

## **PLACEMENT POLICY**

The following placement policy applies to all magazines in the Roularta Media portfolio.

### **1. Preferential placements and surcharges**

For the lifestyle titles, the first placements in the magazine (after cover 2) are reserved for formats requiring 2/1 pq, without creative formulas and subject to a surcharge.

The only other priority given is to the placement of adverts for which the corresponding surcharge percentages are actually charged (see below for applicable percentages). For technical reasons, pages with creative formulas can be placed in between the first positions.

Surcharges are calculated for the first positions (not the first pages) and are available on request.

If a Face Content/Face Intro/Face Update is available in a lifestyle title (subject to possible changes of the dummy), then these left pages come before the premium positions of 1/1 pages and after the positions of the first double pages. Surcharge for this position is available on request.

Also applicable in the lifestyle titles, the subsequent placements after the double pages and the Face pages (left page) are reserved for formats requiring 1/1 pq without creative formulas; and that are subject to a surcharge. For technical reasons, pages with creative formulas can be placed in between this positions. Surcharges available on request.

**In case of fashion issues priority for preferential placements is given to fashion advertisers.**

**In case of design issues priority for preferential placements is given to design advertisers.**

**In case of beauty issues priority for preferential placements is given to beauty advertisers.**

Cancellation costs (= 100% of the quoted rate) will be charged on cancellation of, or changes to, a reserved order that includes a preferential placement within the premium positions.

- An option is valid for 3 weeks unless the reservation deadline is earlier.

Once the validity period of the option has been exceeded the client is informed, and has 48 hours in which to highlight the option and either cancel it, or submit a signed order. Any new reservation that follows on from a cancellation of an option for the same position, title and date, will only be approved if we receive an immediate signed order. (It is therefore not possible to extend an existing option by taking the same option out again once the initial validity period has been exceeded).

Complaints about preferential placements will only be considered if the correct surcharges have been paid.

## **2. Cover rules**

The following rules apply only to the covers of the lifestyle titles.

### **Important:**

Advertisers that had cover positions in the year preceding the current year's covers are given priority when reserving the same covers again.

These advertisers are contacted in person by Roularta Media at the beginning of September with the latest information on their right to purchase covers. They then have one week in which to confirm the said covers by submitting a signed order to Roularta Media.

Reservation of these covers is only valid once we are in receipt of a signed order.

Reserved orders for these covers may not be cancelled or changed.

Reservation of a creative formula does not override the normal rules that apply to the assignment of covers. If the client wishes to reserve a creative formula such as a gatefolder, then he must first reserve the cover, which is subject to the above rules.

Once contact has been made with those advertisers who benefit from a right to purchase, the non-reserved covers will then be made available to other clients.

Important: a reserved order for a cover may not be cancelled or changed.