

# Presentation

2022



*The investment consulting and over-taxed investors magazine*



## ADVANTAGES

### → A MARKET-LEADING MAGAZINE

- for recruiting prescribers, real estate and financial product marketers (banking, stock exchange, insurance, credit, etc.);
- for seeking private over-taxed investors;
- for products, yet to be marketed.

### → A USEFUL WORKING TOOL

#### Investissement Conseils:

- Analyses, summarizes and comments current laws and tax exemption means,
- Supplies all necessary information directly to the concerned professional to help them advise their customers
- Scrutinizes asset management techniques
- Informs readers about the main market player's marketing strategies

### → AN EFFICIENT ADVERTISING

The magazine benefits from an exceptional life expectancy. Indeed, it is kept by many, but also re-used on a regular basis.

#### Sales tool :

*Investissement Conseils* is appreciated for the important volume of marketed products found in the Advertisement section and in the Editorial columns.

## SUMMARY

### → THREE PRODUCT SECTIONS

- Real estate
- Life insurance and long-term savings
- Stock market and UCITS

Product news, presentation and analysis (launches, performances, sales profits) companies' commercial strategy, comments and advice on current laws, analytical articles on private asset management...

### → A TECHNICAL SECTION

- Assets

Section dedicated to the professional asset management community (i.e. sales methods, training, software, job offers, professional associations...)

### → A SECTION FOR TRENDS

- Career

### → A SECTION FOR TRENDS

- Test Drive
- Travel / lifestyle

Art, gifts, cars and good deals to organize stimulating journeys.

## YOUR CONTACTS

#### **Advertising Department :**

Advertising Director : Stéphane GUINE : [sguine@edicom.fr](mailto:sguine@edicom.fr) Phone : 01 45 11 00 46

Clientele Director : Karine ASTESANA : [kastesana@edicom.fr](mailto:kastesana@edicom.fr) Phone : 01 45 11 00 47



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### OUR READERS

#### → 80 % of Professionals

**the Prescribers (independent and employed) :** 49 %

Wealth Managers, Portfolio Managers, Financial Advisors, Insurance brokers, sales agents, real estate agents...

**Consulting (paid in fees) :** 30 %

Accountants, notaries, financial investment consultants, lawyers...

**The producers :** 18 %

Banks, insurance companies, stock companies, real estate developers...

**Young graduates :** 3 %

Master of Advanced Studies in asset management, banking, finance, insurance...

#### → 20 % of individuals

70 % of individual investors are situated in the maximum tax brackets and are subject to Wealth Tax Liability...

### DISTRIBUTION

**Periodicity :** monthly (10 issues per year + two special editions) **Edition :** 30,000

**Distribution :**

**Sales by number** (Presstalis + VPC) : 7,800 | **Subscriptions** : 9,300 | **Qualified** : 3,900

**Reading rate :** 3,6

**Resubscription rate :** 82 %

**Sales price (per issue) :** 7,80 €

### PUBLICATION

**Publication date :** The 1<sup>st</sup> of each month

**Reservation deadline :** 15 days before publication

**Deadline technical elements delivery :** 10 days before issue

### ADVERTISING

- National poster campaigns, promoted on news-stands.
- Permanent magazine advertising:
  - Press advertising ;
  - Internet ;
  - Mailing ;
  - Trade show distribution/advertising : Patrimonial Engineering Day, Anacofi, Real Estate Exhibition, CIP Convention, Assises de la Pierre-Papier, Patrimonia...

### EDITOR

Since 1986 EDICOM an Independent press company has been present on the public and professional investment market.

#### Published books:

1 - Magazine **Investissement Conseils** (10 issues + 2 special editions) [www.investissementconseils.com](http://www.investissementconseils.com)

2 - Magazine **Profession CGP** (5 issues including a special edition "Le métier de CGP") [www.professioncgp.com](http://www.professioncgp.com)

3 - **L'Annuaire de la gestion de patrimoine** [www.annuaire-gestion-patrimoine.com](http://www.annuaire-gestion-patrimoine.com) :

- Le guide des fournisseurs des CGPI
- Le répertoire des CGPI

#### La librairie du patrimoine :

A unique selection of more than 400 books about the stock market, insurance, real estate, estate, business, available on [www.lalibrairiedupatrimoine.com](http://www.lalibrairiedupatrimoine.com)

# Prices (excl. taxes)

2022



## QUADRI PUBLICITY

(INSIDE PAGE)

1/4 page height	€ 2 890
1/3 page headband	€ 3 190
Page 1/2	€ 5 270
Inner page	€ 8 520
Double Page	€ 14 930

## PREFERENTIAL PLACEMENT

Back cover	€ 10 770
Inside-back cover	€ 9 790
Inside-Front cover	€ 10 090
1 <sup>st</sup> Interior double page	€ 17 180
Edito face	€ 9 790
Double flap cover, inset 4 pages...	Please contact us

## MARKDOWNS AND EXTRAS COSTS

Special editions, assertive placement : good to cut, recto, face text, successive insertions...		+ 10 %
New Advertiser		- 10 %
Edicom Advertiser loyalty (Investissement Conseils, Annuaire Conseils & Ventes, Profession CGP)		- 15 %
Volume	Up to € 5 000	- 10 %
	From € 5 001 to € 10 000	- 15 %
	From € 10 001 to € 20 000	- 20 %
	From € 20 001 to € 40 000	- 25 %
	From € 40 001 to € 60 000	- 30 %
	From € 60 001 to € 90 000	- 35 %
	more than € 90 001	- 40 %
Professional Discount		- 15 %

## SIZES

WIDTH X HEIGHT, IN MILLIMETERS

1/4 page headband :	180 x 60	1/4 page height :	85 x 115
1/2 page width :	180 x 115	Insert* front/back superior paper quality :	205 x 280
Page * (full page) :	210 x 280	Double page * (full paper) :	420 x 280

\* For the full paper size, add 5 mm of material (on all 4 edges) for cutting.

Do not put text within 12 mm of the full paper size.

## REAL ESTATE BOOKLET

Annual subscription (10 issues) for a program presentation in the magazine and the website (description + perspective + links)	€ 5 400
Decrease per additional module (max - 25%)	- 5 %

## INVESTISSEMENT CONSEILS GENERAL CONDITIONS OF SALE

### 1) ORDER CONFIRMATION

- Any reservation for advertising space must be the subject of an advertising order signed by the advertiser or his agent.
- All prices are exclusive of taxes. VAT will be charged extra.
- In case of cancellation, this must be notified by registered letter with recorded delivery, at least 20 days prior to the date of issue on the advertising order.
- Promotional conditions may be offered at different periods of the year, on certain numbers and sectors of activity closing dates.

### 2) DEFINITION OF AN ADVERTISER AND AGENT

An advertiser is any company or group of companies controlled by a joint holding company stating on its name or its products. Any professional intermediary duly authorized by an advertiser to purchase advertising space in Investment Consulting during the term of the contract shall be deemed to be an agent.

### 3) MARKDOWNS AND PROFESSIONAL DISCOUNTS

Markdowns and discounts apply to the advertiser and are calculated in the following order :

1. Loyalty discount (applicable from the fourth yearly insertion in the magazines published by Edicom) or new client,
2. Discount on volume or bulk,
3. Professional discount of 15% after all markdowns. This discount is granted when an advertiser goes through a professional agent.

### 4) PUBLISHING CONDITIONS

- Placement date : the fixed advertising dates are respected as much as possible. Investissement Conseils will not be held liable for out of date publishing and does exempt from advertising placement.
- Investissement Conseils reserves the right to refuse, without being obliged to give reason, any advertising, even during order processing, if the nature or text of which would appear is contrary to its moral and / Or commercial interests, with no other obligations than the refund of paid sums.
- In all cases advertising message non-conformity, the advertiser will be required to pay for the entire campaign and, where applicable, technical expenses, damages and legal costs.
- The advertising texts are published under the sole responsibility of the advertiser. The Advertiser and its agent jointly guarantee Investissement Conseils and the editor against all claims and appeals.
- Commercial advertising is indiscriminately placed, without preferential order or classification section. However, a specific placement may be granted at an additional cost. Only the latter payment guarantees the required location.
- Every publication must be marked "publicity".
- Investissement Conseils may be obliged to remove or relocate an advertisement for any reason beyond its control, in particular in the event of technical difficulty and generally in the event of force majeure. It is expressly agreed that Investissement Conseils's responsibility is, in any case, always limited to the value of the billed advertising space.

### 5) DOCUMENT DELIVERY AND "PRESS PROOFING"

- The advertiser shall be responsible for any costs incurred in designing and carrying out the advertising.
- Any selected placement, including the technical elements which would not be provided within the specified timeframe, will be charged at the price mentioned on the advertising order.
- Unclaimed or unwanted "PRESS PROOFING" returned within the prescribed time limits will be considered accepted.
- The magazine advertisements must be accompanied by a standardized control test, failing will be release Edicom from any responsibility in the event of a non-compliant publication. The advertisement must be provided as a single .pdf or .tif MAC - 300 dpi - CMYK image file.
- Advertisements for digital media must comply with Edicom's technical requirements as stated in the insertion offer concerning equipment specifications. If additional technical services are required, they will be invoiced to the advertiser on an agreed estimate.

### 6) REFERENCE AND INTELLECTUAL PROPERTY

- The advertiser expressly authorizes Investissement Conseils to mention them as a commercial reference.
- Each party acknowledges that entrusted use to trademarks and any other distinctive signs (graphics, colours, etc.) belonging to the other party, and any intellectual or industrial property rights attached thereto, does not grant him any right of ownership.

### 7) INVOICE CONDITIONS PAYMENT DELAYS AND TERMS

- Prices should be understood as VAT not included. Investissement Conseils reserves the right to modify the prices at any time, even for orders in progress.
- A down payment is required for any new advertiser.
- The invoice is sent to the advertiser and a copy of the invoice to the agent.
- Insofar if the order comes from an intermediary, this intermediary and the advertiser are co-solidary in their financial commitments in regards to the magazine Investissement Conseils.
- In case of a communication plan cancellation, an invoice will be edited which will increase the printing conditions applied to already published advertisements.
- According to article L. 441-6 of the French Commercial Code, the settlement may not exceed 30 days end of the month from the date of invoice issuance. On the day following the settlement, date shown on the invoice, a lump-sum indemnity of € 40 for recovery costs will be applied in addition to late payment interest (three times the statutory interest rate). In the event an unpaid bill cost recovery by judicial means, the amount of all unpaid bills will be automatically increased by 25% as a penalty.

### 8) JURISDICTION

- All disputes relating to the interpretation or execution of advertising orders fall within the jurisdiction the Tribunal de Commerce of PARIS.