

L'OFFICIEL PARIS

Art



ART IS
A LIFESTYLE

TOTAL CIRCULATION :

65 000 COPIES

50 000 COPIES IN FRANCE:

- Presence at newsstands in Paris/Paris region and cities with more than 100 000 inhabitants
- Distribution in lounge areas of Air France or Eurostar
- Customized distribution at major cultural venues in France (Musée des Arts Décoratifs, Palais de Tokyo, art bookstores: Colette, Artcurial, Centre Georges Pompidou, Maison Rouge, Musée d'Art Moderne de la Ville de Paris...) as well as at flagship events of contemporary art all year round: FIAC, Art Basel, Art Brussels, Paris Photo, Frieze Art Fair, biennals.
- Distribution in the most important art galleries: 3000 collectors.

15 000 COPIES INTERNATIONALLY:

- Presence at newsstands in major international points of sale (airports, large capitals) and at bookstores of major cultural institutions: MOMA , NEW MUSEUM (New York), MOCA (Los Angeles), TATE , Serpentine (Londres) , Ludwig Museum (Cologne) , MAXXI (Roma) , MATAF (Qatar) , Garage (Moscou) , UCCA (Beijing) , Mori Museum (Tokyo)...

PROMOTION

- Billboards in Paris/Paris region.
- Marketing highlights at newsstands and POS.
- Exclusive partnership with the most important Art fairs across the world (FIAC, Art Basel, Frieze, Biennals).
- Event-driven presence focused on the key highlights of Contemporary Art (in France and abroad)

RATES 2015

ADVERTISING TEAM

- **Anne-Marie DISEGNI** – Advertising Director
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- **Sara SCHMITT** – Commercial Assistant
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READERS PROFILE

- **Men/Women**
- **25/49 years old**
- **CSP ++**
- **Urban:**
Paris and surroundings
Cities > population of 100 000
International (US, UK)
- **Language: French and English**

2015 DEADLINES

ISSUES	ON SALE	TECHNICAL BOOKING	EVENTS
N°13 - MARCH	12/03/15	02/02/15	Focus Los Angeles
HS - MAY	21/05/15	13/04/15	Venice Biennial / Art Basel / Summer Agenda
N°14 - SEPTEMBER	17/09/15	06/07/15	FIAC, FRIEZE / Special ART & FASHION
HS - DECEMBER	17/11/15	03/10/15	Art Basel Miami / Special watches & jewelry

RATES 2015 in € excluding VAT

STANDARD INSERTIONS

SURFACE	FULL COLOR	BLACK & WHITE
Simple page	13 700	11 800
Double page	24 900	22 900
1/2 Page	8 400	7 800
1/3 Page	5 400	4 600
1/4 Page	3 600	3 100

**Rates 2015 in € excluding VAT
SPECIAL POSITIONING**

FULL COLOR OR BLACK & WHITE

French Window	43 000
Opening double page	32 500
Opening 1 (Double Page)	29 200
Opening 2 (Double Page)	27 800
Opening 3 (Double Page)	26 800
Opening 4 (Double Page)	26 600
Facing credits 1	19 900
Double between credits 1 and 2	29 200
Facing credits 2	18 900
Double between credits 2 and summary 1	27 800
Facing summary 1	17 900
Double between summary 1 and 2	26 800
Facing summary 2	16 800
Double between summary 2 and editorial	25 900
Facing editorial	16 400
Double between editorial and contributors	25 400
Facing contributors	15 800
1 st recto	15 600
2 nd recto	15 300
3 rd recto	15 000
4 th recto	14 600
5 th recto	14 300
1 st verso	14 300
Inside back cover	15 100
Back cover	35 600
Consecutive pages	+ 10 %

Publicity rates valid from 01/01/2014 to 31/12/2014

DISCOUNT 2015 in € excluding VAT

CALCULATION METHOD: All the discounts, including cumulative billing, are applied to the gross turnover except for the professional discount of 15 % which is taken from the net billing.

A – DISCOUNT ON NET TURNOVER

Applicable for advertisers or group of advertisers

13 700 à 27 400 €HT	4%
27 401 à 49 700 €HT	6%
49 701 à 86 200 €HT	8%
86 201 à 121 900 €HT	10%
121 901 à 162 400 €HT	12%
162 401 à 203 000 €HT	14%
203 001 à 243 600 €HT	16%
> 243 600 €HT	18%

Rates applicable until withdrawal with a month's notice. For any information concerning specific operations, please consult our advertising team.

**Rates 2015 in € excluding VAT
SPECIAL OPERATIONS**

+ Technical costs on quotation

Cover wrap	48 000
Flap + opening double page	39 000

INSERTS

+ Technical costs on quotation

VOLUME

2 Pages	150
4 Pages	210
6 Pages	270
8 Pages	300
Supplementary page	11

COST PER THOUSAND

FORMATS (WIDTH x HEIGHT)

224 x 285 mm for a single page full format.
Bleed area of 5 mm on each side
448 x 285 mm for a double page full format.
Bleed area of 5 mm on each side
The texts must be set back 5 mm from the format
(consult us for other formats)

B – CUMULATIVE BILLING DISCOUNT

Available for buying group representing several brands

VOLUME	
Up to 151 500 €HT	1%
151 501 à 304 500 €HT	2%
> 304 500 €HT	3%

C – PROFESSIONAL DISCOUNT 15 %

I- Any subscription of an advertising order implies the acceptance of our terms of sale and regulations.

II- Any cancellation of an advertising order will only be accepted if it occurs at least 3 months before publication and 6 months for 4th cover pages.

III- We reserve the right to modify the conditions of the current price list, even for current orders, with an advance notice of 3 months.

IV- The publicity appears under the responsibility of the advertisers. The editor reserves the right to refuse at any time an insertion, which, by its nature, its text or its presentation appears against the spirit of the publication or susceptible to provoke protests from its readers or a third party.

V- The advertiser is responsible, in every case, for the payment of the advertising order with the conditions defined in the price list. However, the representative who sends us an order acts also on his or her behalf and is as such jointly responsible towards us for the payment of the order.

VI- If the order has to be executed within the framework of a mandate contract, we must be in possession of a certificate of this contract linking the advertiser and the representative, the contract will be considered of indefinite length until its interruption by the advertiser. Within the framework of a mandate contract, the original of the invoice will be communicated to the announcer, the duplicate being sent to the representative. Only an intermediary duly appointed by the advertiser to purchase advertising space in its title will be considered as representative. Invoices will contain a professional discount of 15 % calculated net after reduction.

VII- Any existing taxes and any new taxes will be to the advertiser's charge.

VIII- During the order transfer, the choice will be made of a common accord of the representative or the advertiser and ourselves between the modalities of payment defined below:

1. Payment

In implementing the French laws of Modernization of the Economy of the 4th of August 2008 and the 5th of December 2008, our invoices must be paid within 45 days. Only the effective collection of bills of exchange will be considered as being worth complete payment in the sense of the present terms and conditions.

2. Non-payment

Any amount not paid by the due date shall give rise to payment by the client of penalties fixed at one-and-a-half times the legal rate of interest. In implementing article L.441-6 of the French Commercial Code, these penalties are payable by rights, as of receipt of the notice informing the buyer that we have debited them.

Any amount not paid by the due date shall give rise to the payment by the customer of penalties, fixed at one-and-a-half times the legal interest rate. In implementation of the article L441-6 of the French Commercial Code, these penalties are due by right, as of receipt of the notice informing the buyer that we have debited them. Further-

more, our company reserves the possibility to take other legal action in order to end this non payment, with penalty payments per day of delay.

IX- Without prejudice to the article VIII, upon express agreement and with the exception of a report sought out in time and accorded by us, the non-payment of our supplies at the fixed due date will entail:

1. The immediate payability of all the sums that were billed and are unpaid by the involved advertiser, whatever the planned method of payment (by accepted draft or not).

2. The payability of a compensation equal to 15 % of the sums owed in conformance with all the orders placed by the involved advertiser, besides the legal interests and the possible legal expenses.

X- DISCOUNTS

Definition of the advertiser: every advertiser, including a group of advertisers, defined as a set of advertisers whose companies are controlled by a common holding company. Definition of the brand: commercial naming of a product and a line of products marketed by his or her company.

1. Quantity: This reduction is reserved for the advertiser or group of advertisers on the basis of the accumulation of the gross annual sales (price list) realized by the group or their representative (or representatives), for their account.

2. Loyalty, preservation and progress: this discount applies to the brands. It takes in account the evolution of the annual gross annual sales (price list) of the brand during the previous year and during the next year, according to the grid planned for that purpose in the price list. This discount concerns only the brand having realized a turnover during the previous year.

3. New Business: this discount concerns the brands which did not realize a turnover during the previous year and which will invest during the next year. It will be calculated according to the grid planned for that purpose in the price list.

4. Multiple office-holding: this reduction applies to all the inserts for which the same representative handled at least two brands, for one or for several advertisers or group of advertisers in the title.

5. The conceding of each of these discounts is subordinated to the presence on the price list of the corresponding grid.

XI- Any complaint must, under penalty of forfeiture, be written in the week following the insert. By express agreement between the parties, it is stipulated that in case of contesting, only the commercial court of Paris, France remains competent.

Adresse de livraison:

LES ÉDITIONS JALOU

5 rue Bachaumont - 75002 Paris

Tél. 01 53 01 88 30 - Fax : 01 53 01 10 40

S.A.R.L. AU CAPITAL DE 606 000 euros

R.C.S. PARIS B 331 532 176

