

2018

**BIMONTHLY**

ACPM DFP 2016-2017

62 268 copies**SUCCESS 2016****+6%**

OJD 2015 vs 2014

Female,
35-54 year old

CSP+



Paris - Province



Epicureans



Local products and food

THE MAGAZINE OF THE ART OF REGIONAL LIVING**CONCEPT**

A unique magazine that addresses topics as diverse as the nature that surrounds us, its fauna, flora; the garden, the one in which it invests boots on; creative leisure for pleasure; cooking seasonal produce; the riches of our land ... Vast program that meets these natural and simple desires in which we find ourselves more and more. Away from fads, **Esprit d'ici** advocates a new way of life, rooted and modern at once.

A genuine and lasting magazine ...

THE REASONS OF ITS SUCCESS**Need a change of pace**

Quality of life (75% of European dream to slow)

Gastronomy seasonal and regional products

Kitchen «pleasure» in vogue

Passion for gardening

1 of 3 French dream of a vegetable or fruit garden (Ipsos)

Bio is not just a fad

A necessity, protection, responsibility

Ecological sensitivity up

Concern about the state of the planet

Sharp rise in green tourism and hiking

35% of summer stays

The harsh sales kiosks

2nd strongest growth of magazines in %

STRENGTHS

- **Cultivate the core values of today:** the natural and the authentic
- **Enhances the nature and our heritage,** traditions, skills, recipes, terroirs
- **Discusses topics such as:** the garden, the kitchen, home, wellness, nature, tourism...
- **Vehicle values of conviviality for readers looking** for a new lifestyle, natural and authentic

SCHEDULE 2018

| DATÉ | PARUTION | TECHNIQUE |
|--------------|-------------|--------------|
| N° 36 | 5 JANUARY | 4 DECEMBER |
| N° 37 | 23 FEBRUARY | 25 JANUARY |
| N° 38 | 27 APRIL | 29 MARCH |
| HS EDI / CDI | 25 MAY | 26 APRIL |
| N° 39 | 22 JUNE | 23 MAY |
| N° 40 | 24 AUGUST | 26 JULY |
| N° 41 | 26 OCTOBER | 27 SEPTEMBER |
| HS EDI / CDI | 9 NOVEMBER | 11 OCTOBER |

TECHNICAL INFORMATIONS

Page

Double page

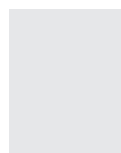
1/2 page L

1/2 page H

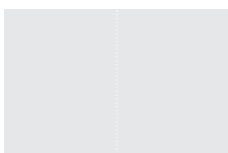
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1/4 page L

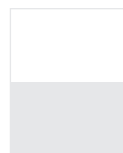
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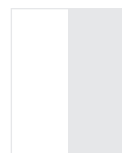
230 x 297 mm P.P.



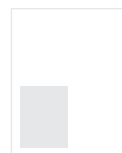
460 x 297 mm P.P.



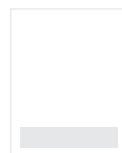
190 x 123 mm F.U.



105 x 257 mm F.U.



105 x 123 mm F.U.



190 x 60 mm F.U.



190 x 80 mm F.U.

> DEADLINE : D-30

> PRINT : offset, trame 150

> ARTWORK TO PROVIDE :

Type of file : 300 DPI + CMYK + PDF HQ + color output. Add 5mm of bleeds + crop marks (full page). For double pages, send us 2 simple pages.

Placements

| STANDARDS | QUADRI |
|-------------|--------|
| Page | 7 300 |
| Double Page | 14 600 |
| 1/2 Page | 5 100 |
| 1/3 Page | 3 800 |
| 1/4 Page | 2 500 |

| PREMIUM | QUADRI |
|-----------------------------|--------|
| Simple page | |
| 4 th cover | 15 600 |
| 2 nd cover | 13 300 |
| 3 rd cover | 11 000 |
| Front of summary | 11 000 |
| 1 st recto | 10 900 |
| 2 nd recto | 10 000 |
| 3 rd recto | 9 900 |
| Rubric recto | 7 800 |
| Double page | |
| Opening double | 22 600 |
| 1 st double page | 18 100 |
| 2 nd double page | 16 500 |

Inserts - Right of asylum

| FOR 1 000 COPIES | NATIONAL | SUBSCRIBERS |
|------------------|------------|-------------|
| 2 pages | 58 | 65 |
| 4 pages | 71 | 80 |
| 6 pages | 85 | 95 |
| 8 pages | 100 | 115 |
| 16 pages | 140 | 155 |
| Beyond | Consult us | Consult us |

Asylum minimum : 1000 euros HT Net Net.

| QUANTITY TO PROVIDE | NATIONAL | SUBSCRIBERS |
|---------------------|-------------|-------------|
| Insert number | 110 000 ex. | 15 000 ex. |

Technical expenses

| FOR 1 000 COPIES | PAPER BACK | THROWN* |
|------------------|------------|---------|
| | 20 | 35 |

*Thanks to consult us

Postal surcharge

| |
|-----------|
| 1,77 / KG |
|-----------|

Discount and degressive

| VOLUME | |
|---------------------------|------|
| To 18 600 € | 5 % |
| From 18 601 € to 37 200 € | 8 % |
| From 37 201 € to 55 800 € | 12 % |
| Beyond | 15 % |

Any advertiser engaging magazine in the January to December 2018 on a defined number of publications benefit from decreasing according to the schedule above. It applies on the gross C.A. H.T. pages, asylum rights inserts, excluding technical charges and postal fee.

Other degressive

| | |
|-----------|-----|
| NEW BRAND | 3 % |
|-----------|-----|

This discount applies only to the first order of insertion for the year 2018 for any advertiser that did not report in 2017 in the title or in one of his special issues.

| | |
|---------|--|
| LOYALTY | |
|---------|--|

| | |
|---------------------|-----|
| < 100 % | 2 % |
| From 100 % to 150 % | 4 % |
| > 150 % | 6 % |

This discount applies for this advertiser in 2017 and 2018.

| | |
|--------------------|-----|
| CUMULATIVE MANDATE | 3 % |
|--------------------|-----|

This discount applies to all insertions or inserts (except technical expenses insertion, postage and purchase copies in number) for which an agent has handled at least two advertisers in the magazine. This discount granted during the order is in addition to tapering volume and others, the sum of these sliding scale applies to the gross VAT rate.

| | |
|-----------------------|------|
| PROFESSIONAL DISCOUNT | 15 % |
|-----------------------|------|

The professional discount is given to advertisers accredited professional representative with the title for their purchase of space (warrant certificate signed by the required seller). It applies on net sales excluding taxes, all sliding scale as previously calculated deducted. It does not apply to technical costs, postage and purchase copies in number, nor on trade goods.

Digital 30 000 VIEWED PAGES/MONTH • 7 000 UV/MONTH

| PACKAGE | H.T. |
|--|----------|
| 2 weeks - Native Web branded content module + Social Media | 6 000 € |
| 2 weeks - Native video Editor's video (web branded content module) + Social Media | 10 000 € |

CONTACTS

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