

XL – Rates 2009* (in €)

Formats

	B&W or 4C	Format (W x H)
1/1 Page	9.000	245mm x 315mm
½ Page horizontal	5.500	245mm x 157mm
1 column in « Self Service »	4.000	96mm x 315mm
Double Page	18.000	490mm x 315mm

Premium Positions

	B&W or 4C	Format (W x H)
OBC	17.000	245mm x 315mm
IFC + 1st RHP (opening DPS)	20.500	245mm x 315mm
IBC	10.000	245mm x 315mm
Full page facing Summary	10.500	245mm x 315mm

Agency commission : 15 %

Other premium positions or special formats, please contact us.

* For the Italian titles, the rates we mention are « Planning Rates » and not the official rate card (which is never used). Planning rates are substantially lower than the official rates. Eventual discounts (frequency, volume, special offers) are calculated on these Planning Rates.