

# CO-MAILINGS/INSERTS

Rates 2022, in EUR. Rate CPM (cost/,000) (printing and VAT not included). The CPM Cost always comes with a technical cost, which varies depending on whether the co-mailing is stapled/glued/blown in/blistered... These rates are valid only if the inserts are delivered in their entirety.

Titles	Samples	Sample on C1	Printing folder 8p	Printing folder 16p	<30g	30-50g	50 -80g	80-100g	100-130g	130-150g	150-180g	180-200g	200-230g	230-250g
Knack	94	140	133	151	210	216	221	226	233	240	247	255	262	270
Knack Extra	94	143			210	216	221	226	233	240	247	255	262	270
Knack Weekend	94	143	175	190	210	216	221	226	233	240	247	255	262	270
Knack Weekend (fashion, beauty, interior)	94	143	175	190	164	168	173	177	182	187	193	199	205	211
Le Vif/L'Express	99	148	133	151	258	263	268	274	282	290	299	308	317	327
Le Vif Extra	99	148	0	0	258	263	268	274	282	290	300	308	317	327
Le Vif Weekend	99	148	175	190	258	263	268	274	282	290	299	308	317	327
Le Vif Weekend (fashion, beauty, interior)	99	148	175	190	194	197	201	205	211	218	225	231	238	245
Plus Magazine D/F	76	114	113	145	152	162	173	184	190	195	201	207	214	220
Sport Magazine D/F	on request	on request	133	151	131	137	142	147	152	157	161	166	171	176
Trends / Trends-Tendances	106	159	133	151	417	422	428	433	446	460	474	488	502	518
Trends Style D/F	106	159	0	0	313	317	321	325	335	345	355	366	377	388
DataNews D/F	99	148	133	151	258	263	268	274	282	290	299	308	317	327

Technical costs are net net costs on which no commercial discounts are applicable. 5 dummies always have to be delivered at least 5 weeks before publication and they have to be accompanied with a transportation document. Co-mailing is only possible with subscriptions, not with bookshop issues who usually are sold under blister. Circulation varies, contact us to know the latest circulation figures. Above 250 gr, rate on demand.

WOMEN MAGAZINES	Format	Sample	Sample on C1	2 pages	4 pages	6 pages	8 pages	10 pages	12 pages	14 pages	16 pages	18 pages
Feeling/GAEL	Blow-in			130	159	172	186	201	215	230	245	259
Feeling/GAEL	Co-mailing (blister, loose commercial insert)			152	174	184	195	206	217	230	245	259
Feeling/GAEL	Encart (stapled, glued)			130	159	172	186	201	215	230	245	259
Feeling/GAEL	Sample (sample/scentseal/lipseal – glued in/on cover)	106	158	167	196	210	223	238	252	267	281	296
Feeling/GAEL	Printing your folder						175				190	
Flair D/F	Blow-in			98	103	109	114	120	126	131	137	144
Flair D/F	Co-mailing (blister, loose commercial insert)			117	123	129	135	141	146	152	157	163
Flair D/F	Encart (stapled, glued)			83	91	99	106	114	122	129	136	144
Flair D/F	Encart à cheval (central insert)			83	91	99	106	114	122	129	136	144
Flair D/F	Sample (sample/scentseal/lipseal – glued in/on cover)	96	144	115	123	130	138	145	154	161	169	176
Flair D/F	Printing your folder						113				145	
Libelle/Femmes d'Aujourd'hui	Blow-in			98	103	109	114	120	126	131	137	144
Libelle/Femmes d'Aujourd'hui	Co-mailing (blister, loose commercial insert)			117	123	129	135	141	146	152	157	163
Libelle/Femmes d'Aujourd'hui	Encart (stapled, glued)			83	91	99	106	114	122	129	136	144
Libelle/Femmes d'Aujourd'hui	Encart à cheval (central insert)			83	91	99	106	114	122	129	136	144
Libelle/Femmes d'Aujourd'hui	Sample (sample/scentseal/lipseal – glued in/on cover)	96	144	115	123	130	138	145	154	161	169	176
Libelle/Femmes d'Aujourd'hui	Printing your folder						113				145	

Technical costs are net net costs on which no commercial discounts are applicable. 5 dummies always have to be delivered at least 5 weeks before publication and they have to be accompanied with a transportation document. Co-mailing is only possible with subscriptions, not with bookshop issues who usually are sold under blister. Circulation varies, contact us to know the latest circulation figures. Above 250 gr, rate on demand.