

Preferred placements

There is a great demand for covers and special positions in the front of the magazines. Unfortunately, the number of available preferred positions is limited. For that reason, we have worked out a policy for covers and preferred positions. Through this clear policy, we hope to allocate covers and special positioning in a transparent way and to formulate a clear response to questions on that subject.

1. Monthlies:

Feeling, Gael, Feeling Wonen, Gael Maison, Feeling GOLD & Gael GOLD

1.1. The first ten placements in the magazine or prima postas

The first ten placements are reserved for formats covering 1/1 or 2/1 pages. A specific placement right or left cannot be guaranteed for these first ten positions.

The following supplements are charged for the first ten positions:

First Position	+35%	Sixth position	+22.5%
Second Position	+32.5%	Seventh position	+20%
Third position	+30%	Eighth position	+17.5%
Fourth position	+27.5%	Ninth position	+15%
Fifth position	+25%	Tenth position	+12.5%

Important:

1. A reserved order for a prima posta cannot be cancelled nor modified.
2. The following rules apply to the validity of an option:
 - An option is valid for 2 weeks if the period between the day the option was taken and the issue date is < 3 months.
 - An option is valid for 4 weeks if the period between the day the option was taken and the issue date is > 3 months and < 6 months.
 - An option is valid for 6 weeks if the period between the day the option was taken and the issue date is > 6 months.

The deadline for an option can never be later than the usual closing date for reservations of advertisements. After the term of validity of the option has passed the customer is notified and will be given 7 calendar days to reconsider the option and to either cancel it or send us a signed order. Each new reservation preceded by a cancellation of an option will only be accepted if a signed order is delivered to us immediately.

If a client has the first option right to a prima posta, he will be given 48 hours to reconsider the option if has another customer interesting in this prima posta.

Prima postas Feeling - Gael - Glam-it: priority to fashion advertisers:

In the March, April, September and October issues (appearing eind of February, March, August and September) priority for prima postas is given to fashion advertisers.

Prima postas Feeling Wonen - Gael Maison: reserved for decoration advertisers:

The prima postas of the issues appearing in February, March, September and October are the exclusive privilege of decoration advertisers.

1.2. Other preferential placements

A preferential placement can only be requested for an advert equal to or larger than a 1/1 page.

A supplement of 10% will be charged for any requested preferential placement other than the ten first positions of the magazine.

More than 1 placement request:

If Sanoma, for the placement of an advert, needs to meet more than one placement request, a cumulative supplement of 10% per specific placement request will be charged.

E.g.: if an advert needs to appear in the first half of the magazine and on a right page, a supplement applies of 2 x 10% or 20%.

Consecutive pages:

For consecutive pages, a supplement of 10% each will be charged for each of the consecutive advertisements.

E.g.: 1/1 page right followed by 2/1 page, followed by 1/1 page left means: the price of 1/1 page + 10% + de price of 2/1 page + 10% + the price of 1/1 page + 10%.

Couponing:

The supplement for couponing is 15%. A order for couponing needs to mention explicitly that it regards couponing. The advertisement will appear left or right, as preferred, if this is mentioned explicitly on the order.

2. Weeklies & specials:

Flair (Fr.), Flair (Vi.), Libelle, Libelle Lifestyle Magazines, Les Suppléments de Femmes d'Aujourd'hui

2.1. The first position in the magazine

The first position is reserved to formats covering 1/1 and 2/1 page. A specific placement right or left cannot be guaranteed for this first position.

The supplement charged for the first position is **20%**.

Important:

A reserved order for a first position cannot be cancelled nor modified.

The following rules apply to the validity of an option:

- An option is valid for 2 weeks if the period between the day the option was taken and the issue date is < 3 months.
- An option is valid for 4 weeks if the period between the day the option was taken and the issue date is > 3 months and < 6 months.
- An option is valid for 6 weeks if the period between the day the option was taken and the issue date is > 6 months.

The deadline for an option can never be later than the usual closing date for reservations of advertisements.

After the term of validity of the option has passed the customer is notified and will be given 7 calendar days to reconsider the option and to either cancel it or send us a signed order.

Each new reservation preceded by a cancellation of an option will only be accepted if a signed order is delivered to us immediately.

3. If a customer has the first option right to a first position, he is given 48 hours to reconsider the option if Medialogue has another customer interested in this first position.

2.2. Other preferential placements

A supplement of 10% will be charged for each requested preferential placement other than the first position of the magazine.

More than 1 placement request:

If Medialogue, for the placement of an advert, needs to meet more than one placement request, a cumulative supplement of 10% per specific placement request will be charged.

E.g.: if an advert needs to appear in the first half of the magazine and on a right page, a supplement applies of 2 x 10% or 20%.

Consecutive pages:

For consecutive pages, a supplement of 10% each will be charged for each of the consecutive advertisement.

E.g.: 1/1 page right followed by 2/1 page, followed by 1/1 page left means: the price of 1/1 page + 10% + de price of 2/1 page + 10% + the price of 1/1 page + 10%.

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