



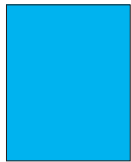
MEDIA PACK 2012

OUR GLOBAL OFFER FOR YOUR COMMUNICATION

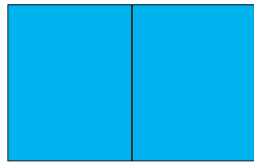
ALL ADVERTISING RATES

INFO			
	MEMBER	NON MEMBER	DIMENSIONS
INSIDE FRONT COVER	£2,000	£2,500	H 279 MM X L 197 MM
FACING INSIDE FRONT COVER	£2,000	£2,500	H 279 MM X L 197 MM
FACING EDITORIAL	£1,800	£2,400	H 279 MM X L 197 MM
FACING CONTENTS PAGE	£1,800	£2,400	H 279 MM X L 197 MM
FULL PAGE	£1,650	£2,030	H 279 MM X L 197 MM
DOUBLE PAGE SPREAD	FROM £2,590	FROM £3,360	H 279 MM X L 394 MM
1/2 PAGE	£990	£1,300	H 121 MM X 165 MM OR H 221 X L 76 MM
INSIDE BACK COVER	£1,700	£2,000	H 279 MM X L 197 MM
OUTSIDE BACK COVER (MAX 2 ISSUES PER YEAR)	£2,500	£3,000	H 279 MM X L 197 MM
LOOSE INSERT (SUBJECT TO WEIGHT OF BROCHURE)	£1,700	£2,000	

SIZE SPECIFICATIONS



Full Colour Page
Ad dimension
H 279 mm x L 197 mm



Double Page Spread
Ad dimension
H 279 mm x L 394 mm



Belly Band
Ad dimension
H 70 mm x L 450 mm



Half Page- Horizontal
Ad dimension
H 121 mm x L 165 mm



Half Page-Vertical
Ad dimension
H 221 mm x L 76 mm

THE FRANCO-BRITISH TRADE DIRECTORY			
	MEMBER	NON MEMBER	DIMENSIONS
INSIDE FRONT COVER	£2,000	£2,460	A5 WITH 3MM BLEED
INSIDE PAGES			
1ST PAGE FACING INSIDE FRONT COVER	£1,800	£2,200	A5 WITH 3MM BLEED
2ND PAGE (LEFT HAND PAGE)	£1,500	£1,850	A5 WITH 3MM BLEED
PAGE FACING YOUR COMPANY'S PROFILE	£1,200	£1,230	A5 WITH 3MM BLEED
PAGE OPPOSITE CARDBOARD DIVIDERS (PATRON, CORPORATE, ACTIVE)	£1,200	£1,500	A5 WITH 3MM BLEED
PAGE OPPOSITE INDEX	£1,400	£1,700	A5 WITH 3MM BLEED
1/2 PAGE	£600	£700	H 105MM X L 148MM
CARDBOARD DIVIDERS			
REVERSE SIDE OF PATRON PAGE	£1,200	£1,500	A5 WITH 3MM BLEED
REVERSE SIDE OF CORPORATE PAGE	£1,200	£1,500	A5 WITH 3MM BLEED
REVERSE SIDE OF ACTIVE PAGE	£1,200	£1,500	A5 WITH 3MM BLEED
REVERSE SIDE OF INDEX PAGE	£1,400	£1,700	A5 WITH 3MM BLEED
OUTSIDE BACK COVER	£2,500	£3,075	A5 WITH 3MM BLEED
INSIDE BACK COVER	£1,800	£2,200	A5 WITH 3MM BLEED
DOUBLE SIDED BOOKMARKS	£3,000	£3,700	

*All prices are exclusive of VAT

MEMBER-TO-MEMBER OFFERS BOOK 2012		
	MEMBERS ONLY	DIMENSIONS
FULL PAGE, COLOUR AD	£700	(H 150MM X L 104MM)
OUTSIDE BACK COVER, COLOUR AD	£1,800	(H 150MM X L 104MM)
INSIDE FRONT COVER, COLOUR AD	£1,300	(H 150MM X L 104MM)
INSIDE BACK COVER, COLOUR AD	£950	(H 150MM X L 104MM)

GRANDE-BRETAGNE, L'INDISPENSABLE		
INTERNAL A5 ADVERTISEMENT	+ OPPOSITE SPONSORED SECTION	£1,700
OUTSIDE BACK COVER ADVERTISEMENT	+ SPONSORED SECTION	£3,600
INSIDE FRONT COVER ADVERTISEMENT	+ SPONSORED SECTION	£3,000
INSIDE BACK COVER ADVERTISEMENT	+ SPONSORED SECTION	£2,700

FRANCE - ON THE MOVE!		
INTERNAL A5 ADVERTISEMENT	+ OPPOSITE SPONSORED SECTION	£1,700
OUTSIDE BACK COVER ADVERTISEMENT	+ SPONSORED SECTION	£3,600
INSIDE FRONT COVER ADVERTISEMENT	+ SPONSORED SECTION	£3,000
INSIDE BACK COVER ADVERTISEMENT	+ SPONSORED SECTION	£2,700

ADVERTISING RATES		Homepage		Events	About Us	News	Le Shop	Forums & Clubs	Publications	Membership	Business Development
		Skyscraper Banner 120*360 or 540*120	Button 120 *120	Button 150 *150	Button 150 *150	Button 150 *150	Button 150 *150	Button 150 *150	Button 150 *150	Button 150*150	Button 150*150
3 MONTHS	Member	£720/m	£324/m	£324/m	£324/m	£324/m	£324/m	£180/m	£180/m	£180/m	£180/m
	Non Member	£1080/m	£486/m	£486/m	£486/m	£486/m	£486/m	£270/m	£270/m	£270/m	£270/m
6 MONTHS	Member	£640/m	£288/m	£288/m	£288/m	£288/m	£288/m	£160/m	£160/m	£160/m	£160/m
	Non Member	£960/m	£432/m	£432/m	£432/m	£432/m	£432/m	£240/m	£240/m	£240/m	£240/m
12 MONTHS	Member	£560/m	£250/m	£250/m	£250/m	£250/m	£250/m	£140/m	£140/m	£140/m	£140/m
	Non Member	£840/m	£378/m	£378/m	£378/m	£378/m	£378/m	£210/m	£210/m	£210/m	£210/m

NEWSLETTER			
	MEMBER	NON MEMBER	DIMENSIONS
I MONTH ADVERTISING BANNER	£200	£300	450X80 PIXELS
DESIGN OF BANNER	£100		

Technical Specification

The artwork must be supplied as a high-resolution PDF file (minimum 300 dpi) or CMYK with 3mm bleeds on all sides. This can be sent either by email to David Lislet at dlslet@ccfgb.co.uk, or by post on CD Rom. According to your choice, the size of the advertisement should match the size specified in the column above.

Advertisers should supply a colour proof with the file to ensure a true colour reproduction. The publisher assumes no responsibility for material if a colour proof is not supplied.

Register and crop marks must appear on all files, located 6mm outside the trim area.