

**EDITORIAL CONTENT**

Created in 1934, the magazine **LES ROUTIERS** informs all the road transport professionals with a maximum of professional informations : regulation, social rights, conventional innovations, training, technical innovations, vehicle tests and new products. "Magazine" pages : reports about truck races, reports evoking some aspects of the road transport throughout the world, column "c'était hier" recalling the transport and vehicle evolution.

**READERSHIP PROFIL**

**Size of our reader's companies**

- |                     |      |                   |      |
|---------------------|------|-------------------|------|
| • Truck drivers     | 51 % | • 1 à 5 persons   | 23 % |
| • Company managers  | 22 % | • 6 à 20 persons  | 12 % |
| • Haulier craftsmen | 16 % | • 21 à 50 persons | 28 % |
| • Fleet managers    | 11 % | • over 50 persoes | 37 % |

**WAY OF DISTRIBUTION**

**TOTAL DISTRIBUTION**

Sale by subscription : 27 000  
 Sale in kiosk : 15 000  
 Free reading in Relais Routiers : 3 000

**45 000 per issue**

**EDITORIAL SCHEDULE 2008 (subject to change during the year)**

N°	Dated	Publication	Deadline	Editorial planning
851	January	02/01	17/12	File : Panorama of materials
852	February	01/02	18/01	File : Safety and driving assistance
853	March	01/03	15/02	File : Training - pre-SITL SHOW
854	April	01/04	19/03	File : SITL show report + «Utility News» supplement
855	May	02/05	18/04	File : Tuning, CB and accessories, painting
856	June	02/06	16/05	File : New technologies in vehicules
857	July/August	30/06	16/06	File : Tires and services
858	September	01/09	18/08	File : Bodies
859	October	01/10	17/09	Pre-IAA Hanovre SHOW + «Utility News» supplement
860	November	01/11	17/10	File : IAA Hanovre SHOW report
861	December	01/12	17/11	File : Winter traffic

**GENERAL TERMS & CONDITIONS OF SALE**

- Article 1.** An advertising order subscription implies the acceptance of our terms of sale and payment.  
**Article 2.** Advertising comes out under the full responsibility of the advertiser, as well as its agent if necessary. The editor can reject the publication of an insertion without any explanation.  
**Article 3.** All the prices are indicated in Euros, exclusive of VAT. Increases for successive advertisements, special positions and 1<sup>st</sup> book will be charged 10 % extra, and the special shows issue will be charged 20 % extra. The prices stated as well as the terms of sale are changeable from a one-month notice on. The preferential positions can be modified according to the editorial contents of the magazines.  
**Article 4.** A professional discount of 15 % will be granted to any advertising agency appointed by an advertiser after communication of the certificate of mandate to the editor which will be calculated on the price exclusive of VAT. If the order is carried out within the framework of a mandate, the SEJT will have imperatively to receive a certificate of mandate binding the advertiser and the agent before the execution of this mandate. In the absence of this document, the invoice will be addressed directly to the advertiser.  
**Article 5.** The technical and postal charges for the inserts do not get any discount. The amount of these charges will be provided on estimate.  
**Article 6.** Any advertising order cancellation will have to be communicated at least 8 weeks before the date of written publication and by registered letter with acknowledgement of receipt. Past this time, the advertiser will be forced to pay the amount of the publication.  
**Article 7.** The invoicing will be established in the name of the advertiser, or of the agency appointed on his behalf. An invoice copy will be sent to the advertiser if this one is appointed. For each new advertiser, the payment of the 1<sup>st</sup> publication will be required during the ordering, the following payments will have to be made by cheque or transfer at 30 days end of month. In the event of a delay of payment, the execution of the orders can be suspended, penalties will then be invoiced and calculated at a rate equal to one and a half times the current legal interest rate.  
**Article 8.** The reception of the technical material (CD, films or other) accompanied by a contractual proof, must be provided at least 3 weeks before the date of publication. All additional work (technical charges) will be charged. If the technical material is not provided, he elements of the preceding advertisement will be used. The SEJT declines any responsibility for the quality of films' print. The advertising orders and a possible final corrected proof will have to be returned to us signed by telefax. Unless contrary written instruction is received, the technical material will be destroyed one year after the last publication.  
**Article 9.** Any complaint will be taken into account if submitted within 8 days after the publication. Past this time, the editor will be released from any responsibility.  
**Article 10.** The publication date of the magazines will be communicated for your information. Any publication delay will not incur the responsibility of the editor. The same applies to any insertion postponed to a later issue.  
**Article 11.** Any complaint or dispute will only be arbitrated by the Commercial court of Nanterre.

Effective from January 1<sup>st</sup> 2008 - Prices in Euros, exclusive of VAT

FORMAT	W x H in mm	POSITION	BLACK	2 COLOURS	4 COLOURS
DOUBLE PAGE	Full size 420 x 297 Trim size 396 x 255	Gatefold on 1 <sup>st</sup> cover	-	-	14 824
		Opening / Central / 1 <sup>st</sup> dble p	9 191	10 988	11 989
		Font of book	8 356	9 988	10 905
		Without preferred position	7 596	9 079	9 914
COVER	F.S. 210 x 297 or T.S. 190 x 270	4 <sup>th</sup> cover (inside back cover)	-	-	7 319
		2 <sup>nd</sup> cover (inside front cover)	-	-	7 133
		3 <sup>rd</sup> cover (outside back cover)	-	-	6 670
COVERWRAP	F.S. 105 x 297	1/2 top cover (on both sides)	-	-	9 079
EARS	75 x 75 per side	On 1 <sup>st</sup> cover (outside front cover)	-	-	2 706
PAGE	F.S. 210 x 297 or T.S. 190 x 270	1 <sup>st</sup> righthand page	5 132	6 152	6 726
		Righthand page in 1 <sup>st</sup> gathering	4 665	5 604	6 121
		Righthand page	4 241	5 095	5 564
		Without preferred position	3 855	4 632	5 058
2/3 PAGE	Portrait 139 x 270 Square 190 x 200	Without preferred position	2 817	3 373	3 984
1/2 PAGE	Portrait 93 x 270 Landsc. 190 x 135	Without preferred position	2 297	2 761	3 242
1/3 PAGE	Portrait 58 x 270 Landsc. 190 x 90	Without preferred position	1 667	1 963	2 538
1/4 PAGE	Portrait 93 x 135 Landsc. 190 x 65 Column 47 x 270	Without preferred position	1 168	1 389	1 815
1/8 PAGE	Square 93 x 65 Strip 190 x 35	Without preferred position	593	723	853

**STITCHED INSERTS (insert cost in the magazine)**

<b>On both sides</b> : ... 7 857	<b>Loose or Glued insert</b> :
<b>4 pages</b> : ..... 13 879	consult us.
<b>6 pages</b> : ..... 15 937	<b>Technical and postal charges</b> :
<b>8 pages</b> : ..... 18 066	in charge of the advertiser.

**ADVERTORIALS**

Including covering charges (except writer travelling expenses).

Format	Black	4 colours
<b>1 page</b> : .....	4 873	6 078
<b>2 pages</b> : .....	7 596	10 136
<b>3 pages and +</b> : .....	consult us	consult us

**DISCOUNTS applicable in succession**

The degressifs do not apply to the technical and postal charges.

**Volume discount** : apply for grouped publications from January to December 2008 :

2 to 3 insertions : .....	- 2 %
4 to 5 insertions : .....	- 5 %
6 to 7 insertions : .....	- 8 %
8 to 9 insertions : .....	- 12 %
10 insertions and + : .....	- 15 %

**Fidelity discount** : - 5 %, apply to the advertisers present in 2007.

**Agency commission** : - 15 %, granted to agencies appointed by the advertiser. It is applied to the price exclusive of VAT (enclosed price list less the degressifs indicated above).

**INCREASES applicable in succession**

Righthand page : + 10 %	Successive advertisements : + 10 %
Front of book : + 10 %	Special Show issue : ..... + 20 %

**OTHER TYPE OF ADVERTISEMENT**

or special operation, consult us.

**TECHNICAL SPECIFICATIONS**

- **Material required + contractual proof + advertising order to deliver to the magazine 3 weeks before the publication date :**
  - Digital files on CD or ZIP, in PC version (accepted after agreement of the magazine) :
    - PDF files (nonseparate) or TIFF, EPS, JPG image,
    - in high-resolution : 300 DPI to 100 %,
    - provide polices PostScript in PC format,
    - programmes used for advertising : Illustrator 9 - Photoshop 5.5 - Indesign 1.5.2 - Acrobat Reader 5.
- **Any advertisement on a light background** : has to be bordered by a thin line.
- **5 mm of abundance around ad is necessary** : for full size.
- **Technical material for inserts** (formats, number of issues, dates and delivery address) : consult us.
- **Delivery of the advertising element if the advertisement is designed by our support service** (text, logos, illustrations, photos...) : 6 weeks before the publication date.
- **All technical charges (films, photogravure, typing...)** are in charge of the advertiser.
- **For the three colours advertisement** : the enclosed price list for four colours will be applied.
- **Cancellation date of orders** : 8 weeks before the publication date.

ADVERTISING DEPARTMENT	Direct line	Courriel	Fax + Internet addresses
<b>Manager: François DENEUTER</b>	+33 1 41 27 97 32	fdeneuter@sejt.com	Fax : +33 1 41 27 97 30 E-mail : pub@sejt.com
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