

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

W I D E N   Y O U R   M E D I A   H O R I Z O N S

# Alpamayo

Régie média



Proud member of OSV

[www.outdoorsportsvalley.org](http://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



**Nature & Territoires**  
Filiale de Bayard  
Milan presse



**France  
Montagnes**



## 20 powerful medias, specialized and adapted for each of your targets

### Professionals of sport distribution

Sports shops and retailers,  
Sport brands and  
manufacturers ...

### Professionals of Mountain Tourism

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

### Professionals of ski Areas

DSF members, mayors of  
mountain municipalities, ESF  
instructors and directors,  
Lifts...

### PRATIQUANT of Outdoor sports

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

**filièresport**  
LE MÉDIA DES MARCHÉS ET DES ENTIÈRES SPÉCIALISÉES

[www.filieresport.com](http://www.filieresport.com)

The Newsletter

iPhone and iPad application

**Le Quotidien  
du Tourisme**

[www.quotidiendutourisme.com](http://www.quotidiendutourisme.com)

The Newsletter

iPhone and iPad application



**la Montagne  
& Alpinisme**

**MONTAGNES INFOS**  
ORGANE DE LA FEDERATION FRANÇAISE DES CLUBS ALPINS ET DE MONTAGNE

[www.ffcam.fr](http://www.ffcam.fr)

**Rando**  
PASSION  
LE MAGAZINE DE LA RANDONNÉE

[www.ffrandonnee.fr](http://www.ffrandonnee.fr)

[www.mongr.fr](http://www.mongr.fr)

**Alpes  
magazine**  
LE MAGAZINE DE LA MONTAGNE

[www.alpesmagazine.com](http://www.alpesmagazine.com)

**PYRÉNÉES**  
magazine

[www.pyreneesmagazine.com](http://www.pyreneesmagazine.com)

**FRANCE MONTAGNES**  
Le magazine de la montagne

[www.france-montagnes.com](http://www.france-montagnes.com)

[www.esf.net](http://www.esf.net)

Consult all the medias on [www.alpamayo.biz](http://www.alpamayo.biz)

## PROFESSIONAL MAGAZINE

Periodicity: **4 issues / year**

Print Run: **3 500 copies + distribution in show**

Circulation: **3 000 paying members**



Consult the magazine online [Here](#)

## 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

**Specialists in sports manufacturing and distribution**, 2,700 sports shops that account for 79% of the annual turnover of the sports market in France  
300 French and international manufacturers of sporting goods, sports teachers, managers of sports association, coaches, health staff, person in charge of sport department in local authorities

Audience : **10 000 readers / issue**

WEBSITE : [filièresport.com](http://filièresport.com)

Visitors: **109 847 / month**

Unique visitors: **79 088 / year**

Page views: **186 580 / year**

\*Google Analytics - Years 2017



Consult the website [here](#)

## NEWSLETTERS

Subscribers : 9 587



## RESEAUX SOCIAUX

**1 956** followers

**1 095** likes

**889** abonnés

## MOBILE AND TABLET APP



Tout Filièresport au bout des doigts  
Téléchargez la nouvelle application Filièresport pour iPhone sur l'App Store / Disponible sur App Store

\*Source : UNION Sport & Cycle March 2018



**Silver medal package**

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

Back cover: 3075 €HT  
3<sup>th</sup> page cover: 2510 €HT  
2<sup>nd</sup> page cover: 2950 €HT  
Full Page: 2390 €HT  
½ Page: 2050 €HT



**Gold medal package**

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

Back cover : 3825 €HT  
3<sup>th</sup> page cover : 3298 €HT  
2<sup>nd</sup> page cover: 3700 €HT  
Full page : 3140 €HT  
½ Page : 2795 €HT



**Bronze medal package**

**Press advert  
+  
Publi-shopping**

Back cover : 2585€HT  
3<sup>th</sup> page cover : 1911 €HT  
2<sup>nd</sup> page cover : 2445 €HT  
Full Page : 1820 €HT  
½ Page : 1445 €HT

**Web Pack**

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

2185 €HT/month

**Participant package**

**Press advert only**

Back cover : 1810 €HT  
3<sup>th</sup> page cover : 1255 €HT  
2<sup>nd</sup> page cover : 1699 €HT  
Full Page : 1195 €HT  
½ Page : 890 €HT

**Internet only**  
Banner or Square  
500 €HT/month

**Newsletter**  
Ad. Banner  
490 €HT/month

**Discount**

2 inserts 10%  
3 inserts 15%  
4 inserts 20%  
5 inserts 25%

6 inserts and + 30%

Professional discount : 15%  
(Certificate of mandate to be supplied)

Technical cost included

Front : + 10%

**More**

20 copy 335 €HT  
50 copy 775 €HT  
100 copy 1 450 €HT

Rates in effect at 01/03/18



### PROFESSIONAL MAGAZINE

Periodicity: 2 times / year

Diffusion: **9 200 paying subscribers**

Readership: **the professionals of tourism**



### EDITORIAL LINE

Le 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 offices: 249 subscribers
- works council: 125 subscribers
- landlords, insurers: 34 subscribers
- schools, formations: 49 subscribers

### WEBSITE: [www.quotidiendutourisme.com](http://www.quotidiendutourisme.com) MOBILE AND TABLET APP

Visitors: **82 360 / month**

Viewed pages: **513 160 / month**

Visit time: **9.10 min**

Facebook Page: **12 000 fans**



Consult the website [here](http://www.quotidiendutourisme.com)

A 100% business target

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



### NEWSLETTER

**The daily appointment** of the profession, on computers, tablet or mobile 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 + 1 special edition** « Challenge des Moniteurs »

Edition: **19 500 copies**

Distribution: **18 000 copies**

\*Source : SNMSF



Consult the magazine online [here](#)

## THE 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	Price
2 <sup>nd</sup> page cover	5 670 €
3 <sup>rd</sup> 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:	<b>3%</b>
Loyalty discount:	<b>7%</b>
Internships - trainings:	<b>23%</b>
1 insert on the calendar year:	<b>5%</b>
2 inserts on the calendar year:	<b>10%</b>
3 inserts on the calendar year:	<b>15%</b>
4 inserts on the calendar year:	<b>20%</b>
Rigorous location	<b>+ 10%</b>

\*\* On page « training courses »

Rates in effect at 01/03/18



**MAGAZINE**

Periodicity: **4 times /year**

Edition : **14 300 copies**

Distribution: **13 101 subscribers**

**The second specialized press medium of « Sports - Hike - Ski » controlled by the ACPM - (DSH 2016)**



Consult the magazine online [here](#)

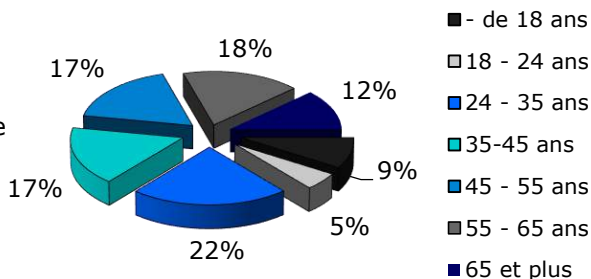
**EDITORIALE LINE**

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.

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

**THE 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 NEWSPAPER**

**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 !



Consult the news [here](#)

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

**EDITORIAL CONTENTES**

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.**

**WEBSITE: [ffcam.fr](http://ffcam.fr)**

Annual visitors : **376 373**

Unique visitors : **252 872**

Page views annually : **1 124 922**

\* Google Analytics 01/01/2017 up to 31/12/2017



Consult the website [here](#)



## MAGAZINE



SPACES	PRICE
2 <sup>nd</sup> cover page	6 000 €
3 <sup>rd</sup> 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 €

Numbers	Publication
N° December / January / February	15/12
N° March / April / May	15/03
N° June / July / August	15/06
N° September / October / November	15/09

## General terms of sale – Gross rate on 01/01/2018

New customer discount: <b>3%</b>	2 inserts on the calendar year: <b>10%</b>
Loyalty discount: <b>7%</b>	3 inserts on the calendar year: <b>20%</b>
Professional discount*: <b>15%</b>	4 inserts on the calendar year: <b>30%</b>

\*(certificate of mandate to be supplied)

## DIGITAL NEWSPAPER



SPACES	PRICE
2 <sup>nd</sup> cover page	6 600 €
3 <sup>rd</sup> 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 €

Numbers	Publication
N° March	25/05
N° November	25/11

## WEBSITE

[www.ffcam.fr](http://www.ffcam.fr)

SPACES	PRICE
Weekly home page banner	250 €
Home page banner season 18 weeks	2 000€
Annual home page banner	4 000€

## MAGAZINE

Periodicity: **4 times /year**

Edition: **72 465 copies**

- In newsstand
- Paying subscribers
- Offers subscribers

Diffusion: **49 724 copies**

The first specialized presse medium of « Sports - Hike - Ski »  
controlled by the [ACPM](#) – DSH 2017

## EDITORIALE 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.

## THE 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



Consult the magazine online [here](#)

## WEBSITE: ffrandonnee.fr

Annual visitors: **850 000**

Unique visitors: **550 000**

Page views annually: **2,6 millions**

Average length of visit: **3 min**

\*Google Analytics from 01/01/2017 to 31/12/2017



Consult the website [here](#)

## WEBSITE: mongr.fr

Annual visitors: **530 000**

Unique visitors: **360 000**

Page views annually: **1,3 millions**

Average length of visit: **2 minutes**

\*Google Analytics from 01/01/2017 to 31/01/2017.



Consult the site website [here](#)

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

## MAGAZINE



Spaces	Price
2 <sup>nd</sup> cover page	9 000 €
3 <sup>rd</sup> 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 €

Numbers	Publication
January / February / March	17/12
July / August / September	17/03
April / May / June	17/06
October / November / December	17/09

## WEBSITE

[www.ffrandonnee.fr](http://www.ffrandonnee.fr)

Spaces	Quantities	Price
Banner	100 000 postings	690 €
Square	100 000 postings	590 €
Design of the site	cost per day*	300 €

\*Minimum 1 week

## WEBSITE

[www.monGR.fr](http://www.monGR.fr)

Spaces	Quantities	Price
Bannière**	2 weeks	500 €

\*\*Minimum 2 weeks

## General Terms of sale – Gross Prices 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%**

Professional discount\*: **15%**

4 inserts on the calendar year: **30%**

\*(certificate of mandate to be supplied)

### MAGAZINE

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

Edition: **28 358 copies\***

Audience: **345 650 readers\***

Distribution: **13 826 copies whose subscribers**  
→ **France**  
→ **Foreign**

\* ACPM / OJD - DSH 2015



Consult the magazine [here](#)

### EDITORIALE 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.

### THE READERSHIP

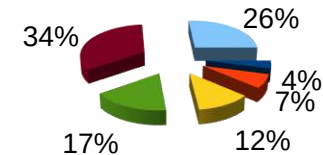
#### Sports and passionate readers

- > 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



### WEBSITE: [alpesmagazine.fr](http://alpesmagazine.fr)

Unique visitors : **10 205**

Page views: **73 303**

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



Consult the website [here](#)



### MAGAZINE

Periodicity: **6 times /year + 3 special issues**

Edition: **50 000 copies\***

Audience: **746 000 readers\***

Distribution: **32 000 copies whose**  
 → **France**  
 → **Foreign**

\* ACPM / OJD - DSH 2015



### EDITORIALE LINE

**PYRENEES MAGAZINE** shares common ambitions for its readers:

- > Reveal the richness and diversity of natural and cultural heritage, historical and contemporary
- > Share knowledge, allowing readers to better understand these territories and their challenges
- > To awaken to the respect and the responsibility of each one for a common inheritance where ecosystems are weakened and to invite to a sustainable development guarantee of a more balanced relationship between man and nature

### READING INTERESTS

- > Nature 82 %
- > Heritage 71 %
- > Historical articles 65 %
- > The portraits 50 %
- > Hiking ideas 50 %
- > The art of living 47 %
- > The actualities 41 %

**MAGAZINES**



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

**SITE INTERNET**

*alpesmagazine.fr*  
*Pyreneemagazine.fr*

Space	Price
Monthly banner	<b>415 €</b>
<b>Decreases according to duration</b>	
3 months :	<b>10%</b>
6 months :	<b>25%</b>
9 months :	<b>40%</b>
12 months :	<b>50%</b>

**General terms of sale** – Gross rate on 01/01/2018

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



## WINTER SPORT PREPARATION WEBSITE

### WEBSITE

Periodicity: **all year**

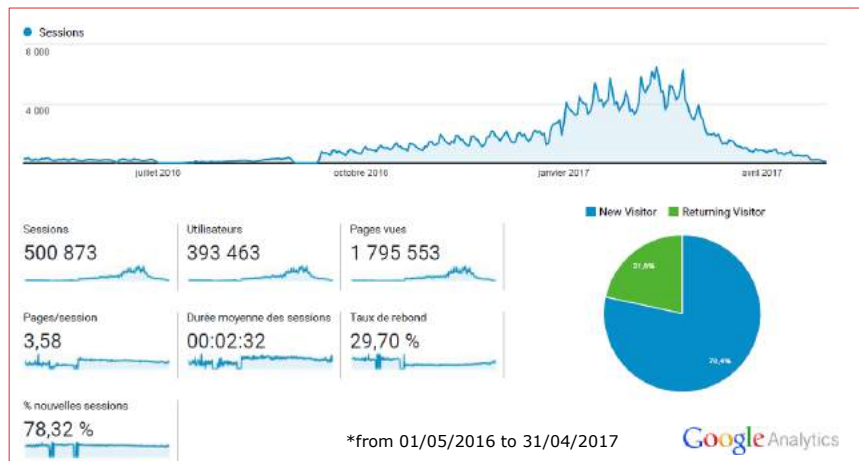
High seasons: **autumn – winter**

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

Annual visitors: **500 873**

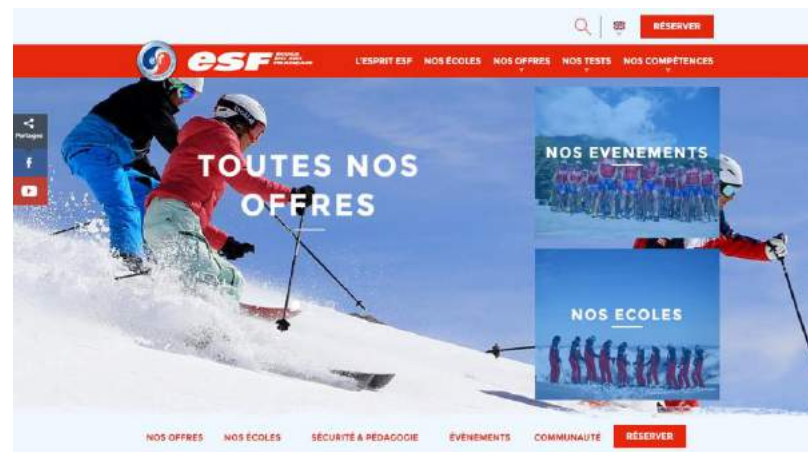
Unique visitors: **393 463**

Page views: **1 795 553**



### INTERNET USER

Vacationers of winter sports and customers of the ESF 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

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

Displays	Price	Decreasing volume	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 €

## 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**



### 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*

Displays	Price	Decreasing volume	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 €



47, rue Thiers

38 000 Grenoble - FRANCE

Tel : +33 (0)4 58 00 16 98

Fax : +33 (0)4 58 00 30 85

[contact@alpamayo.biz](mailto:contact@alpamayo.biz)

[www.alpamayo.biz](http://www.alpamayo.biz)

**Alban Guglielminetti** – *Director*

**Celine Garrido** – *Customer Relationship Manager*

**Amélia Attia** – *Assistant Advertising Manager*

**Céline Guglielminetti** – *Sales administration*

ÉLARGISSEZ

V O T R E H O R I Z O N

M É D I A T I Q U E

Photographie : Pélou, Anden, Corailère, Blanche

### Supports professionnels :

>>> Magazines



>>> Sites Web



### Supports spécialisés Grand-Public :

>>> Sites Web



>>> Magazines



## General Terms of Sales on 01/01/2018

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.