

le nouvel **Observateur**

RATE CARD 2009



**A LEADING NEWS MAGAZINE
FOR 15 YEARS**

DOMESTIC PAID CIRCULATION
508 033 copies

Source : OJD-DSH 2007-2008 / DFP

FREQUENCY : **weekly**
PUBLISHING DAY : **each Thursday**

AUDIENCE AEPM
2 815 000 readers

Source : AEPM 2007-2008 / LDP

régieobs
observer pour agir
142, rue Montmartre 75002 Paris



GROSS RATES (€ BEFORE VAT) effective from 1st January 2009

PAGE

DOUBLE PAGE SPREAD

STANDARD

Full Page	30 600 €	Double page spread	61 200 €
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PREMIUM POSITIONS

Outside back cover*	64 000 €	Opening DPS*	87 400 €
Inside front cover*	50 100 €	1 st DPS of the magazine	85 700 €
Inside back cover	45 300 €	2 nd DPS of the magazine	84 800 €
Left hand page "Sommaire"	45 300 €	DPS "Styles"	84 800 €
Left hand page "Les uns, les autres"	45 300 €		
Facing "Styles"	45 300 €		

*The inside front cover, the outside back cover and the Opening DPS must be confirmed 5 weeks prior issue date.

RATES PER CATEGORY

42 100 €	FIRST	82 300 €
Right hand page "Dossier" Reynaert / Column Facing "La Parole aux lecteurs" Julliard-Wiaz / Column Right hand page "Enquête" / "France Monde" / "Economie" 1 st Right hand page "Notre Epoque" Right hand page "Air du Temps" 1 st Left hand page / 1 st Right hand page special thematic feature		DPS "Dossier" DPS "Economie"
38 000 €	STARS	76 000 €
Right hand page "Notre Epoque" Delfeil de Ton / Column Right hand page "Débats" 2 nd and 3 rd Right hand page special thematic feature		DPS "Notre Epoque"
36 000 €	ESSENTIELS	72 000 €
Right hand page "Livres" Right hand page "Arts - Spectacles" Opposite special thematic feature Facing "Propriétés & Châteaux"		DPS special thematic feature

OTHER FORMATS

2/3 page	26 100 €	Double 1/2 page	45 400 €
1/2 page	23 100 €		
1/3 page	21 400 €		
1/6 page horizontal	11 600 €		
"Propriétés & Châteaux" square box	5 400 €		
"Obsessions"	5 400 €		

OTHER TERMS AND RATE DEFINITIONS

Successive right hand pages: + 10% (on each).

Surcharge for 1st car manufacturer at format or for any other sector-based positioning constraint: 10%.



GROSS RATES (€ BEFORE VAT) effective from 1st January 2009

PUBLISHING/ MUSIC/ VIDEO SECTOR RATES

Full page	27 700 €
2/3 page	19 500 €
1/2 page horizontal	18 300 €
1/3 page	13 900 €

EDUCATION/ RECRUITMENT RATES

Full page	17 500 €
1/2 page horizontal	11 500 €
1/3 page	9 200 €
1/6 page horizontal	5 600 €

NATIONAL INSERT RATES

Gross CPT (cost per thousand) based on the number of copies

	50 000 to 99 999	100 000 to 249 999	250 000 to 399 999	400 000 and more
2-page insert	152 €	140 €	129 €	117 €
4-page insert	191 €	176 €	162 €	147 €
6-page insert	241 €	222 €	204 €	185 €
8-page insert	290 €	268 €	245 €	223 €
12-page insert	348 €	322 €	295 €	268 €
16-page insert	400 €	370 €	339 €	308 €
20-page insert	442 €	408 €	374 €	340 €
24-page insert	463 €	427 €	392 €	356 €
32-page insert	486 €	449 €	411 €	374 €

For technical and post cost : please contact us. For regional inserts (bound-in or loose) : please contact us. Minimum quantity : 50,000 copies. Please send us a mock-up of each insert (4 weeks) prior the insertion date. Space cost for samples in the magazine, CD-ROM... Please contact us. All inserts must be submitted for approval prior to publication. Special operations: contact Le Labo.

DISCOUNT 2009

VOLUME DISCOUNT ON GROSS RATE

91 800 €	through	152 999 €	2%
153 000 €	through	214 199 €	4%
214 200 €	through	305 999 €	6%
306 000 €	and over		8%

Volume discount based on the advertiser's expenditures (gross rate) in "Le Nouvel Observateur" and its national supplement (not including Télé Obs) from 01-Jan-09 to Dec-09 (excluding goods exchange).

AGENCY GROUPING DISCOUNT

244 800 €	through	856 799 €	1%
856 800 €	through	1 468 799 €	2%
1 468 800 €	and over		3%

Agency grouping discount based on the agency's expenditures (gross rate) in "Le Nouvel Observateur" and its national supplement (not including Télé Obs) from 01-Jan-09 to Dec-09 (excluding goods exchange).

If the general sales conditions are not respected by the agency or its client concerning the terms of payment, the agency grouping discount would be questioned.

PROFESIONAL DISCOUNT (AGENCY COMMISSION)

On orders filled under an agency agreement, a 15% agency commission is applied to the "Net Amount".



TIMETABLE OF 2009 SPECIAL FEATURES effective from 1st January 2009

1ST HALF YEAR

- | | |
|---------------------------|---|
| February 12 th | Design Decoration |
| March 5 th | Obstyles Women's fashion
(Fashion shows from 5 th March to 12 th March) |
| March 12 th | Real estate special issue |
| March 19 th | Obsvoyages Week-ends & short trips |
| March 26 th | Obsvoyages Long trips |
| April 2 nd | Obstyles Men's fashion |
| April 23 rd | Guide of organic products and sustainable development
(sustainable development week, 27 th to 30 th April) |
| April 30 th | Clocks and watches special
(Basel Fair from 26 th March to 2 nd April) |
| May 14 th | Summer wine guide |
| June 4 th | "Vive les Femmes" Women's special issue
(Mothers' Day on 7 th June) |
| June 18 th | "Vive les Hommes" Men's special issue
(Fathers' Day on 21 st June) |
| June 25 th | Summer festivals |

2ND HALF YEAR

- | | |
|----------------------------|---|
| August 27 th | Children's fashion + Real estate special |
| September 3 rd | Wine guide |
| September 17 th | Health and fitness |
| October 1 st | Obstyles Women's fashion
(Fashion shows from 1 st October to 8 th October) |
| October 15 th | Obsvoyages Winter sunny destinations |
| October 22 nd | Obstyles Men's fashion |
| October 29 th | Special issue on financial investments |
| November 5 th | High-Tech guide |
| November 12 th | Obstyles Watches and jewelry |
| November 19 th | Obsvoyages Winter sports |
| December 3 rd | Gifts special |
| December 10 th | Spirits special |
| December 17 th | Champagne special |



GENERAL SALES CONDITIONS effective from 1st January 2009

1. Application of general sales conditions

By virtue of placing a booking order with RégieObs, the advertiser or their agent fully and entirely accept these general sales conditions, current regulations and rates. The Publisher reserves the right to amend its general sales conditions at any time in order to bring them in line with changes in the law, provided that they inform the advertisers or their agents thereof one week before the change takes effect. The Publisher also reserves the right to amend commercial advertising terms and rates, provided that they give one month's notice for orders in progress. These general sales conditions govern advertising on printed material. The Publisher may not under any circumstances be held liable if for reasons beyond their control the publication cannot be printed, published or distributed in relation to one or more issues or one or more advertisements.

2. Advertisers

An advertiser that belongs to a group of companies shall be entitled to the terms applicable to the said group. The group is defined as a group of companies of which at least 50% is held by the same legal entity as of 1st January 2009.

3. Insertion order

The insertion order must be sent to the Publisher at least 3 weeks before publication. It must mention the name of the advertiser or the name of the agent; it must be detailed for each publication and insertion and must show the sales terms and rates.

Régie Obs may accept an order issued by EDI exchange provided that the interchange contract has been signed by and between the agency and the placer of the order.

4. Agent

In the event the advertiser has entrusted purchase of advertising space to an agent, an agency certificate signed by the advertiser and its agent must be included with the insertion order and it must specify the scope given the agency. If a period of time is not expressly stated on the agency certificate it shall be deemed to have been entered into for an open term until the advertiser gives notice of termination thereof. In accordance with the provisions of Act No. 93-122 of 29 January 1993, the original of the invoice shall be sent to the advertiser. A copy of the invoice shall be sent to the agent.

5. Discounts & agency commission

The Volume Discount and the Agency Grouping Discount are added together and apply to the base of the Gross Purchase Base (i.e., after modulation).

They are calculated on the basis of the Gross Purchase Base invested in Le Nouvel Observateur from 1 January to 31 December 2009, excluding goods exchange.

- The Volume Discount applies to an advertiser or a group of advertisers based on the accumulation of the Gross Purchase Base made by the advertiser or their agent on their behalf.

- The Agency grouping commission applies to all insertions for which the same agent has handled at least two trademarks or products in Le Nouvel Observateur on behalf of one or more advertisers or groups of advertisers.

If the general sales conditions are not respected by the agency or its client concerning the terms of payment, the agency grouping discount would be questioned.

An agency commission (or professional discount) of 15% is applied on the Net Space Invoiced pre-trade discount on orders filled under an agency contract.

6. Refusal to publish – Liability

The Publisher reserves the right at any time to refuse any booking or any order for advertising that violates the law or which they consider to be contrary to the good management, the good presentation of their publications or in general their material or moral interests. The Publisher does not need to give grounds for their refusal.

The Publisher reserves the right to suspend a campaign at any time if it becomes aware of any information on the uncertain solvency of the advertiser or its agent.

The advertiser and its agent shall be solely liable for texts and advertisements published; the advertiser and its agent shall expressly hold the Publisher harmless against any third party claim due to the content of the advertising.

7. Confirmation dates

Insertions on the inside front cover page, outside back cover or in the opening double page spread must be confirmed no later than 5 weeks prior to the publication date and other insertions must be confirmed no later than 3 weeks before publication.

8. Cancellations and penalties

Any request for a change or for partial or total cancellation should be sent in writing and may be accepted without consideration only on the express condition of compliance with a 3 week period prior to publication for insertions on the inside front cover, outside back cover or on the opening double page spread, and 3 weeks prior to publication for other insertions. In the event of non-compliance with said time limits, any cancellation shall give rise to a penalty of an amount equal to 20% of the gross price of orders cancelled up to 15 days before publication and 50% if cancelled within 15 days of publication.

9. Technical items – Time limits

The high definition PDF file required by Régie Obs may be sent by CD-ROM or in digital form by e-mail or FTP server. In any event, contractual proof of the document must also be sent. All said technical items must reach us no later than 2 weeks before publication. Any editorial type advertising (advertorial) must mention the word "publicité" or "communiqué".

10. Technical items – quality

The Publisher disclaims any liability for the quality of prints from files that have already been used. Unless instructed otherwise, unclaimed files shall be destroyed six months after the date of the last publication. Moreover, the Publisher disclaims any liability in the event of a problem related to non-compliance with required technical standards or in the event that the technical items are received after the deadline for submission mentioned in paragraph 9.

11. Ownership

The name and logo of the Le Nouvel Observateur cannot be used in an advertisement without prior written permission.

12. Claims

No claim shall be accepted 8 days after publication.

13. Invoicing

Invoices shall be issued upon publication.

13.1.

The advertiser shall in any event be liable for payment of the advertising order according to the terms defined in the rates. In accordance with law, the invoice must be sent to the advertiser. For advertisers who have signed an agency contract, a copy of the invoice shall be sent to the agent.

13.2.

Taxes: in France, VAT is 19.60%. The customer pays the tax unless the law provides otherwise. Any order for additional copies shall be invoiced.

13.3.

Technical items: the customer shall pay for the same.

13.4.

Voucher copies: a copy per insertion shall be sent to the agency and a copy shall be sent to the advertiser after publication.

13.5.

An estimate is drawn up for postage costs of inserts and special operations (French doors, Gatefolds, horse-riders, samples, etc.) based on the nature and weight of the operation, in accordance with the information provided by the advertiser or their agent. In any event, the amount invoiced shall be updated based on the nature and weight determined upon receipt of the final technical items.

14. Payment time and interest fine

In accordance with the French Economic Modernisation Act (Loi de Modernisation de l'Economie) as of 1 January 2009, the payment time may not exceed 60 days from the date of issue of the invoice. Interest fines shall be set at 3 times the amount of the current legal interest.

15. Law and jurisdiction

- Governing law: all sales of advertising space by the Publisher shall be governed by French law.

- Jurisdiction: any dispute or any litigation relating to the application, interpretation, performance or invalidity of any one of the terms of these standard terms of sale shall be referred to the sole jurisdiction of the Paris Commercial Code.



TECHNICAL SPECIFICATIONS effective from 1st January 2009

Specifications

For trim size, allow a 5 mm trim on each side.
Publication of Le Nouvel Observateur: every Thursday.
DPS must be delivered in the form of 2 full page files.

Items to be provided

- In analog form:
A high definition PDF CD-ROM per visual + a digital proof.
. On the CD-ROM: name of the advertiser, campaign, magazine and date(s) of publication.
. On the sleeve: list of files which are on the CD-ROM.
- In digital form: by e-mail (address: slebraz@regieobs.fr) or by FTP (contact us).
A high definition PDF. A digital proof must be sent to us by mail.

Delivery address :

RÉGIE OBS – 142, rue Montmartre 75002 PARIS – 4^{ème} étage

Execution Manager

Sophie Le Braz
Tel. : (+33) 1 40 13 64 08 – e-mail : slebraz@regieobs.fr

Supply of SICO GIF V3 certified digital PDF files and contractual proofs for advertisements

Régie Obs wishes to receive digital files in a PDF format certified Sicogif V3.
It is a reliable file format provided the generation rules listed below are strictly applied.
In the event of a dispute, Régie Obs shall be liable only in the event of total compliance with said specifications.

Information for the production and printing of Sicogif certified PDF files

Printing process: offset rotative, blanket/blanket
In order to generate a PDF file certified Sicogif, you must use Adobe Acrobat & Enfocus Pits-top or any other software compatible with the Sicogif V3 certification.
The creation rules of PDF files certified Sicogif are available in different languages (French, English, German, Dutch,...) on www.certifiedPDF.net in the "Community" tab at the "Sicogif" reference. You must download the "MagazineAds_IV3" including in particular the profiles of the various versions of Distiller Acrobat ".joboptions" and the securing profile ".ppp".

• Page dimensions

Advertisements must have the same dimensions as the magazine + 10 mm on every edge (5 mm of background + 5 mm of bleed).
Trim size must be centered in the file.

• Control proof

The contractual colour proof must be provided with each advertisement. It must be identified, originate from the PDF file and have a control bar that is recognised by the market (Ugra/Fogra Medienkeil CMYK v2.0a compatible with EyeOne). On the colorimetric level, the proofs must be in Iso Coated Fogra 27L simulation and include a certification label that approves the Iso Coated 27L simulation. As a reminder, the Sicogif v2 certified contractual proofs are compliant since they are in strict compliance with said standard.

• Photoengraving

- Images must be in CMYB (no RVB allowed) and have a resolution of 300 dpi. Maximum 4-colour superimposition = 280%. Bends must be in CMYB (no direct tone). Files must not include incorporated ICC profiles.

• File name

File names must not include spaces or any special character.

CONTROL PROOFS

Control proofs must absolutely be digital.
Approval, Cromalin, Digital and Iris are the only systems currently accepted.
Proofs must carry the indication of the system used, as well as the name and details of the photoengraver.
They must include control bars and must fulfill the specifications below.
Proofs must be dated similarly to the Xpress file.

Norms for digital control proofs

APPROVAL

%	CYAN	MAGENTA	YELLOW	BLACK
100%	130+/-10	140+/-10	125+/-10	175+/-10
75%	12+/-2	12+/-2	12+/-2	12+/-2
50%	18+/-2	18+/-2	18+/-2	18+/-2
25%	14+/-2	14+/-2	14+/-2	14+/-2

CROMALIN DIGITAL

%	CYAN	MAGENTA	YELLOW	BLACK
100%	140+/-10	155+/-10	135+/-10	180+/-10
75%	13+/-3	13+/-3	13+/-3	13+/-3
50%	18+/-3	18+/-3	18+/-3	18+/-3
25%	14+/-3	14+/-3	14+/-3	14+/-3

IRIS

%	CYAN	MAGENTA	YELLOW	BLACK
100%	130+/-10	140+/-10	130+/-10	165+/-15
75%	11+/-4	11+/-4	11+/-4	11+/-4
50%	15+/-4	15+/-4	15+/-4	15+/-4
25%	10+/-4	10+/-4	10+/-4	10+/-4



TECHNICAL SPECIFICATIONS effective from 1st January 2009

FORMATS

TRIM SIZE

Double Page Spread



Bleed size : 436 x 287

Full Page



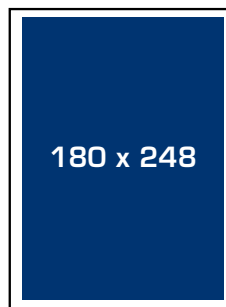
Bleed size : 223 x 287

TYPE AREA

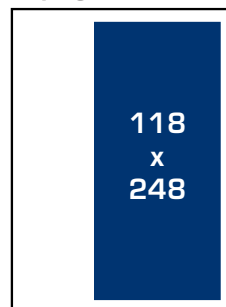
Double Page Spread



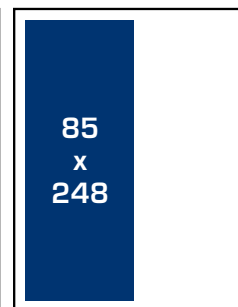
Full Page



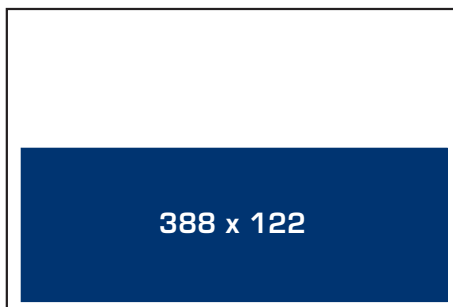
2/3
page vertical



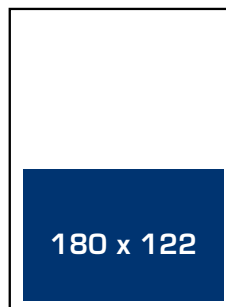
1/2
page vertical



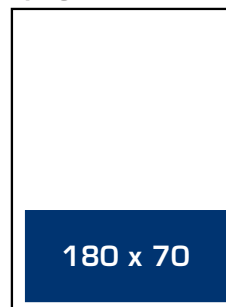
Double 1/2 Page



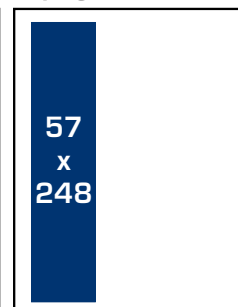
1/2
page horizontal



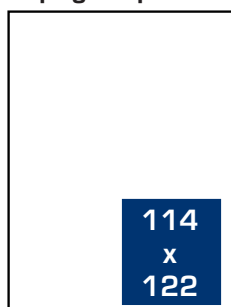
1/3
page horizontal



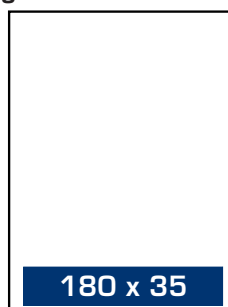
1/3
page vertical



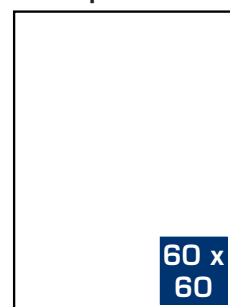
1/3
page square



1/6
page horizontal banner



Propriétés & Châteaux
square box





CONTACTS
effective from 1st January 2009

INTERNATIONAL ADVERTISING DEPARTMENT

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