

etcetera

YOUR COMPANION FOR LIFE IN THE FRENCH COMMUNITY

Dear Sir, Madam,

Welcome to **etcetera**. We are a free monthly magazine, primarily for the English-speaking community providing information, language notes and contacts to help with settling, living and integration in France.

etcetera is the primary resource for the English speaking community in and around the areas of the Haute-Vienne, Charente, south Deux-Sevres, Vienne, Dordogne, Indre and Creuse.

Main distributors of **etcetera** magazine are Limoges and Poitiers airport. In addition, copies are distributed via supermarkets, bar/restaurants, tourist information offices, estate agencies and hotels to name just a few. Our advertisers also distribute a large quantity directly. **etcetera** reaches in excess of 30,000 readers via at least 10,000 copies per month. The magazine is read by and has useful content for both home owners and holiday makers in these areas. Furthermore we have a web-site which is viewed by thousands more plus you will find us on Facebook and Twitter.

Please find attached our advertising rates but should you have any further questions, please do not hesitate to contact us.

We look forward to hearing from you.

Kind regards,

Gayle and Sam

Gayle & Sam Feasey

17 Rue des Chaumettes
86290 St. Léomer
email: editors.etcetera@gmail.com
www.etceteraonline.org

Advertising rates 2018

Businesses advertised in **etcetera** must be registered with a siret number and carry appropriate insurance. UK/other European based businesses must be appropriately registered and insured.

Prices quoted are per month (**TTC = TVA @ 20% included**). Copy deadline is the **15th** of each month at the very latest.

Where possible, we ask that the information within the boxed advert remains consistent but we will of course make changes if necessary.

You can provide your own advert/artwork or we can provide it for a small design fee. Design fees start from 20€ ttc, please contact us to discuss this further.

PDFs and JPEGs should be sent at the correct print size, 300 dpi.

There is no extra charge for full colour advertising.

Dimensions (w x h)	Price € TTC	Price € HT
A 6x5cm	35,00	29,17
B 12x5cm	63,00	52,50
C 19x5cm	89,00	74,17
Quarter 19x6.2cm	115,00	95,83
Half 19x13cm	249,00	199,20
Full 19x26.7cm	359,00	287,20

Premium position rates =

Inside front cover (page 2), **add 15%**

Inside back cover pages (pages 66 and 67), **add 15%**

Back page (page 68) **add 20%**

This price also includes lineage advertising on our web-site (to be entered by yourself). The current and previous issues of etcetera are available to view online so your full advert will be available for viewing.

Advertisers are entitled to one classified advert, **free** of charge, each month. This is excluding properties/businesses and is space providing. There is a small charge for a guaranteed inclusion.

Current advertisers are welcome to promote their own businesses/events on our Facebook page.

Summary of what is included in the price

Boxed advert

1 **free** private classified advert per month (space providing, in conjunction with placing a commercial advert)

Free lineage advertising on the web-site (applied by yourself)

Your advert viewable on the current and back issues of the magazine on-line

Publicise your business/events on our Facebook page

plus

Discounted rates for boxed advertising on the web-site

Discounted rates for advertising a property or business

On-Line Advertising Rates 2018

www.etceteraonline.org

You can enter your own **free** lineage advert on our website plus we offer two sizes of boxed advert to appear on the appropriate directory page, reflecting your advert in the magazine and linked to your website if applicable:

6cm x 5cm 5€ per month (4,17€ HT) (50€ - 41,67€ HT for 12 months if booked and paid for in advance)
6cm x 10cm 10€ per month (8,33€ HT) (100€ - 83,33€ HT for 12 months if booked and paid for in advance)

Please note, the boxed web adverts are only available in conjunction with placing an advert in the magazine.

In order to keep these prices so low we need to keep the website fairly low maintenance so we request that once agreed, the online advert should remain unchanged, except in the case of changes to contact details etc.

Payment Instructions:

Payment should be made in advance and received by the **18th of each month**.

We accept cheques, bank transfers and card payments.

We are also happy to hold on to post dated cheques if you wish to get your admin out of the way in one go.

Cheques payable to **etcetera** and sent to:

Gayle & Sam Feasey
etcetera
17 Rue des Chaumettes
ST. LÉOMER
86290

For bank transfer details, please contact us.

Or telephone 05 17 36 15 32 to pay by card.

A few terms & requests

- **The copy deadline is 15th of each month, apart from the January edition, when the deadline date is the 8th**

We must be strict on this to ensure that we go to print on time.

- Whilst you are advertising, we will issue a 'round-robin' email each month as a request to confirm advertising intentions for the following month. We respectfully request that you respond to let us know either way. We do acknowledge all emails so that you can be sure your request has been noted. Many advertisers instruct us to renew the advert each month unless notified otherwise. Please let us know if you would like us to do that - we will make a note on your record and will not need a response from you at all unless you have any changes to make or wish to cancel.
- We can hold post-dated cheques for you if you prefer to get several out of the way at once.
- **What's On guide** - This is very popular and whilst we are happy to list free of charge charity events, markets etc, we do ask for a small charge of **4€** per 50 words to help cover costs if you wish to include your own events such as curry nights, music nights, craft fairs etc.