



## ENGLISH MEDIA KIT 2024

| THE BAYARD GROUP |



5th French publishing and printing media group

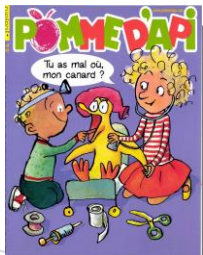
4 areas :

- **Youth** (Pomme d'Api, J'aime lire...)
- **Religious** (La Croix, Pèlerin)
- **Seniors** (Notre temps)
- **Nature** (Terre Sauvage)

Active in **16** countries

**36** billion readers

**5** billion subscribers



| THE MILAN EDITIONS |



**Nature et Territoires** from **Milan Presse** publishes magazines that place human relationship to nature, at the heart of its concerns. Our vocation, led by common values, is to reveal to our readers the wealth and diversity of their territory, share our will of action to protect our natural heritage. Respect and responsibility of each: these are the keys of a sustainable balance between men and nature

- **54** issues per year
- **3 400 000** readers (source AEPM 2011)
- **85 000** subscribers : loyal readers
- **245 000** copies in newsstands every month

## MAGAZINE

- Periodicity : **6 issues /year + special issues**
- Print run\*: **28 358 copies**
- Audience : **345 650 readers\*\***
- Circulation\*: **13 826 copies whose the 7 067 subscribers**

→ **France**

→ **Étranger**

\*Données Certifiées ACPM (OJD & AudiPresse) – DSH 2015

## THE EDITORIAL LINE

Alpes Magazine is a concret invitation of the Alpes meeting :

- Sport & leisure alpine (ski alpine, ski de hiking, raquettes...)
- Mountain tourism
- Society : people from above, people from below
- Heritages alpine
- Lifestyle in mountain
- Alpine culture

The Alps Magazine reveals in every number of multiple facets of the Alps: the territory, the history, the nature, the environment, the lifestyle, the traditions, the gastronomy and the sport



Consultez le magazine [ici](#)

## THE READER

### The passionate of mountain

**76%** leave to the mountain the summer and the winter

**89%** Practice the hike

**52%** Practice the Alpine skiing

**47%** make snow shoes...

→ 30% Owners of a holiday home in mountain are

### A national readership

**40 %** resident in Rhône-Alpes

**20 %** resident in Île de France

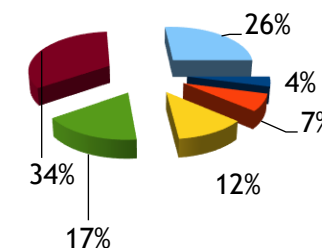
**18 %** resident in region PACA

**10 %** resident in Suisse ...

### Loyal and regular readers

**52 %** readers are subscribed

**87 %** read every number



- 18 - 25 ans
- 26 - 35 ans
- 36 - 45 ans
- 46 - 55 ans
- 56 - 65 ans
- 65 ans et plus

| SPECIAL ISSUE HAS THE DISCOVERED OF THE ALPINE TREASURES |

- Circulation : 60 000 copies
- Audience : **768 000 readers**
- Sent to **7 067 subscribers**
- Available in kiosk during 3 months



**SPECIAL HIKE ISSUE**

«Les plus belles randonnées des Alpes»

Release : may



**SPECIAL SUMMER ISSUE**

« La grande aventure des trains des Alpes »

Release : june



**SPECIAL MUSHROOM ISSUE**

« reconnaître, cueillir, savourer »

Release : september



**SPECIAL WINTER ISSUE**

« La folle Histoire de Chamonix »

Release : december

## MAGAZINE

- Periodicity : **6 issues /year + 3 special issues**
- Circulation\* : **50 000 copies**
- Audience : **746 000 readers\*\***
- Distribution\* : **32 000 copies** whose the **subscribers**

→ **France**

→ **Étranger**

\*Certified Datas ACPM (OJD & AudiPresse) – DSH 2015

## THE EDITORIAL LINE

**PYRENEES MAGAZINE** shares communal ambitions for its readership:

- > Reveals the wealth and the diversity of the natural and cultural patrimonies.
- > To share the knowledge to permit to the readers to know better the territories and their issues.
- > To awake to the responsibility and respect concerning the shared heritage where the ecosystem is weaken and to invit to a sustainable development, guarantee of a more balanced relationship between humans and nature.

## THE READING INTEREST

Nature **82 %**

Heritage **71 %**

The historical articles **65 %**

The portraits **50 %**

The hinking ideas **50 %**

Lifestyle **47 %**

News **41 %**



	Alpes Magazine classic	Alpes Magazine Special issue	Pyrénées Magazine classic	Pyrénées Magazine Special issue	Destination Provence
2 <sup>nd</sup> cover	5 400 €	6 480 €	5 900 €	7 080 €	5 600 €
3 <sup>rd</sup> cover	5 100 €	6 120 €	5 572 €	6 686,4 €	5 400 €
Back cover	6 200 €	7 440 €	6 800 €	8 160 €	6 400 €
Double page	8 900 €	10 680 €	8 900 €	10 680 €	8 700 €
Full page	4 500 €	5 400 €	4 500 €	5 400 €	4 400 €
1/2 page	2 600 €	3 120 €	2 390 €	2 868 €	---
1/3 page	1 900 €	2 280 €	2 000 €	2 400 €	---

**General terms of sale – Gross rates on 01/01/2023**

New customer discount : **3%**

Loyalty discount : **7%**

Professional discount \* : **15%**

(Certificate of mandate to be supplied)

2 inserts : **10%**

3 inserts : **20%**

4 inserts : **30%**

5 inserts : **40%**

6 inserts and more : **50%**

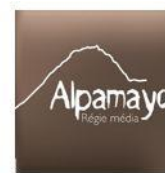


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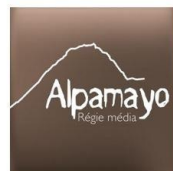
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# General Terms of Sales on 01/01/2023

Any subscription to an order of advertising for the announcer and his representative, implies the acceptance of general terms of sale below. The orders of advertising are executed in the conditions of the present price list.

## RESERVES

The advertising appears under the responsibility of the announcer who, in particular, obliges himself to respect the rules released by the uses and the law regarding advertising. It guarantees the publisher against the legal proceedings that the latter could incur because of the advertisements that he published on order, and he will indemnify him for all the damages that he will undergo and will guarantee him against any action of third parties because of these insertions. The publisher reserves the right to refuse, at any time, an insertion which appears to be against the legislation in force, or which, by its nature, its text or its presentation, would appear against the spirit or the presentation of the publication, or which may cause protests of its readers or third parties. Regarding the editorial advertising, not to create confusion in the reader's mind, any advertising presented under editorial shape will have to carry, in a very visible way, the mention that clarifies its nature. The publisher reserves the right to modify his tariff conditions, even for the current orders, with an advance notice of three months. Without observation of the announcer by registered letter with recorded delivery within an extension of 15 days, the publisher will consider it as an agreement from him. No location can be guaranteed without payment of the corresponding increases.

## DEFINITIONS

Announcer : All the companies of the same group that buy some advertising space through a unique entity that insures the media functions, Are considered as one and same announcer or group of announcers. Are considered as companies of the same group of announcers, all the companies which social capital is held at more than 50% by the same natural and legal entity. The justification must be communicated to the publisher by LRAR, the group conditions being applicable only upon receipt of documentary evidences. Proxy : Every professional intermediary insuring a complete service, in particular the reservation of space, purchase order, management and control of the invoicing, which intervenes for the account and in the name of one or several announcers, to buy some advertising space in one or several medias during the concerned period, by virtue of a written contract by mandate. A certificate of mandate must be produced for the publisher. In case of modification or termination of mandate in the course of the year, the announcer will inform immediately the publisher about it by LRAR, being specified that this modification or this termination will be validly opposable to the publisher as from the date of reception of the said letter.

## COMPLAINTS / CANCELLATIONS

Any complaint must, at the risk of forfeiture, be made in writing in the month following the publication. Any request of cancellation or adjournment of an order of advertising must be sent to the publisher in writing, before the date of commercial finishing, planned by the technical calendar, that is 4 weeks before publication. In the extension of 1 month to 15 days before the date of commercial finishing, any cancellation of preferential location will be the object of a revocation of an amount equal to 20 % of the net price of the cancelled orders. Below 15 days, 50 % of the amount of the initial order will be owed. Any request of cancellation that will not be made in writing or for the indicated deadline will not be taken into account. These cancellations will not have to question the formulation of the contract having allowed to benefit from the decreasing, in particular the landing of discounts. Otherwise, an invoice of reminder of the decreasing will be made. The responsibility of the publisher could not be committed if, for reasons independent of his will, contractually likened to a case of absolute necessity such as defined by the Civil code, he was in the impossibility to print, to publish or to spread all or part of one or several numbers of the publication or one or several announcements of advertising. Assets relating to a sale on a given calendar year must be demanded before the end of the first quarter of the following calendar year.

## INVOICING

The announcer is responsible in every case for the payment of the order of advertising, on the conditions defined on the latter. To accept the orders of a representative, the publisher has to be in possession of a certificate of contract linking the announcer and the representative, which will be considered indefinite until the interruption by the announcer.

## TERMS OF PAYMENT

For the new customers, the payment is made in delivery of the orders. In other cases, on the condition of presenting guarantees of payment which will have to receive the prior agreement of the publisher, the payment can be made within 30 days end of month according to the date of invoicing. If the payment is made by accepted and domiciled draft, this one will necessarily have to have returned within 8 days after receipt of the invoice. In case of delay in payment, the publisher reserves the right to suspend the execution of the orders, to decide to come back to a cash settlement, and will charge late charges calculated at the rate of 1,5 % a month.

## SPECIAL DONCITIONS

In certain cases of promotion, offers of seasonality or finishing can be proposed by the support. These possible promotions come in substitution of the other discounts, except the professional discount. The professional discount of 15 % is calculated on the net after discounts and decreasing. Any possible and exceptional payment in the form of advertising exchange in return of goods, of spaces or of services will be the object of a written contract which will plan the terms of payment. These investments should not get in the way of the calculation base of tapering rates or decreasing by grouping of purchase.

## TECHNICAL ELEMENTS

Printing materials must have reached the advertising department 3 weeks before the printing date. They have to contain the information necessary for a good reproduction. The printing documents, except express request of the announcer, are not kept by the newspaper. The publisher is not liable for any reproduction of colour announcements delivered without a generated test according to the supplied document of printing, or if the elements of printing reach him after the deadline. Any announcement modified or realized by the publisher is subject to the expedition of a copy to press, as long as the deadlines allow it. Any copy to press not sent back within 48 hours implies the agreement of the announcer and takes away the responsibility of the editor.

As soon as the date of reception of an announcement to be modified or realized by the publisher does not allow any more, in consideration of the date of finishing, the expedition of a copy to press, the publisher is also relieved of any responsibility. In any case and whatever the document's origin, the responsibility of the publisher is limited to the reintegration of the order in the following publication. The technical expenses of realization of an announcement can only be determined based on documents provided. They are in every case chargeable to the announcer. In case of dispute, only the Commercial court of Grenoble is competent, even in case of appeal in guarantee or plurality of defendants.