

20
18

70 000 copies

Female, 35-54
years old

Urbans



Popular

THE LEADER OF ASTROLOGY PRESS

CONCEPT

Created in 1950 under the dynamic of Aries, Horoscope is the oldest and the most powerful astral magazine. Horoscope was written by a team of astrologers confirmed that practice modern astrology, accessible, focused on psychology. Human is connected to the cosmos by his horoscope, which is its heavenly identity card and reveals his inner self and the best paths to take.

POSITIONNING

Horoscope is a companion for anyone looking to give more meaning to their lives. Horoscope is the most complete; he is interested in astrology primarily but also to all Divination if they open doors to psychology and spirituality.

SCHEDULE 2018

ISSUES	ON SALE	TECHNICAL
815 - FEBRUARY	12 JANUARY	27 DECEMBER
816 - MARCH	16 FEBRUARY	24 JANUARY
817 - APRIL	16 MARCH	27 FEBRUARY
818 - MAY	13 APRIL	28 MARCH
819 - JUNE	11 MAY	18 APRIL
820 - JULY	15 JUNE	23 MAY
821 - AUGUST	13 JULY	27 JUNE
822 - SEPTEMBER	17 AUGUST	25 JULY
823 - OCTOBER	14 SEPTEMBER	22 AUGUST
824 - NOVEMBER	12 OCTOBER	19 SEPTEMBER
825 - DECEMBER	16 NOVEMBER	24 OCTOBER
826 - JANUARY (2019)	14 DECEMBER	21 NOVEMBER

TECHNICAL INFORMATION

Page	Double page	1/2 page L	1/2 page H	1/4 page H	1/8 page	1/16 page
202 x 267 mm P.P.	404 x 267 mm P.P.	164 x 123 mm F.U.80	91 x 248 mm F.U.	80 x 123 mm F.U.	80 x 60 mm F.U.	80 x 28 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	2 750 €
Double page	5 500 €
1/2 page	1 850 €
1/4 page	990 €
1/8 page	595 €
1/16 page	450 €

PREMIUM	QUADRI
Simple page	
4 th cover	4 190 €
3 rd cover	3 250 €
2 nd de cover	3 250 €
1 st recto	3 025 €
Recto 1 st part	2 888 €
Double page	
Opening Double	6 875 €
1 st double page	6 050 €

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	73 000 copies	8 100 copies

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 6 000 €	8 %
From 6 001 to 12 000 €	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 %
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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 off series

LOYALTY	
< 100 %	2 %
De 100 % à 150 %	4 %
> 150 %	6 %

This discount applies for this advertiser in 2017 and 2018.

CUMULATIVE MANDATE	3 %
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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 %
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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.

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