

Vocabulaire

Advertising Rates 2015/2016

All advertising rates are indicated without taxes

The Magazine

Editorial pages

The best articles from the international press in their original version

Surface	B&W	4 colours
Back cover	9 545€	10 400€
2nd cover	8 480€	9 090€
Double spread	11 615€	12 420€
Single page	5 750€	6 060€
1/2 page width	4 140€	4 545€
1/3 page height	3 030€	3 535€
1/4 page	2 620€	2 930€
1/6 page	1 815€	2 120€
1/9 page	1 310€	1 710€



Circulation
100 000
copies

Fortnightly
Every other
Thursday



1/1 page
210 W x 287 H



1/2 page width
176 W x 123 H



1/3 page height
55 W x 230 H



1/4 page
118 W x 86 H



1/6 page
55 W x 123 H



1/9 page
55 W x 80 H

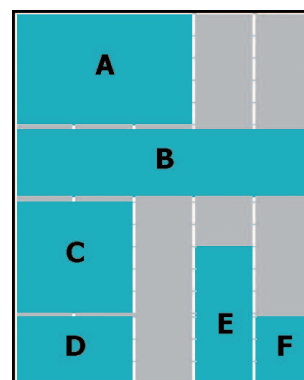
The Magazine

Bons Plans Formation pages

A special section in French, dedicated to language training: courses abroad, methods, tests and exams, jobs and internships, professional training...

Choose the right frequency and format with us!

Surface	Size (WxH) mm	B&W	4 colours
A	113,2 x 73	2 120€	2 525€
B	192 x 43	1 970€	2 325€
C	73,8 x 73	1 515€	1 820€
D	73,8 x 43	810€	960€
E	34,4 x 88	810€	960€
F	34,4 x 43	455€	555€



Discounts (regressive rates – excluding VAT)

Language selection

English + 2nd language	10%
English (+ All English)	15%
Spanish or German only	25%

New client discount 15%

Agency commission 15% of total net price

Payment conditions

30 days on reception of the invoice

Payment in advance 3%

Volume

3 to 4 ads	5%
5 to 8 ads	7%
9 to 12 ads	10%
13 to 16 ads	13%
17 ads and over	15%

Technical Elements

Deadline for the material: 3 weeks before publication

Print process: offset, ink density 280 to 300

PDF files + match print (all fonts and graphic elements included) + cromalin + resolution 300 DPI

5mm margin for a full page

Special ad campaigns

Inserts

Insert your flyers in the Vocabulaire magazine and make an impact on our subscribers
(Distribution to a targeted market or zone possible)

Insert 2 pages	49€
Insert 4 pages	78€
Insert 6 pages	93€
Insert 8 pages	106€

Cost per thousand excluding VAT,
technical costs and postal charges.
(For more insert pages, please contact us)



Sponsorship options

Add value to your brand by sponsoring a section in an issue of the Vocabulaire magazine.

- **SPECIAL REPORTS**

Your logo on top of every page related to the front cover theme



- **“BONS PLANS FORMATION” PAGES**

Your company associated to a specific article via your logo



- **TEST PAGES**

An extract of your language tests or linguistic manuals illustrated with your company's logo



Special report	1 500€
Bons plans formation	960€
Test page	700€

Hors-séries

Language Guide

Publication date: January 2016

A yearly supplement written in French and dedicated to language learning.

- Received by all Vocablé's subscribers
- Distributed in newsstands as well as in more than 10 exhibitions.

The communication tool of the year that should not be missed!

Advertising rates: add 20% to the regular magazine ad rates.



**Circulation
200 000
copies**

Special Issues

You are planning to organize a fair, a conference, an event related to foreign languages and you'd like to distribute a booklet in which could be included the program and also linguistics articles and tips?

Vocablé offers a large and adapted range of communication handbooks.

Proposal on demand



V.O. scope

Totally dedicated to a movie, this 4 pages leaflet in English, German or Spanish is particularly pertinent for a pedagogical use in class.

Historical landmarks, keys words, movie director's interview and many other additional audio resources available.

Proposal on demand



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www.vocale.fr