



# PRINT RATES

2025

# RATES (EXCLUDING TAXES)

## THE PROFESSIONAL LETTER OF AGRICULTURAL EQUIPMENT

| FORMAT<br>(W x H in mm)                    | RATE   |
|--|--------|
| 1 page<br>(210 x 297 mm)                   | 3000 € |
| 1/2 page<br>(210 x 148 mm or 105 x 297 mm) | 1600 € |
| 1/4 page<br>(197 x 62 mm or 92 x 136 mm)   | 950 €  |

### SPECIAL ISSUE RATE

"France of concessions" – march  
 " Parts and components" - november

| POSITION                 | Preferential RATE                  | RATE at best |
|--------------------------|------------------------------------|--------------|
| 4 <sup>th</sup> of cover | 6 000 €                            |              |
| 2 <sup>th</sup> of cover | 5 300 €                            | 5 300 €      |
| 3 <sup>th</sup> of cover | 4 600 €                            | 4 600 €      |
| Double page              | 7 250 €                            |              |
| 1/2 over coverage        | 6 250 €<br>+ 600 € Technical rates |              |
| Page                     | 4 500 €                            | 4 000 €      |
| 1/2 page                 | 2 500 €                            | 2 250 €      |
| 1/4 page                 | 1 450 €                            | 1 300 €      |
| 1/8 page                 | 840 €                              | 760 €        |

### > Degressive

Loyalty discount : -5 %

New advertiser discount : -5 %

Volume discount Matériel Agricole

Professional discount (with mandate): -15 %

### > Special operations

Conditions and rates : contact us

# INSERTS

## DISCARDED INSERTS OR PAPERBACK

|               | 2 pages | 4 pages | 6 pages | 8 pages |
|---------------|---------|---------|---------|---------|
| National Rate | 4 000€  | 6 000 € | 7 000 € | 8 000 € |

+ Technical costs

Other formats : contact us

## TECHNICAL COSTS

Standard binding (2 pages between 2 signatures, 4 pages and more in the center) or single throw and participation to shipping costs. According to the postal rates in force at the date of the insertion for 1,000 copies.

- 2 pages 54 €
- 4 pages : 64 €
- 6 pages : 72 €
- 8 pages 80 €
- 10 pages : 89 €
- 12 pages and + : consult us

Mailing address selection costs: Package 490€

Degressive rates including taxes and professional discount.

## DEGRESSIVE

Loyalty discount : -5 %

New advertiser discount : -5 %

Volume discount Matériel Agricole

Professional discount (with a certificate of mandate): -15 %

## SPECIAL FEATURES

Conditions and rates : contact us