000
2nd RHP	49 000	3rd DPS	92 000
3rd RHP	-		

48 000 FIRST

Themed feature, News, Expertise

46 500 STARS 89 000

RHP

DPS 1st Part

INSERTS

	National	Regional
2 pages	121	126
4 pages	131	141
6 pages	146	157
8 pages	162	177
12 pages	197	217
16 pages	217	237
20 pages	237	258
24 pages	258	278

Advertising cost for 1000 copies

Adjustment of +20% for sample insertions or requested positioning. The technical costs for inserts bound, glued or blown-in 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 from any reduction or discount of any kind. The sum of these costs will be provided as an estimate. Circulation: please contact us

OTHER 4C FORMATS

1/2 Page	26 000
News	24 000
1/4 Page	17 000
1/8 Page	9 500

VARIOUS

Increase of successivity: +10% adjustment from the second successivity.

In certain special issues, several successive opening DPS are possible.

All demand on a first sectorial advertiser on an issue will see an adjustment of +10% on the concerned insertion.

PATRIMOINE

PUBLI PRINT

DISCOUNTS (€ excl. tax)

FROM 1ST JANUARY 2009

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

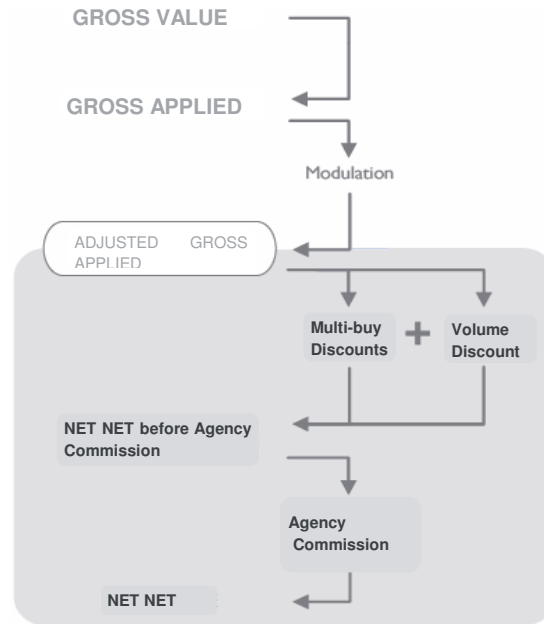
APPLICATION MODALITIES

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 1st euro invested

From	30 000	-2%
From	70 000	-4%
From	110 000	-6%
From	150 000	-8%
From	200 000	-10%
From	250 000	-12%

CONCERNED PUBLICATION(S):
Patrimoine excluding Financial & Institutional

MULTI-BUY DISCOUNTS

Applicable from the 1st euro invested

From	500 000	-1%
From	3 000 000	-2%
From	6 000 000	-3%

CONCERNED PUBLICATIONS:

all of the publications marketed by Publiprint in Advertising Sales, excluding Financial and Institutional Advertising as well as all of the joining Supplements and Guides. (see detailed list of publications on the website www.publilprint.fr)

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

For DPS, only provide 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, type Iris, Matchprint.

PARAMETERS OF SEPARATION

- Superimposition CMYK: 240% maxi

- Maximum black 85%

- The pantones must be separated.

- No colorimetric profile incorporated.

DELIVERY AND TRANSMISSION

Please send us your elements 4 weeks before their publication date at the latest.

Publilprint/Production Traffic - by courier: 3bis, rue Pillet-Will / by

post: 9, rue Pillet-Will 75009 Paris Cedex 09

You can equally send us your files digitally.

FORMATS

FORMATS	H	W
Full Page	350	265
DPS	350	530
1/2 Page 4 Cols	244	158
News horizontal	129	240
1/2 Page vertical	322	117
1/4 Page 4 Cols	120	158
1/4 Page horizontal	80	240
1/8 Page 2 Cols	120	76

Trim size: trim size + 5 mm bleed

Type area: type area

No 1/4 page in the Actualité (News) section (1/5p: H129 * W117)

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Contact Traffic

trafic@publiprint.fr

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Delivery of advertising orders

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

planning@publiprint.fr or fax: + 33 (0) 1 56 52 23 51

Please specify the object of the message as follows: title - publication date (ex: Patrimoine - 08/09/2009)