

# victoire

LE SOIR

ÉDITION  
LUXE





**Calendar 2012**

**1st semestre**

- 10th march Fashion
- 21st april Design

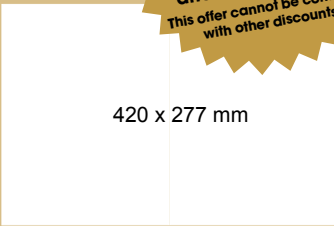
**2nd semestre**

- 1st september Fashion
- 20th october Design
- 1st december Luxury gifts

**Rate 2012** (Full color)  
Bleed + 5 mm



210 x 277 mm

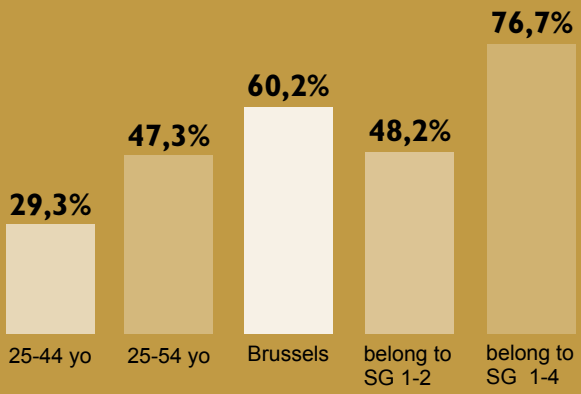


420 x 277 mm

**PROMOTION SPREAD**  
**9500 €**  
instead of 14.688 €  
**Premium placement:**  
after the editorial or  
after the first section  
This offer cannot be combined  
with other discounts.

**Upscale Readership**

**Circulation :** 117.006 copies/week  
**Readership :** 173.700 readers (Cim 2011)  
**Issue date :** Saturday with Le Soir  
(95.801 copies) / 458.000 readers



1/1 page : 7.400 €  
2/1 page\* : 11.750 €  
Central Pano\* : 14.800 €  
C2 + P3 : 15.850 €  
Cover 2 : 8.700 €  
Cover 3 : 8.400 €  
Cover 4 : 9.100 €  
Prima posta : 8.650 €

Suppl premium position : +15 %  
Creative formula : on demand

Reservation 10 days before issue date  
Material 8 days before issue date

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