

La France Agricole

PRINT RATES

2025

| FULL PAGE



POSITION	RATE
4 TH of cover (24 x 29.7)	27 000€
2nd of cover	24 000 €
3 rd of cover	21 000 €
Preferential 2	20 500 €
Preferential 1	19 500 €
At best	17 800 €

DOUBLE PAGE	
Preferential 1	34 000 €
At best	31 000 €

1/2 page



POSITION	RATE
Preferential 1	11 500 €
At best	10 500 €

1/4 page



POSITION	RATE
Preferential 1	7 000 €
At best	6 500 €

I INSERTION

Geo-targeting	Less than or equal to 20 g
2 000 à 10 000 copies	390 € net net / 1 000 ex
10 001 à 20 000 copies	380 € net net / 1 000 ex
20 001 à 30 000 copies	370 € net net / 1 000 ex
30 001 à 40 000 copies	360 € net net / 1 000 ex
40 001 à 60 000 copies	350 € net net / 1 000 ex

Minimum of 2 000 sendings,
Maximum : 60 000 copies.
For inserts weighing more than 21 g: please contact us

■ TECHNICAL COSTS

Technical cost: 500 € net net.
No additional charge for orders of 10,000 copies or more

■ BINDING

No extra charge

SEPARATE ISSUE

BRAND ENDORSEMENT

Fixed costs: €2,500 + Technical costs

TECHNICAL COSTS

Rates net net with printing:

Printing + page layout	1 000 copies	2 500 copies	1 000 additional
4 pages	1 000 €	1 200 €	150 €
8 pages (135 g/m ²)	1 450 €	1 800 €	250 €
12 pages (135 g/m ²)	1 900 €	2 500 €	400 €
16 pages (100 g/m ²)	2 150 €	2 800 €	450 €

If there are many delivery points: 100€ / delivery point

PDF format, usable for 1 year:

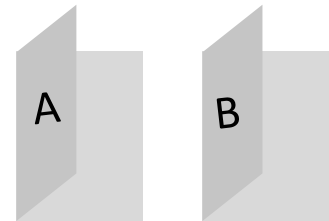
Pages	Rates net net
4 pages	2 900 €
+ 8 pages	3 300 €

New 1st cover layout option: 1 000€

PREMIUM FORMATS

SPLIT RUN

Format	Net rate
Only possible for cover (4th, 3rd and 2nd)	1 500 €



DEMI-SURCOUVERTURE

	Gross price
Half over-cover	34 000 €



SURCOUVERTURE INTÉGRALE

	Gross price
Over-cover	60 000 €



/!\ Prior approval by the publisher is required

BUSINESS MARKET

- > The section is the most important meeting place for suppliers and users.
- > It only includes offers of services or new equipment and invitations to trade events.

FORMATS	PRINT	RATES (including taxes)	PACKAGE (excluding taxes)		
			For 12 publications (1/month)	For 24 publications (1/15 days)	For 49 publications (1/week)
1/24 (L61 x H29 mm)	Quadri	600 €	3 000 €	5 000 €	8 000 €
1/12 (L61 x H61 mm)	Quadri	1 200 €	5 000 €	8 000 €	12 000 €
1/8 (L61 x H93 mm) (L189 x H29 mm)	Quadri	1 800 €	8 000 €	12 000 €	15 000 €
1/6 (L61 x H125 mm) (L125 x H61 mm)	Quadri	2 400 €	12 000 €	15 000 €	20 000 €
1/4 (L190 x H61 mm)	Quadri	3 600 €	13 500 €	17 500 €	24 000 €
1/3 (L61 x H253 mm) (L125 x H125 mm)	Quadri	4 800 €	15 000 €	20 000 €	28 000 €
1/2 (L190 x H125 mm)	Quadri	7 200 €	18 000 €	22 500 €	32 000 €
2/3 (L125 x H253 mm)	Quadri	9 600 €	21 000 €	25 000 €	36 000 €

Degressive: Two color process: **-25%** et noir & blanc : **-40%**

Professionals and Brands

- > A special appointment, in front of the section "Droit & Gestion".
- > An ad of 1/4 page or 1/2 page quadri in recto.

FORMATS	RATE
1/2 page quadri (W 188 x H 118 mm)	6 570€
1/4 page quadri (W 188 x H 57 mm)	3 250 €

CUSTOMER BENEFITS

> Bonus Volume

Free ads awarded in the same, or most used (consecutive) format, over a period up to 12 consecutive months for :

> Professional discount

- On all space purchases 15%
- Upon a presentation of a certificate of mandate

Inserts	Bonus
6 paid for	1 for free
12 paid for	3 for free
18 paid for	5 for free
24 paid for	8 for free
30 paid for	11 for free
36 paid for	14 for free

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