

2012

MEDIAPRESSE PUB SA
RÉGIE PUBLICITAIRE

HEURE (SUISSE)/HEURE (SCHWEIZ)

ADVERTISING RATES



- Media and technical data
- Formats
- Rates
- Publication schedule 2012
- Circulation
- Special promotional operations



MEDIAPRESSE

www.mediapresse.ch

info@mediapresse.ch

RÉGIE PUBLICITAIRE

Rue de la Vigie 3

1003 Lausanne

Tel. 021 321 30 60

Fax 021 321 30 69

**List of magazines by universe
Current Topics and Society:**

Paris Match Suisse
Elle Suisse

Movies:

Avant Première
Film Demnächst

Economy and Companies:

Swiss Banking Yearbook
Banque & Finance
Vaud en chiffres
www.cfinancials.com

Employment and Training:

L'Hebdo

Events:

Programme Cinéma tous Ecrans
Programme Lake Parade Genève
Programme du Supercross indoo

Watchmaking Industry:

The Swiss Watchmaking Year
Heure Suisse
Heure Schweiz

Real estate:

L'Hebdo

Luxuries:

Hors Ligne
Helvetissimmo

Music:

Music@

Tourism:

Geneva Map. com
Lausanne Map.com

HEURE

In the specialized press of the watchmaking industry – a field of activities in constant evolution – **HEURE** is more than ever the reference. **HEURE**'s vocation is to guide its readers and enable them to discover the latest trends and new models, to cover major world events and to provide a backstory to the technological evolution of the industry, to talk about the smaller and greater success stories that highlight the wonderful destiny of all those who contribute to it.

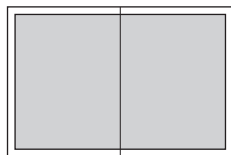
To optimize the circulation quality policy, **HEURE Suisse** and **HEURE Schweiz** will further strengthen their presence at major international watchmaking shows and thus remain THE privileged partner for this sector of activities.



MEDIA AND TECHNICAL DATA

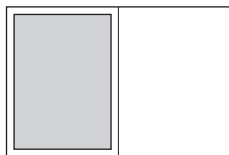
PRINT RUN	21'250 (including 8'550 in German) Special issue SIHH <u>Special Issue «Baselworld 12»</u> Increased circulation	MATERIAL	CD-Rom Mac/PC - PDF high definition <ul style="list-style-type: none"> All fonts included (vectorized) Color proof requested
PRINTING FREQUENCY	Four-colour offset 5 issues in french/year 3 issues in german/year	TRANSMISSION	E-mail: <ul style="list-style-type: none"> heure@mediapresse.ch FTP: <ul style="list-style-type: none"> www.promoedition.ch/ftp user and password on request
CIRCULATION	Newsagent and Subscribers Valora AG: Switzerland Special interest: Germany, Austria, Australia MLP: France, the Benelux countries, Canada, overseas		
MIRROR	230 x 297 mm (mirror: 175 x 260 mm)		
RASTER COVER	60		
INSIDE PAGES	250 gr/m ² , laminated 115 gr/m ² , bright coated		

FORMATS

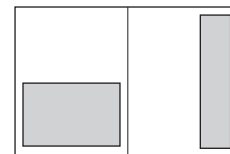


2/1, double page panoramic
free-edge^(*) 460 x 297 mm

mirror 400 x 260 mm



1/1, page
free-edge^(*) 230 x 297 mm
mirror 175 x 260 mm



1/2, half width
fr-b^(*) 230 x 140 mm
mirror 175 x 120 mm

1/2, half width
fr-b^(*) 100 x 297 mm
mirror 85 x 260 mm

(*) For free edges ads + 3 mm cut on every side.

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HEURE (SUISSE)/HEURE (SCHWEIZ)

RATES IN SWISS FRANCS (+VAT 8%)

FORMATS	HEURE Suisse + HEURE Schweiz		HEURE Suisse or HEURE Schweiz or Special Issue	
	Normal	Run-on	Normal	Run-on
	Combi (-20%)			
Full page 1/1	12'000.—	(13'800.—)	7'500.—	(8'625.—)
Double page 2/1	19'200.—	(22'080.—)	12'000.—	(13'800.—)
Cover 1 (see below)	48'000.—	(55'200.—)	30'000.—	(34'500.—)
Cover 2 (simple page)	16'000.—	(18'400.—)	10'000.—	(11'500.—)
Cover 2 Pano (double page)	23'200.—	(26'680.—)	14'500.—	(16'675.—)
Cover 3 / facing editorial / facing contents	13'600.—	(15'640.—)	8'500.—	(9'775.—)
Cover 3 Pano (double page spread)	20'800.—	(23'920.—)	13'000.—	(14'950.—)
Cover 4	20'000.—	(23'000.—)	12'500.—	(14'375.—)
Entrance Pano (between editorial & contents)	21'120.—	(24'288.—)	13'200.—	(15'180.—)
Half page 1/2 (height or width)	7'200.—	(8'280.—)	4'500.—	(5'175.—)

SPECIAL RATES: Discount for volume (independly for each magazine):

from 15'000.—: 5%; from 30'000.—: 7%; from 50'000.—: 10%; from 75'000.—: 15%.

Discounts for combinations and volumes can be aggregated.

Prescribed position: +10%. Agency Commission: -15%

All prices are quoted for material supplied ready for reproduction and complying with technical standards. Costs arising from non-conforming material will be charged extra. Cancellations are not accepted, save in exceptional circumstances. Allow a period of 4 weeks before the publication date.

Terms of payment: 10 days after publication

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PUBLICATION SCHEDULE 2012

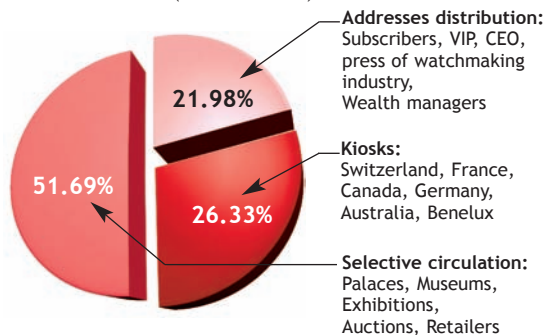
NUMBER	PUBLICATION	MATERIAL	TOPICS
H116(french)+H26(german)	23.02.2012	02.02.2012	Special issue Baselworld*
H117(french)	25.05.2012	04.05.2012	Trends and overview
H118(french)+H27(german)	30.08.2012	09.08.2012	Novelties arrive on the market
H119(french)	25.10.2012	04.10.2012	Honours and glory, watchmaking holds centre stage
H120(french)+H28(german)	06.12.2012	15.10.2012	Snowtime shopping + SIHH 2013 + Geneva Time Exhibition 2013

**Special issue Baselworld. Presentation of the main and worldwide renown watchmaking fair. The novelties everyone will talk about.
Special circulation at Baselworld from March 8th to 15th 2012.*

CIRCULATION

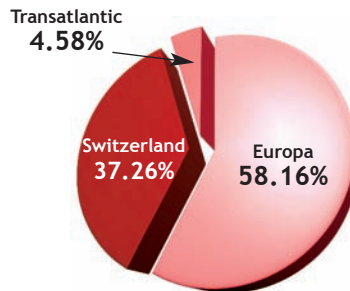
STRUCTURE OF CIRCULATION

HEURE Suisse (HEURE Schweiz)

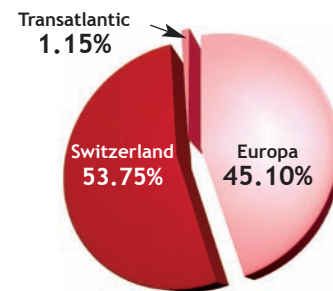


AERA OF CIRCULATION

HEURE Suisse



HEURE Schweiz



SPECIAL OPERATIONS (+VAT 8%)

ZOOM

- Partner of the front cover page with photo and article title
- 4 pages article "Sous la loupe" by chief editor
- 1/1 page 4-colour ad inside
- Page layout, technical and editorial costs included, illustrations supplied
- 200 copies of the issue offered

Single magazine: 30'000.—*

PORTFOLIO

- Product presentation in portfolio
- 1/1 page folio, photo black background, white caption (photo format 120 x 160 mm to be supplied)
- 1/4 editorial page to present the product at the end of the portfolio (supply press kit)
- Page layout and technical costs included

Single magazine: 6'000.—*

Combination French and German: 9'600.—

PUBLI-PORTRAIT

- Advertorial article
- Texts and photos supplied by advertiser
- Page layout and technical costs included

2 pages: Single magazine: 12'000.—*

4 pages: Single magazine: 20'000.—

SPECIAL OPERATIONS

- Gatefolder (cover folder with fold towards inside)
Only possible with inside covers 2 or 3
(simple page or panorama), format on request

+15'000.— (net/net added cost on listed prices, no discount)

- Overcover (cover folder with fold towards outside)
Only possible with front cover 1, format on request

Price on request

- Free, gummed or pinned insert

Price on request, sample requested

PERSONALISED SPECIAL ISSUE

- 80 pages special issue, completely dedicated to the brand
- Pictures supplied by customer, editorial content written by our redaction in collaboration with customer PR services, layout according to HEURE style sheet included
- Print-run according to estimates, translation is possible
- Distribution according to customers wishes

Price on request (in french and/or german)

* Price for a normal issue, excluding the 15% added cost for the run-on