

CO-MAILINGS/INSERTS

Rates valid from January 2024, in EUR. Rate CPM (cost/,000) (printing and VAT not included). The CPM Cost always comes with a technical cost, which varies depending on weather the co-mailing is stapled/glued/blown in/blistered... These rates are valid only if the inserts are delivered in their entirety.

Titles	Samples	Sample on C1	Printing folder 8p	Printing folder 16p	<30g	30-50g	50 -80g	80-100g	100-130g	130-150g	150-180g	180-200g	200-230g	230-250g
Knack	96	145	146	166	217	222	228	233	240	248	255	262	270	278
Knack Extra	96	147			217	222	228	233	240	248	255	262	270	278
Knack Weekend	96	147	193	209	217	222	228	233	240	248	255	262	270	278
Knack Weekend (fashion, beauty, interior)	96	147	193	209	169	173	178	182	187	193	199	205	211	217
Le Vif/L'Express	102	153	146	166	265	271	276	282	290	299	308	317	327	336
Le Vif Extra	102	153			265	271	276	282	290	299	309	317	327	336
Le Vif Weekend	102	153	193	209	265	271	276	282	290	299	308	317	327	336
Le Vif Weekend (fashion, beauty, interior)	102	153	193	209	199	203	207	211	218	224	231	238	245	252
Plus Magazine D/F	78	117	125	160	156	167	178	190	196	201	207	214	220	226
Trends / Trends-Tendances	109	164	146	166	429	435	441	446	460	473	488	502	518	533
Trends Style D/F	109	164			322	326	331	335	345	355	366	377	388	400
DataNews D/F	102	153	146	166	265	271	276	282	290	299	308	317	327	336

Technical costs are net net costs on which no commercial discounts are applicable. 5 dummies always have to be delivered at least 5 weeks before publication and they have to be accompanied with a transportation document. Co-mailing is only possible with subscriptions, not with bookshop issues who usually are sold under blister. Circulation varies, contact us to know the latest circulation figures. Above 250 gr, rate on demand.

WOMEN MAGAZINES	Format	Sample	Sample on C1	2 pages	4 pages	6 pages	8 pages	10 pages	12 pages	14 pages	16 pages	18 pages
Feeling/GAEL	Blow-in			134	164	178	192	207	222	237	252	267
Feeling/GAEL	Co-mailing (blister, loose commercial insert)			157	179	190	201	212	223	237	252	267
Feeling/GAEL	Encart (stapled, glued)			134	164	178	192	207	222	237	252	267
Feeling/GAEL	Sample (sample/scentseal/lipseal – glued in/on cover)	109	163	172	201	216	230	245	260	275	290	305
Feeling/GAEL	Printing your folder						193				209	
Flair D/F	Blow-in			100	106	112	118	124	129	135	141	148
Flair D/F	Co-mailing (blister, loose commercial insert)			121	127	133	139	145	150	156	162	168
Flair D/F	Encart (stapled, glued)			86	94	102	109	117	125	133	140	148
Flair D/F	Encart à cheval (central insert)			86	94	102	109	117	125	133	140	148
Flair D/F	Sample (sample/scentseal/lipseal – glued in/on cover)	99	148	119	127	134	142	150	158	166	174	181
Flair D/F	Printing your folder						125				160	
Libelle/Femmes d'Aujourd'hui	Blow-in			98	103	109	114	120	126	131	137	144
Libelle/Femmes d'Aujourd'hui	Co-mailing (blister, loose commercial insert)			117	123	129	135	141	146	152	157	163
Libelle/Femmes d'Aujourd'hui	Encart (stapled, glued)			83	91	99	106	114	122	129	136	144
Libelle/Femmes d'Aujourd'hui	Encart à cheval (central insert)			83	91	99	106	114	122	129	136	144
Libelle/Femmes d'Aujourd'hui	Sample (sample/scentseal/lipseal – glued in/on cover)	99	148	115	123	130	138	145	154	161	169	176
Libelle/Femmes d'Aujourd'hui	Printing your folder						121				155	

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