

Fashion Daily^{news}

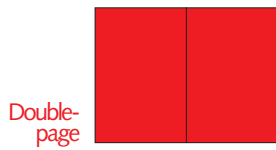
ADVERTISING RATES 2012

Interior Placements

Price in 4-color offset

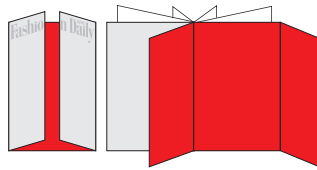
Cover Placements

Price in 4-color offset



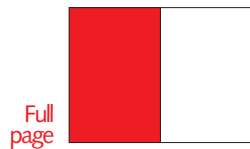
Double-page

11 300 €
460 x 305



French Door

Price : 15 800 €
Front 226 x 305
Right flap 118 x 305
Left flap 113 x 305



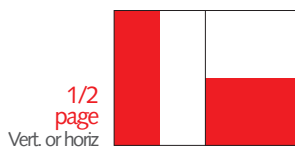
Full page

6 850 €
230 x 305



Front cover

14 500 €
230 x 305
Front
230 x 305
Back



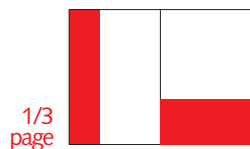
1/2 page
Vert. or horiz

4 250 €
115 x 305
1/2 page vertical
230 x 152
1/2 page horizontal



Inside front cover

7 850 €
137 x 249 (RHP)
Front
137 x 305
Back



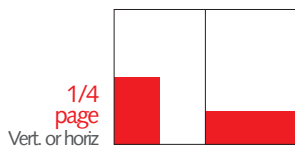
1/3 page
Vert. or horiz

3 350 €
76 x 305
1/3 page vertical
230 x 101
1/3 page horizontal



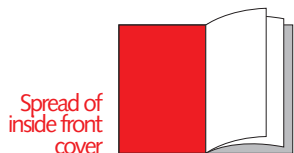
Outside back cover

8 600 €
230 x 305



1/4 page
Vert. or horiz

2 350 €
115 x 152
1/4 page vertical
230 x 76
1/4 page horizontal



Spread of inside front cover

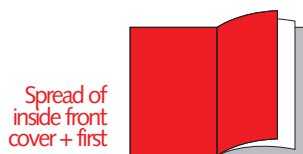
7 650 €
230 x 305

Special Placements

Price in 4-color offset

Cover Placements

Price in 4-color offset



Spread of inside front cover + first

13 600 €
460 x 305



Spot ad on cover

2 600 €
55 x 45



Double page center

12 900 €
460 x 305

Page «A découvrir»

Price in 4-color offset

Cover Placements

Price in 4-color offset



Module

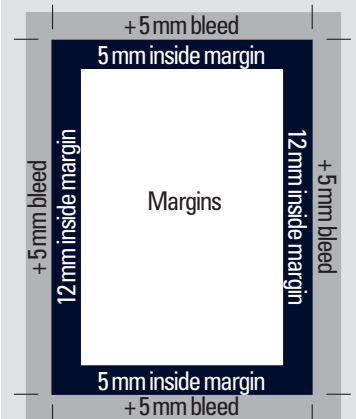
990 €
Informercial

Please note!

Formats cited are trim sized. Add **5 mm bleed on all 4 sides** and on all elements that bleed (tones, photos) to the size of your ad.

Inside margins

Margins must be respected within the trim size of the ad, so that all elements (text, logos, etc.) avoid being trimmed or lost in the fold. Plan 5 mm top and bottom margins, and 12 mm for inside and outside margins.



Fournitures

PRINT require 150 lpi (line per inch) at a resolution of **300 dpi** (dot per inch). Provide a cromalin or iris (or equivalent contractual-quality) color proof.

DIGITAL MATERIALS ACCEPTED High-resolution (300 dpi) PDF or final Quark X-Press or InDesign layouts, with imported Illustrator or Photoshop (eps CMYK) images at 300 dpi. Send typefaces used in ad, remembering also the typefaces used in imported images **Any technical modification required on ad materials will result in surcharges billed to the client.**

SUPPORTS ACCEPTED
DVD-Rom, CD -Rom or ZIP

Delivery deadlines for technical materials

Materials should be in our possession at least 10 days before publication date.

Technical charges

For additional flexibility and speed, our creative team is available to design ads, advertorials, brochures... These costs are billed to the client.

Delivery address

ÉDITIONS LARIVIÈRE - JEANINE CHABON
IMMEUBLE SIRIUS
9 ALLÉE JEAN PROUVÉ
92587 CLICHY CEDEX
FRANCE

E-MAIL :
jeanine.chabon@editions-lariviere.fr

Right hand page : + 20%

Multi-page inserts and blow-ins insertion charge*

2 pages	4 000 €
4 pages	6 000 €
6 pages	8 000 €
8 pages	10 000 €
12 pages.....	12 000 €
16 pages.....	14 000 €

* Not including technical costs + postal charges (using client's layout)

Discounts

2 to 5 insertions	-10 %
6 to 8 insertions.....	-15 %
9 to 12 insertions.....	-20 %
13 to 16 insertions.....	-25 %
17 to 20 insertions	-30 %
20+ insertions.....	-35 %

Agency discount: -15 %

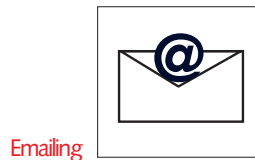
Legal ads

1/4 page black & white	1 660 €
1/2 page black & white	2 900 €
1 page black & white	4 700 €

Newsletter		Price for 1 week	Price for 2 weeks	Wallpaper		Price for 1 week	Price for 2 weeks	
Header banner		Width x height in pixels		Website wallpaper		Width x height in pixels		
		3 050 €	5 950 €				3 500 €	5 500 €
		728 x 90					a. 1375 x 180	
							b. 180 x 1000	
Leading banner		2 900 €	5 350 €	Newsletter wallpaper		4 500 €	9 000 €	
		728 x 90					a. 1 024 x 250	
Standard banner		2 650 €	4 650 €			b. 148 x 500		
		468 x 60						
Skyscraper banner		2 900 €	5 050 €					
		160 x 600						
Content ad		1 800 €	3 300 €					
		180 x 150						

Combination Newsletter + Website : -20%

Price for one emailing



Emailing

6 300 €
Fixed price
+ 150 €
Technical charge

Connect directly with our 35.000 Fashion Daily Newsletter subscribed contacts by mailing them your own message. Sorting and mailing done by us (via Esaymailing).

Website		Price for 1 week	Price for 2 weeks
Header banner		Width x height in pixels	
		1 500 €	2 700 €
	728 x 90		
Leading banner		1 300 €	2 300 €
		728 x 90	
Standard banner		1 100 €	1 900 €
		468 x 60	
Content ad 1		1 200 €	2 100 €
		300 x 250	
Content ad 2		500 €	900 €
		180 x 150	



Send us your technical parts, observing these points:
Accepted formats : jpeg, gif (possible animation) Maximum weight: 100 ko.
Contact - JEANINE CHABON - TEL: +33 (1) 41 40 31 42
E-MAIL : jeanine.chabon@editions-lariviere.fr

2012 Editorial Schedule

Deadline for technical material:
10 days before publication date.

Fashion Daily^{NEWS}

Issue	Publications dates	Folder	Show dates
2011			
638 - 639	November 21th	WOMEN'S FASHION ACCESSORIES DENIM BY PREMIERE VISION (PREVIEW)	Denim by Première Vision from november 30th to december 1st
640 - 641	December 5th	MEN'S FASHION	
642	December 19th	LINGERIE SUMMARY 2011 / PERSPECTIVE 2012	
2012			
643 - 644	January 9th	URBANWEAR MEN'S FASHION	Bread & Butter from 18th to 20th january Pitti Uomo from 10th to 13th january
645 - 646	January 20th	PARIS TRADE SHOWS (PREVIEW)	Who's Next / Prêt À Porter Paris from january 21th to 24th Mess Around from january 21th to 24th Éclat de Mode from january 20th to 23th Salon International de la Lingerie from january 21th to 23th Maison & Objet from january 20th to 24th E-Marketing from january 24th to 25th
647 - 648	February 6th	FABRICS HAUTE COUTURE (REPORT) PARIS TRADE SHOWS (REPORT)	Tissu Premier from january 18th to 19th Première Vision from february 14th to 16th Expofil from february 14th to 16th Le cuir à Paris from february 14th to 16th Indigo from february 14th to 16th Zoom by Fatex from february 14th to 16th Texworld from february 13th to 16th SiMM Madrid from february 2nd to 4th
649 - 650	February 20th	FASHION DESIGNERS ACCESSORIES	
651 - 652	March 5th	FRANCHISE STORE EQUIPMENT	Salon de la Franchise from march 18th to 21th
653 - 654	March 19th	PARIS FASHION WEEK(REPORT) MADE IN FRANCE	Made in France march
655 - 656	April 2nd	E-COMMERCE TRANSPORT AND LOGISTIC (REPORT)	SITL from march 27th to 30th
657 - 658	April 16th	EXPORT STRATEGY	
659 - 660	April 30th	WOMEN'S FASHION	Interselection april
661 - 662	May 14th	DENIM DENIM BY PREMIÈRE VISION (PREVIEW)	Denim by Première Vision from may 23th to 24th Tissu Premier june Texmed june
663 - 664	May 29th	ACCESSORIES FASHION SCHOOLS	
665 - 666	June 11th	MEN'S FASHION COMMERCIAL REAL ESTATE	Pitti Uomo from june 19th to 22th SIEC from june 13th to 14th
667 - 668	June 25th	PARIS TRADE SHOWS (PREVIEW) MODE CITY	Who's Next / Prêt À Porter Paris from june 30th to july 3rd Mess Around from june 30th to july 3rd Éclat de Mode NC Mode City from july 7th to 9th
669 - 670	July 2nd	URBANWEAR	Bread & Butter from july 4th to 6th
671 - 672	July 9th	MEN'S FASHION	
673 - 674	July 23th	PARIS TRADE SHOWS (REPORT)	
675 - 676	September 3rd	HOME STORE EQUIPMENT E-COMMERCE	Maison & Objet from september 7th to 11th Equimag from september 11th to 13th E-Commerce from september 11th to 13th
677 - 678	September 17th	FABRICS HAUTE COUTURE (REPORT) FASHION DESIGNERS	Première Vision from september 19th to 21th Texworld september 2012
679 - 680	October 1st	ETHICAL AND FAIR TRADE FASHION KID'S WEAR	Interselection NC
681 - 682	October 15th	FASHION WEEK REPORT MAISON & OBJET (REPORT)	
683 - 684	October 29th	WOMEN'S FASHION ACCESSORIES	
685 - 686	November 12th	COMMERCIAL REAL ESTATE	Mapic from november 14th to 16th
687 - 688	November 26th	MEN'S FASHION DENIM	Première Vision from november 28th to 29th Denim By Première Vision december
689 - 690	December 10th	LINGERIE SUMMARY 2012 / PERSPECTIVE 2013	

Fashion Daily^{news}

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