

É L A R G I S S E Z V O T R E H O R I Z O N M É D I A T I Q U E

Panoramique - Pérou, Andes, Cordillère Blanca

WIDEN YOUR MEDIA HORIZONS

Alpamayo
Régie média



Proud member of OSV

www.outdoorsportsvalley.org

- Since July 2009, the media sales agency Alpamayo has developed an outdoor media offer, coherent and relevant, entirely dedicated to outdoor sports and leisure activities.

A single interlocutor for a communication...

- ... **Simplified** : saving of time, efficiency
- ... **Optimized** : advice and media schedules offered
- ... **Rewarded** : multimedia discount

| | |
|-----------------|-----|
| 2 mediums | 5% |
| 3 mediums | 10% |
| 4 and 5 mediums | 15% |
| 6 and more | 20% |

7 referenced publishers are trusting us

MEDIAFILIERE filiale
presse FPS - CNPC



Editions
La Rivière



SEDIM filiale presse
Édition du SNMSF



FFCAM - Fédération
Française des Clubs Alpains
et de Montagne



FFRP - Fédération
Française de la
Randonnée Pédestre



Bayard / Milan
Nature&Territoires



France Montagnes



22 powerful medias, specialized and adapted for each of your targets

Professionals

Of the distribution of sports equipment

Sports shops and brands of the sport industrie

Professionals

Of the Mountain Tourism

Tourist offices, travel agencies, travel tours, hotel trade, transports...

Professionals

Of ski Areas

Members and adherents ski areas, mayors of municipalities of mountain, instructors and Managers of Ski Schools, Managers of Ski lifts, Tourist Offices Managers...

Passionate amateurs of Outdoor Sports

Alpine and cross-country ski, Snowboard, Mountain climbing, Hiking, Trek, etc.

filièresport
LE MEDIUM DES MARCHÉS ET DES CHAÎNES SPÉCIALISÉES

www.filieresport.com

The Newsletter

iPhone and iPad application

Le Quotidien
du Tourisme

www.quotidiendutourisme.com

The Newsletter

iPhone and iPad application



la Montagne
& Alpinisme

MONTAGNES INFOS

JOURNAL DE LA FÉDÉRATION FRANÇAISE DES CLUBS ALPINS ET DE MONTAGNE

www.ffcam.fr

Rando
LE MAGAZINE DE LA RANDONNÉE

www.ffrandonnee.fr

www.mongr.fr

Alpes
magazine
LE MAGAZINE DE LA MONTAGNE

www.alpessmagazine.com

PYRÉNÉES
magazine

www.esf.net



www.freestyle-motion.fr

www.france-montagnes.com

Consult all the medias on www.alpamayo.biz

PROFESSIONAL MAGAZINE

Periodicity: **8 issues / year**

Print Run : **3 500 copies**

Circulation : **3 000 paying members**

Readership : **Specialist sport manufacturers and distributors**

2 700 sport shops making up 79% of the annual revenue of the sports industry in France + 300 sports manufacturers and brands

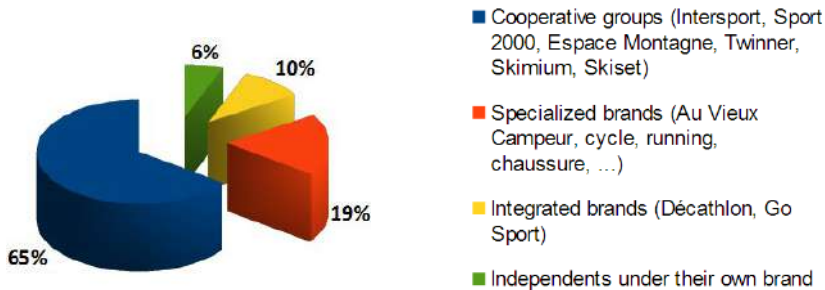
Audience : **10 000 readers / issue**

EDITORIAL LINE

The first « cross media » solution for professional information devoted to sport : **the media of the profession for the profession.**

Published by **SARL Media Filière**, the subsidiary of the **Sport & Cycle Union**. Filière Sport presents strategies and news of brands based on IPSOS studies (Sports Observatory).

READERSHIP



Consult the magazine online [here](#)

WEBSITE : filieresport.com

Visitors : **147 424/ month**

Unique visitors : **110 000 /year**

Page views : **268 000 / year**

*Google Analytics December 2016



Consult the website [here](#)

NEWSLETTERS

28 newsletters

Subscribers : **4 000**

Annual readership : **180 000 readers**



SOCIAL NETWORKS

1500 followers

900 likes

500 subscribers

*January 2017

iPHONE AND iPAD APPLICATION



1 PODIUM, 5 ADVERTISING PACKAGES, YOUR INVESTMENT REWARDED



Silver medal package

Press advert
+
Banner on the website
or in the Newsletter
+
Publi-shopping

Back cover : 2 564 €HT
2nd page cover : 2 459 €HT
Full Page : 1 990 €HT
½ Page : 1 709 €HT



Gold medal package

Press advert
+
Banner on the website
+
Banner in the Newsletter
+
Publi-shopping

Back cover : 3 189 €HT
2nd page cover : 3 085 €HT
Full page : 2 615 €HT
½ Page : 2 334 €HT



Bronze medal package

Press advert
+
Publi-shopping

Back cover : 2 155 €HT
2nd page cover : 2 038 €HT
Full Page : 1 515 €HT
½ Page : 1 204 €HT

Web Pack

Web Publishopping
+
Web Banner or Square
+
Newsletter Banner
+
Mobile Application

Total : 1 820 €HT /month

Participant package

Press advert only

Back cover : 1 510 €HT
2nd page cover : 1 416 €HT
Full Page : 995 €HT
½ Page : 740 €HT

Internet only

Banner or Square 500 €HT/month

Newsletter

Ad. Banner 900 €HT/month (4)

Publishopping only

700 €HT/month

| | Strategies | Topic | Market | Publication |
|--------------------------|---|---|---------------------|--------------------------|
| N°44 December - January | The sports events in 2017 | The mountain season possibilities (ski resorts, winter sports market) | | Dec 8 th 16 |
| N°45 February | ISPO - The trends and innovations for 2018 | | | Jan 18 th 17 |
| N°46 March | Winter Sport Achat | | Fitness / Nutrition | Feb 28 th 17 |
| N°47 April | Shops layout and organization | Running / Trail | | April 3 rd 17 |
| N°48 May - June | OutDoor Spring & summer trends for 2018 | | | May 9 th 17 |
| N°49 July-August | Special Cycle Issue - The cycle market,datas and trends | | | July 17 th 17 |
| N°50 September - October | Sport in business | Summer Sport Achat & Bikexpo | | Sept 4 th 17 |
| N°51 November | Team sports | | Roc D'Azur | Oct 30 th 17 |

PROFESSIONAL MAGAZINE

Periodicity : 2 times/per year

Diffusion : **9 200 paying subscribers**

Readership : **the professionals of tourism**



EDITORIAL LINE

The Quotidien du Tourisme is the reference brand in the professional press for more than 25 years.

The magazine is available by subscription in print or in web version.

Published since 1990 by the Editions Larivière, the Quotidien du Tourisme presents strategies and news of the tourism sector. Its main features are the reliability of its informations, the pertinence of its analysis and the quality of its editorial content.

THE READERSHIP

| | |
|-----------------------|-------------------|
| → travel agents | 7 862 subscribers |
| → MICE agencies | 127 subscribers |
| → tour operators | 345 subscribers |
| → transports | 282 subscribers |
| → hotel trade | 127 subscribers |
| → tourism officies | 249 subscribers |
| → works council | 125 subscribers |
| → landlords, insurers | 34 subscribers |
| → schools, formations | 49 subscribers |

INTERNET : lequotidiendutourisme.com IPHONE AND IPAD APP

Visitors : **82 360 / month**

Viewed pages : **513 160 / month**

Visit time : **9.10 min**

Facebook Page : **12 000 fans**



A 100% business target

A full responsive website, available on computers, Ipad and Iphone



NEWSLETTER

The daily appointment of the profession, on computers, Ipad or Iphon every morning from Monday to Friday.

The essential news of the tourism industry declined in **12 articles**.



With more than 39 000 subscribers and more than **8 000 daily readers**, The newsletter permits to your banners an optimum visibility, and a qualified target (12 000 displays/day for your banners)



THE OFFICIAL MAGAZINE OF THE ESF INSTRUCTORS



PROFESSIONAL MAGAZINE

Periodicity : **4 times /year**

- October
- December
- February
- June

+ 1 special edition « Challenge des Moniteurs »
 → April (3 weeks before the event)

Edition : **19 500 copies**

Distribution : **18 000 copies**



Consult the magazine [here](#)

READERSHIP

17 000 monitors, managers ESF, technical managers

1 000 copies destined for :

- Ski lifts directors (DSF members)
- Mayors of municipalities of mountain (ANMSM members)
- Tourists Offices Directors

80 % men

20 % women

34 years old average

250 schools in 26 departments



Between 1945 and today, the number of instructors was multiplied by 78.
 The French Ski School is the biggest Ski School in the world today.
 Every year, it achieves more than 900.000 testing passageways for 2.200.000 pupils.

Professionals concerned by their working environment (tourism, culture, development, social and economic life)

- > **Consumers** with a strong purchasing power
- > **Influencers** for their clientele
- > **Opinion leaders** in their stations.
- > Multi-qualified and **multi-assets**: B.E.E.S. mountain bike, paragliding, golf, sail, low mountain range guides

| Spaces | Off tax prices |
|----------------------------|----------------|
| 2 nd page cover | 5 670 € |
| 3 rd page cover | 5 250 € |
| Back cover | 5 880 € |
| Double page | 8 400 € |
| Page | 4 200 € |
| 1/2 Page | 2 270 € |
| 1/4 Page | 1 260 € |
| 1/6 Page | 780 € |

| General terms of sale | |
|----------------------------------|--------------|
| New client discount : | 3% |
| Loyalty discount : | 7% |
| Internships - trainings : | 23% |
| 1 insert on the calendar year : | 5% |
| 2 inserts on the calendar year : | 10% |
| 3 inserts on the calendar year : | 15% |
| 4 inserts on the calendar year : | 20% |
| Rigorous location | + 10% |

MAGAZINE

Periodicity : **4 times /year**

Edition : **14 640 copies**

Distribution : **13 597 subscribers**

* ACPM / OJD - DSH 2016

The second specialized presse medium of « Sports - Hike - Ski » controlled by the ACPM



EDITORIAL LINE

Created in 1874, the French Alpine Club is one of the oldest associations dedicated to the practice and to the knowledge of the mountain in all its aspects (sports but also cultural, scientific, environmental, etc.)

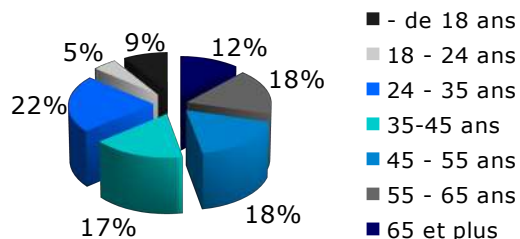
The magazine approaches since 1905 all the mountain, at every level, and on all its approaches, sports, cultural, environmental and societal.

READERSHIP

The FFCAM member

42 year old on average
62,4% of male
37,6% of female

Engaged sportsperson
Multi-sports player



Among the first sports : hike, climb, ski, alpinism, snowshoes...

DIGITAL JOURNAL

MONTAGNES INFOS

JOURNAL DE LA FÉDÉRATION FRANÇAISE DES CLUBS ALPINS ET DE MONTAGNE

Periodicity : **2 times /year**

Distribution : digital newsstand

Distribution : **72 600 qualified mail addresses**

A diffusion increased by 10% compared To the printed version !

Your advertise amplified by a **redirect link** to your website

Editorial contents :

Montagnes Infos informs all the members of the current events of the federation, its activities, the life of clubs.

This newspaper is the **link between all the members and the FFCAM.**



Consult the journal [here](#)

WEBSITE : clubalpin.fr / ffcam.fr

Annual visitors : **376 373**

Unique visitors : **252 872**

Page views annually : **1 124 922**

*Google Analytics 25/05/2014 - 25/05/2015



Consult the website [here](#)

MAGAZINE



| Spaces | Off tax prices |
|----------------------------|----------------|
| 2 nd cover page | 6 000 € |
| 3 rd cover page | 5 500 € |
| Back cover | 7 000 € |
| Double page | 9 500 € |
| Page | 4 800 € |
| 1/2 Page | 2 600 € |
| 1/3 Page | 1 800 € |
| 1/4 Page | 1 300 € |
| 1/6 Schedule Page | 680 € |

DIGITAL JOURNAL



| Spaces | Off tax Prices |
|----------------------------|----------------|
| 2 nd cover page | 6 600 € |
| 3 rd cover page | 6 050 € |
| Back cover | 7 700 € |
| Double page | 10 280 € |
| Page | 5 280 € |
| 1/2 Page | 2 860 € |
| 1/3 Page | 1 980 € |
| 1/4 Page | 1 430 € |

| | |
|----------------------------------|--------------|
| N°December / January / February | 15 december |
| N°March / April / May | 15 march |
| N°June / July / August | 15 june |
| N°September / October / November | 15 september |

| | |
|-----------|------------|
| N°April | 15 april |
| N°October | 15 october |

WEBSITE

www.clubalpin.fr

| Spaces | Off tax prices |
|----------------------------------|----------------|
| Weekly home page banner | 250 € |
| Home page banner season 18 weeks | 2 000€ |
| Annual home page banner | 4 000€ |

General terms of sale – Gross rate on 01/01/2015

| | |
|--|---|
| New customer discount : 3% | 2 inserts on the calendar year : 10% |
| Loyalty discount : 7% | 3 inserts on the calendar year : 20% |
| Professional discount* : 15% (certificate of mandate to be supplied) | 4 inserts on the calendar year : 30% |

MAGAZINE

Periodicity : **4 times /year**

Edition : **77 125 copies**

- In newsstand
- Paying subscribers
- Offers subscribers

Diffusion : **52 570 copies**

* ACPM / OJD - DSH 2015



Consult the magazine [here](#)

**The first specialized presse medium of
« Sports - Hike - Ski » controlled by the ACPM**

EDITORIAL LINE

Passion Rando is based on the discovery of hiking regions and countries. Informative on equipment and advice, the editorial is rich in hiking and tourism news.

READERSHIP

34% are men, 66% are women

66,5% of the licence-holders are over 50 years old

89% of the readers hike all the year, 78% on a weekly basis

67% practice the hike in France

16% practice the hike abroad

WEBSITE : ffrandonnee.fr

Annual visitors : **1,30 million**

Unique visitors : **669 484**

Page views annually : **4,96 millions**

Page views /visits : **4,82**

Average length of visit : **04:07min**

*Google Analytics from 01/06/14 to 01/07/15



Consult the website [here](#)

PROFILE OF THE INTERNET USERS

58% are men ; 42 % are women

50% are over 55 years old

66% of the visitors are harden hikers

66% assert to practice this activity every week or almost

21% assert to practice this activity more than one time a month

62% of the internet uses are members of the French Federation of Hike

At the end of every poster campaign, a statistical summary, supplied by Google Analytics, is handed to the announcer.

MAGAZINE

PASSION
Rando
LE MAGAZINE DE LA FFRANDONNÉE

| Spaces | Off tax prices |
|----------------------------|----------------|
| 2 nd cover page | 9 000 € |
| 3 rd cover page | 8 000 € |
| Back cover | 10 000 € |
| Page | 6 000 € |
| 1/2 Page | 3 500 € |
| 1/3 Page | 2 500 € |
| 1/4 Page | 2 000 € |
| 1/6 Page | 1 500 € |
| 1/12 Page | 400 € |

| | Publication |
|----------------------------------|-------------|
| N° January / February / March | Dec. 16 |
| N° April / May / June | March 17 |
| N° July / August / September | June 17 |
| N° October / November / December | Sept. 17 |

WEBSITE

www.ffrandonnee.fr

Low season : from October 1st to January 31th

Spaces

Off tax prices

| | | |
|--------------------|------------------|-------|
| Banner | 100 000 postings | 690 € |
| Square | 100 000 postings | 590 € |
| Design of the site | cost per day* | 300 € |

*Minimum 1 week

High season : from February 1st to September 30th

| | | |
|--------------------|------------------|-------|
| Banner | 100 000 postings | 890 € |
| Square | 100 000 postings | 790 € |
| Design of the site | cost per day* | 360 € |

*Minimum 1 week

WEBSITE

www.monGR.fr

| | | |
|--------|---------|-------|
| Banner | 2 weeks | 670 € |
|--------|---------|-------|

*Minimum 2 weeks

General Terms of sale – Gross Prices on 01/01/2017

| | |
|--|-----------------------------|
| New customer discount : 3% | 2 inserts/year : 10% |
| Loyalty discount : 7% | 3 inserts/year : 20% |
| Professional discount* : 15% (Certificate of mandate to be supplied) | 4 inserts/year : 30% |

MAGAZINE

Periodicity : **6 times /year + special issues**

Edition: **28 358 copies***

Audience : **345 650 readers**

Distribution: **13 826 copies whose 7 065 subscribers**

- **France**
- **Foreign**



Consult the magazine [here](#)

* ACPM / OJD - DSH 2015

WEBSITE : alpesmagazine.fr

Unique visitors : **10 205**

Page views : **73 303**

Readers on Ipad and Android : **1 000 /mois**



Consult the website [here](#)

EDITORIAL LINE

A concrete invitation to meet the Alpes

- > Alpine sports & leisure activities (alpine skiing, ski touring, Nordic skiing, snowshoes, mountain climbing, hiker)
- > Mountain tourism
- > Society : People from above, People down below
- > Alpine heritage
- > Lifestyle in mountain
- > Alpine culture

Alpes Magazine reveals in every issue, various facets of the Alpes : the territory, discovery, History, nature, environment, lifestyle, traditions, gastronomy and sports.

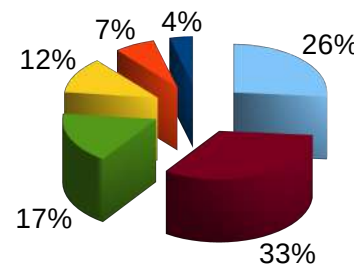
READERSHIP

Sports and passionate readers

- 76% go to mountains summer and winter
- 89% practice hiking
- 52% practice skiing
- 47% make snowshoes

A national readership

- 40 % reside in Rhône-Alpes
- 20 % reside in Île de France
- 18 % reside in PACA region
- 10 % reside in Switzerland



- 18 - 25 years
- 26 - 35 years
- 36 - 45 years
- 46 - 55 years
- 56 - 65 years
- 65 and more

MAGAZINE

| CLASSIC NUMBERS | |
|-----------------------|----------------|
| Spaces | Off tax prices |
| 2 nd cover | 5 400 € |
| 3 rd cover | 5 100 € |
| Back cover | 6 200 € |
| Double page | 8 900 € |
| Page | 4 500 € |
| 1/2 Page | 2 600 € |
| 1/3 Page | 1 900 € |

| SPECIAL ISSUE | |
|-----------------------|----------------|
| Spaces | Off tax prices |
| 2 nd cover | 6 480 € |
| 3 rd cover | 6 120 € |
| Back cover | 7 440 € |
| Double page | 10 680 € |
| Page | 5 400 € |
| 1/2 Page | 3 120 € |

WEBSITE

alpesmagazine.fr

| Space | Off tax price |
|--|---------------|
| Monthly banner | 415 € |
| Decreases according to duration | |
| 3 months : | 10% |
| 6 months : | 25% |
| 9 months : | 40% |
| 12 months : | 50% |

| Editions | Publication |
|-------------------------------------|-------------|
| Alpes February / March | 20 jan. |
| Alpes April / May | 20 march |
| Special « Hike in the Alpes » issue | 15 may |
| Alpes June / July | 20 may |
| Special « Summer » issue | 15 june |
| Alpes August / September | 20 july |
| Alpes October / November | 20 sept. |
| Alpes December / January | 20 nov. |
| Special « Winter » issue | 15 dec. |

General terms of sale – Gross rates on 01/01/2017

| | |
|---|---|
| New customer discount : 3% | 2 inserts on the calendar year : 10% |
| Loyalty discount : 7% | 3 inserts on the calendar year : 20% |
| Professionnal discount* : 15% | 4 inserts on the calendar year : 30% |
| (Certificate of mandate to be supplied) | 5 inserts on the calendar year : 40% |
| | 6 inserts and more : 50% |

« DESTINATION PROVENCE »

The magazine of the travel before the travel, a photographic magazine and an unavoidable travel guide !



MAGAZINE

- Edition : **60 000 copies**
- Readership : **768 000 readers**
- Available in kiosk during **3 months**
- Publication : **April 2017**
- Readership : **The lovers of Provence**

| Spaces | Off tax price |
|----------|---------------|
| Page | 4 400 € |
| 1/2 Page | 2 500 € |

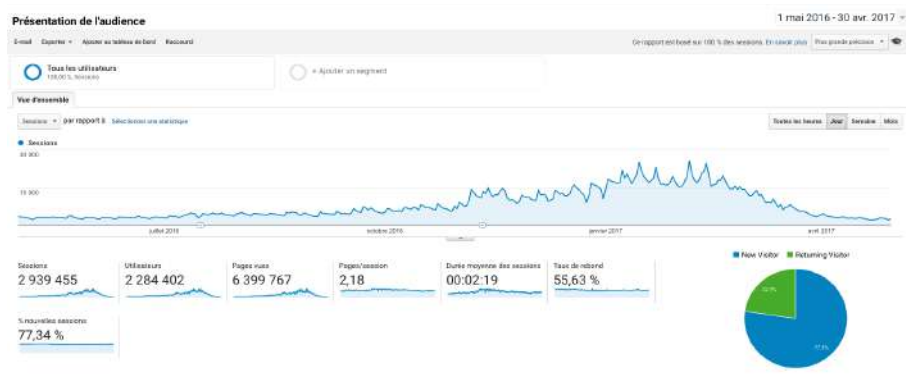
| General terms of sale – Bayard Nature et Territoires | |
|--|---|
| New customer discount : 3% | 2 inserts on the calendar year : 10% |
| Loyalty discount : 7% | 3 inserts on the calendar year : 20% |
| Professional discount* : 15% | 4 inserts on the calendar year : 30% |
| (Certificate of mandate to be supplied) | 5 inserts on the calendar year : 40% |
| | 6 inserts and more : 50% |

WEBSITE :

Periodicity : all year High season : **autumn - winter**

The information website of France Montagnes : Information website and promotion website of the french mountains, on the national and international scale : activities, events and news, nature and discovery, good deals and advices, recipes and gastronomy in family, style and design ...

Unique visitors : **2 284 455**
Viewed pages: **6 399 767**



| Displays | Gross off tax prices | Decreasing volume | Off tax net prices |
|----------|----------------------|-------------------|--------------------|
| 100 000 | 1 800 € | | 1 800 € |
| 200 000 | 3 600 € | - 5% | 3 420 € |
| 300 000 | 5 400 € | - 10% | 4 860 € |
| 400 000 | 7 200 € | - 15% | 6 120 € |



Advertising banner in general rotation + redirection link

Format : 728 x 90 pixels
Fichier .GIF ou .JPG ou .PNG
Weight : 800 Ko maximum

Advertising square in general rotation + redirection link

Format : 300 x 250 pixels
Fichier .GIF ou .JPG ou .PNG
Weight : 800 Ko maximum

Beginning of campaign : at the desired date
End of campaign : in exhaustion of the ordered posting

WEBSITE New design - winter 16-17

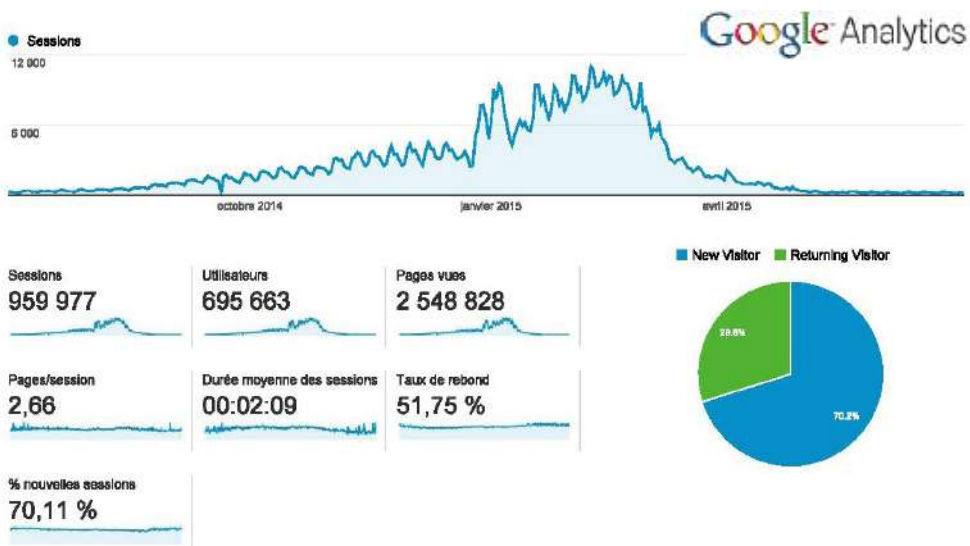
Periodicity : **all year**

High seasons : **autumn – winter**

Information website for ski school : history, spirit, schools, lessons, online booking, disciplines, tests, events.

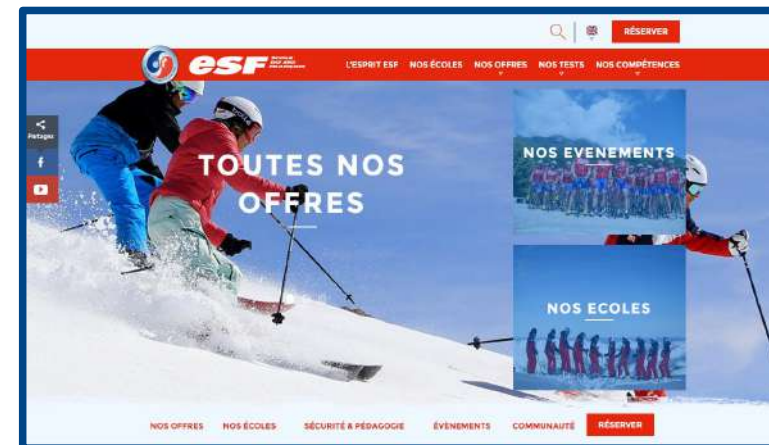
Annual visitors : **959 977** Unique visitors : **695 663** Page views : **2 548 828**

*Google Analytics from 01/07/14 to 30/06/15



INTERNET USERS

Vacationers of winter sports and customers of the ESF (FrenchSki School) who prepare and book their stays in the mountain.



Advertising banner in general rotation + redirection link
Format : 728 x 90 pixels
GIF. Or PNG. or JPG.
Weight : 800 Ko maximum
Price : 18€HT CPM

Beginning of campaign : at the desired date
End of campaign : in exhaustion of the ordered posting

| Displays | Gross off tax prices | Decreasing volume | Off tax net prices |
|----------|----------------------|-------------------|--------------------|
| 100 000 | 1 800 € | | 1 800 € |
| 200 000 | 3 600 € | - 5% | 3 420 € |
| 300 000 | 5 400 € | - 10% | 4 860 € |
| 400 000 | 7 200 € | - 15% | 6 120 € |

Contact

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38 000 Grenoble - FRANCE
Tel : +33 (0)4 58 00 16 98
Fax : +33 (0)9 72 38 12 56
contact@alpamayo.biz
www.alpamayo.biz

Alban Guglielminetti – *Director*
Celine Garrido – *Customer Relationship Manager*
Amélia Attia - *Assistant Advertising Manager*
Céline Guglielminetti – *Sales administration*

É L A R G I S S E Z V O T R E H O R I Z O N M É D I A T I Q U E

Panoramique - Pérou, Andes, Cordillère Blanche

Supports spécialisés Grand-Public :

>>> Sites Web



alpesmagazine.com



bse.net



randonnee.fr



cam.fr/clubalpin.com

>>> Magazines



Supports professionnels :

>>> Magazines



>>> Site Web



filieresport.com

General Terms of Sales on 01/01/2016

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 invoicings, 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 DONCTIONS

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 color 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 deitor.

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.