



PRINT RATES

2025

I INSERTS

FORMAT	DISPLAY	STANDARD DISTRIBUTION - Quadri	OVERRELEASE Sitevi Quadri
1/2 cover		9 900 €**	13 500 €**
4 th of cover		9 000 €	12 500 €
2 nd of cover		8 200 €	11 200 €
3 rd of cover		7 000 €	9 500 €
1 page	At best	5 900 €	8 000 €
	Recto	6 500 €	8 900 €
	2 preferential displays	6 900 €	9 400 €
½ page	At best	3 490 €	4 690 €
	Recto	3 790 €	4 900 €
¼ page	At best	1 990 €	2 800 €
	Recto	2 200 €	2 900 €
1/6 page		/	1 000 €

*Other preferential displays (section, successive, editorial side...) contact us. All rates are in euros without taxes.

**Excluding technical costs.

DEGRESSIVE RATES EXCLUDING TAXES

Inserts number for a same product :		KIT 3/6 3 of 6 months	KIT 4/8 4 of 8 months	KIT 6/12 6 of 12 months
STANDARDS ISSUE	GROSS RATE PER UNIT	NET RATE PER UNIT		
		-25 %	-30 %	-40 %
Double page : 1 preferential	11 300€	8 475 €	7 910 €	6 780 €
Page : RECTO position*	6 700 €	5 025€	4 690 €	4 020 €
1/2 page : RECTO position*	3 790 €	2 845 €	2 655 €	2 275€

Inserts number for a same product :		KIT 2 Oct+Nov ou Nov+Dec		KIT 3 Oct + Nov + Dec	
STANDARDS ISSUE		BRUT RATE	NET RATE	BRUT RATE	NET RATE
		-25 %		-30 %	
Double page :		24 300 €	18 225 €	34 600 €	24 220 €
Page : RECTO position*		15 600 €	11 700 €	22 300 €	15 610 €
1/2 page : RECTO position*		8 690 €	6 517,5 €	12 480 €	8 736 €

*at best, and other preferential displays (section, successive, editorial side...) contact us. All rates are in euros without taxes.

ADVANTAGES

BONUS TURNOVER

For the turnover bonus calculation, invested budgets in special products, KITS and digital media supports are cumulated with invested budgets in classic inserts.

Degressive turnover is according to an annual commitment, due to an annual commitment of turnover over the civil year or a period of 12 months.

At the end of 12 months, a review will be realized about the real turnover, with results in assets or additives, if there's a bonus slice change.

Turnover range annual	% Bonus
8 000 à 16 000 €	- 5 %
16 001 à 24 000 €	- 7,5 %
24 001 à 32 000 €	- 10 %
32 001 à 40 000 €	- 15 %
More than 40 000 €	- 20 %

BONUS MARKET SHARE

La Vigne's market share, is computed from the national specialized issues in the field of viticulture..

Bonus market share is computed from the distribution of expenses over a 12 months period.

Market share range	% Bonus
50 à 60 %	- 7,5 %
60 à 70 %	- 12,5 %
70 à 90 %	- 17,5 %
More than 90 %	- 20 %

Professional discount on all space purchases : -15%
(With a mandate certificate proof)

INSERT AND INSERTS FEES

INSERTS FEES

Equivalent surface A4	R° / V°	4 Pages	6 Pages	8 Pages	10 Pages
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STANDARD ISSUES RATE

National	7 000 €	10 700 €	12 500 €	14 200 €	15 000€
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Regional - pour 1 000 ex :

< 12 000 ex	440 €	550 €	640 €	700 €	750 €
> 12 000 ex	420 €	520 €	610 €	670 €	700 €

SPECIAL SITEVI ISSUE RATE

National	10 000 €	14 800 €	17 300 €	19 800 €	20 800 €
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Regional- pour 1 000 ex :

< 12 000 ex	440 €	550 €	640 €	700 €	750 €
> 12 000 ex	420 €	520 €	610 €	670 €	700 €

Technical costs : contact us

Other formats or special operations on request.

I INSERTION

Geo-targeting

Less than or equal to 20 g

2 000 à 10 000 copies

390 € net net / 1 000 ex

Minimum of 2 000 sendings,
Maximum : 10 000 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:

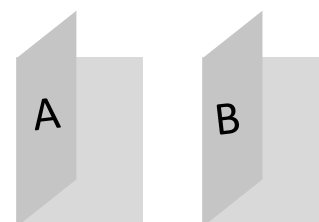
Pages	Rates net net
4 pages	2 900 €
+ 8 pages	3 300 €

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	12 000 €



SURCOUVERTURE INTÉGRALE

	Gross price
Over-cover	22 000 €



/!\ Prior approval by the publisher is required

> Crossroad meeting between suppliers and users

FORMAT	QUADRI	BICHRO	B&W
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STANDARD EDITION BRUT RATE

1/12 page	490 €	290 €	250 €
1/6 page	990 €	600 €	500 €
1/4 page	990 €	900 €	750 €
1/3 page	1 900 €	1 200 €	900 €
2/3 page	4 000 €	2 400 €	2 000 €

EDITION RATE SITEVI

1/12 page	690 €	420 €	350 €
1/6 page	1 400 €	830 €	690 €
1/4 page	1 600 €	1 200 €	1 000 €
1/3 page	2 800 €	1 700 €	1 400 €
2/3 page	5 500 €	3 300 €	2 800 €

All rates are in euros without taxes

CUSTOMERS BENEFITS

Bonus over a 12 months consecutive period maximum.

Free ads are to be planned out of overcast number

Inserts	Bonus
4 paid	1 for free
6 paid	2 for free
8 paid	3 for free

PAIRING

It is possible to pair La Vigne with La France Agricole, to benefit a discount on publications in La Vigne.

Pairing rate is not cumulative with the bonus.