



PRINT RATES

2025

RATES IN QUADI (excl. taxes)

FORMAT (W x H in mm)	RATE
1 page (220 x 285 mm)	10 000 €
1 page at best	8 400 €
1st recto of advertisement	10 500 €
2 nd of cover	11 200 €
3rd of cover	12 100 €
4th of cover	12 700 €
½ over coverage Recto : 110 x 230 Verso : 110 x 285	13 600 € + 1 500 € technical costs

	RECTO	VERSO
Double page	16 800 €	
Double ½ page	10 000 €	
½ page (220 x 142.5 mm or 110 x 285 mm)	5 000 €	4 200 €
¼ page (96.5 x 127.5 mm or 200 x 61 mm)	2 400 €	1 980 €
1/8 page (96.5 x 61 mm)	1 200 €	990 €

PARTS AND COMPONENTS RATES

FORMAT	RATE
½ page	2 600 €
¼ page	1 400 €
1/8 page	730 €

INSERTION

Geo-targeting	Less than or equal to 20 g
2 000 à 10 000 copies	390 € net net / 1 000 ex
10 0001 à 15 000 copies	380 € net net / 1 000 ex

Minimum of 2 000 sendings,
Maximum : 15 000 copies.
For inserts weighing more than 21 g: please contact us

■ TECHNICAL COSTS

Technical cost: 250 € 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:

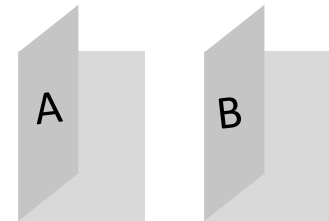
Pages	Rates net net
4 pages	2 900 €
+ 8 pages	3 300 €

New 1st cover layout option: 1 000€

PREMIUM FORMATS

SPLIT RUN

Format	Net rate
Only possible for cover (4th, 3rd and 2nd)	1 000 €



DEMI-SURCOUVERTURE

	Gross price
Half over-cover	14 000 €



SURCOUVERTURE INTÉGRALE

	Gross price
Over-cover	26 000 €



/!\ Prior approval by the publisher is required

SPECIAL ISSUE

MATÉRIEL AGRICOLE EQUIPEMENT ENTREPRISE



Publication:

June 2023

November 2023

FORMAT (W x H in mm)	RECTO	VERSO
1 page (220 x 285 mm)	6 900 €	
1st recto of advertisement	7 600 €	
2 nd of cover		9 000 €
3rd of cover	8 300 €	
4th of cover		9 800 €
½ over coverage Recto : 110 x 230 Verso : 110 x 285	11 700 € + 1 000 € technical costs	
Double page	11 600 €	
Double ½ page	6 900 €	
½ page (220 x 142,5 mm or 110 x 285 mm)	3 500 €	2 900 €
¼ page (96,5 x 127,5 mm or 200 x 61 mm)	1 700 €	
1/8 page (96,5 x 61 mm)	870 €	730 €

INSERTS

	2 pages	4 pages	6 pages	8 pages
Special Issue rates	5 900 €	8 800 €	10 400 €	11 600 €

Other formats : Contact us

| DEGRESSIVE AND DISCOUNT

> Volume Bonus

Inserts	Bonus
1 insert	- 4 %
2 ou 3 inserts	- 10 %
4 ou 5 inserts	- 15 %
6 ou 7 inserts	- 20 %
8 inserts or more	- 25 %

Professional discount: - 15 %