

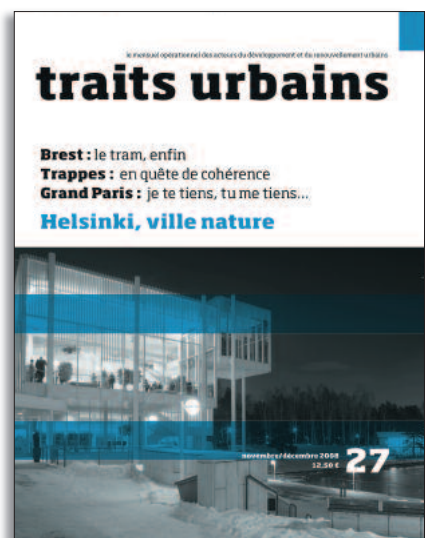
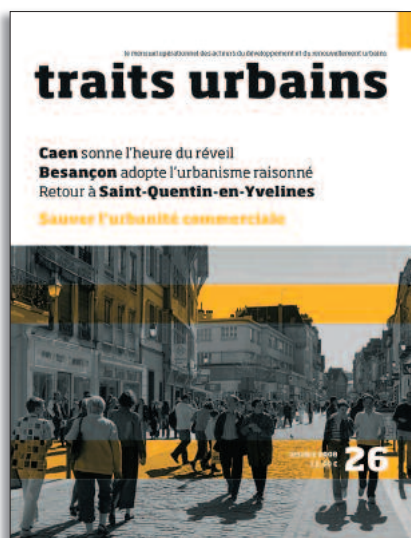
traits urbains

1. POSITIONING

2009

Concrete, to the point, even critical, full of feedback, experience and operational solutions, **traits urbains** offers everyone who designs, invests, builds, manages and lives in cities a space for constructive discussions, debates and useful information.

For its fourth year, **traits urbains** is appreciated by the “town planner” as an operational magazine. Not given to “theorising”, it is clear and “easy” to read, leaving room to confront points of view and experiences with reasoned criticism and provides its readers with the cards needed to share a common urban culture. They claim that they find in this magazine certain solutions that are relevant to their professional business lives.



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2. CONTENTS

2009

Special Reports

Every other issue dedicates twelve pages to the analysis of a city strategy (in France or abroad) or multi-site thematic treatment of a transversal subject (trade, transportation, property, leisure, desegregation, consultations, public spaces, healthcare, etc.).

Regular dates

with three major operational sections, each with three subjects on 4, 3 and 2 pages:

- **Strategies & Projects:** city and operator strategies, partnerships and urban projects are spotlighted;
- **Methods & Tools:** "who does what?"; "how does it work here and elsewhere?"; "how much does it cost?";
- **Outlooks & Evaluations:** going back into the field to take a hard look at finished large or small operations or experiments.

Practical information

- > **Today & Tomorrow:** what urban actors should know about the previous month, what they should read or see, what they missed at the conferences they didn't go to and the trends for the coming months.
- > **Products & Processes:** materials, equipment, software, coatings, signage, urban furniture, etc.
- > **Studies & Data:** analysis and comments on the most recent studies used to support decisions (demographic impact, market for offices-businesses-housing real estate and logistics, investment forecasts, local market analysis, etc.).
- > **Competitions & Invitations to Tender:** at this time of transparency and publicity for invitations to tender, ads for consulting, presentation of the winner and the losers in competitions for urban planning representative of current issues, etc.

And, in each section... figures... portraits... comments.

The operational monthly for actors in development and urban renewal

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3. EDITORIAL SCHEDULE \ SPECIAL REPORTS

2009

NUMBER

THEMES OF THE FILES (likely to change according to news items)

N° 28 - January/February

The "Éco-Quartiers" arrive in France.

N° 29 - March

Strategy of a French City: Marseille.
Public areas, urban furniture.

(Complimentary distribution at MIPIM).

N° 30 - April

City professions, training in town-related matter.

(For distribution on return to college to town planning institutes, schools of architecture, engineering schools, business schools).

N° 31 - May

Urban representations.

(In association with the Urban Workshop Project organised around this theme on 24 March by Ariella Masbouni at the Ministry of Ecology).

N° 32 - June/July

Strategy of a foreign City: Antwerp.

(To appear just before the Urban Workshop Project of 25 and 26 June on the strategy of Antwerp).

N° 33 - August/September

Strategy of a French City: Reims.

N° 34 - October

Commerces and public places.

(Complementary distribution at MAPIC, at the Forum on Urban Projects).

N° 35 - November/December

Strategy of a foreign City: Valencia (Spain)
or Istanbul (Turkey).

N° 36 - January/February 2010

"Water Front"

Publication:

10th of the month

Delivery of technical elements:

20th of the previous month



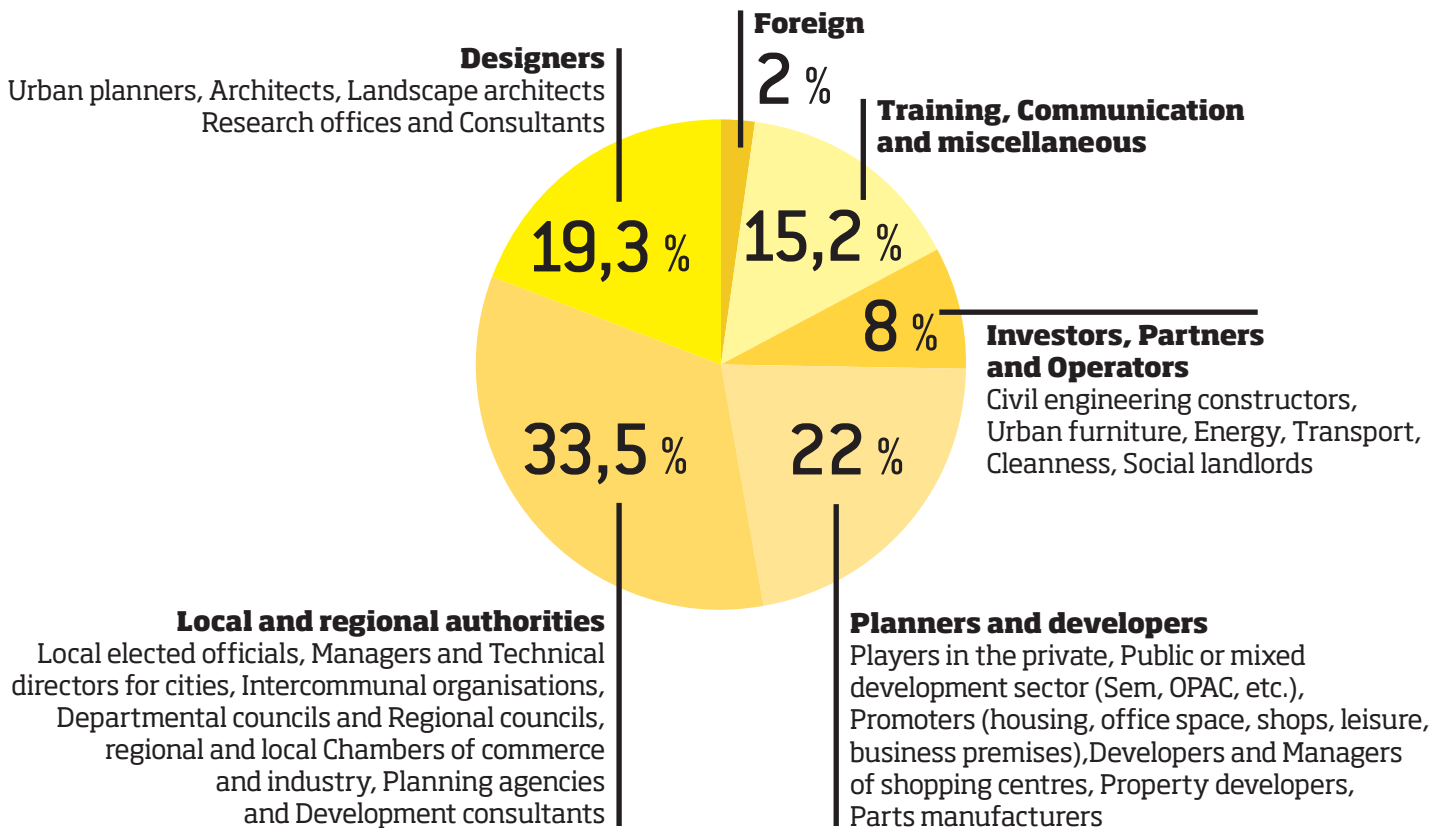
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4. READERSHIP AND CIRCULATION

2009

Readership (on 26 November 2008)



Dissemination (on 26 November 2008)

Subscription.
Sold in specialized bookstores.



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5. TECHNICAL INFORMATION

2009

Warning: new formats since September, 2009

Formats (bleed)

Double-page spread	L : 460 mm x H : 300 mm
Page	L : 230 mm x H : 300 mm
1/2 page width	L : 230 mm x H : 130 mm
1/2 page height	L : 106 mm x H : 300 mm
1/3 page height	L : 76 mm x H : 300 mm

Technical information

- **Delivery of technical elements:** 3 weeks before publication.
- **Elements to be provided:** Advertisement(s) in the desired format + **5 mm bleed on all four sides**, on a digital support (CD, DVD...) with secured PDF or images in JPEG format, 300 dpi real size, or Illustrator® (≤ CS2) or XPress® (≤ 6) files (for these last two types of files, include all Mac fonts and imports used). **In all cases, please supply a Cromalin® proof or another reliable digital colour proof.**

- **Printing:** offset, four-colour process.
- **Magazine format:** 230 mm x 300 mm.
- **Inserts:** contact us to prepare the components.

DELIVERY ADDRESS:

L'Agence Innovapresse / for the attention of Catherine Pendélieu
1, place Boieldieu - 75002 PARIS - France
Tel.: +33 (0)1 48 24 08 97 - Fax +33 (0)1 42 47 00 76
e-mail : ville.pub@innovapresse.com

GENERAL CONDITIONS

1 - The advertisement is published under the responsibility of the advertisers. "L'Agence INNOVAPRESSE", publisher of "Traits Urbains", reserves the right to refuse any advertisement, in compliance with professional practices, that are contrary to its legitimate material or moral interests.

2 - The publicist acts in his own name as well as the advertiser's agent. They are jointly and severally responsible for payment for the order.

3 - To be able to invoice an agent, we must be in possession of the contract of mandate between the advertiser and the agent, said contract being considered as being an open-ended contract until terminated by the advertiser. When an agent is invoiced, a copy of said invoice is transmitted to the advertiser. Shall be considered an agent any intermediary duly mandated by an advertiser to purchase advertising space in the publication. Invoices shall include a 15% professional discount calculated from the net price after frequency discounts.

4 - Plurality of mandates: this discount applies to all insertions for which a same agent handles at least two brands, models or products for one or more advertiser(s) or group(s) of announcers in the publication.

5 - We reserve the right to modify the terms of the applicable rates, even for current orders, with 3-month notice.

6 - Taxes: current taxes and any future taxes which may apply to advertising shall be at the advertiser's expense.

7 - Confirmation: any insertion reserved by telephone will have to be confirmed by letter, fax or e-mail.

8 - Cancellation: 5 weeks before publication by registered letter. In the context of cancellation of orders during the year, the frequency discount on the first insertions published shall be readjusted and the difference re-invoiced.

9 - Complaints: all complaints shall be filed in writing (registered letter) within one week following the publication of the insertion. Error or omission shall not lead to cancellation of an order, it give rise to a proportional discount to the exclusion of any other compensation. All of our insertions are payable in Paris.

10 - Payment: for advertising insertions for an amount under 2,000 Euros, payment shall be made in cash upon publication. All other insertions shall be paid at 30 days on the 10th of the month following publication. Lack of payment for an insertion by the deadline indicated above shall automatically lead to the suspension of the other insertions until complete payment of the amounts due.

11 - Jurisdiction: in case of litigation, only the Paris Courts are competent. In case of invoice collection through judicial proceedings, the amount thereof shall be increased by 15% as a penalty.

12 - Editorial advertising: all advertising that is editorial in nature must bear the disclosure "advertisement" or "press release".

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6. RATES

2009

Rates (excluding taxes)

Inside front cover	€4,495
Inside back cover	€3,900
Back cover	€5,000
Double-page spread	€6,200
Page	€3,400
1/2 page width	€2,000
1/3 page height	€1,600

INSERTS

Double sided	€3,600
4 pages	€5,600
Larger	contact us

ADDITIONAL CHARGES (trade show issues, one-sided requirement) + 10%

FREQUENCY DISCOUNTS

2 insertions	- 5%
3 insertions	- 10%
4 insertions	- 15%
More	- 20%

Professional discount - 15%

SPECIAL OPERATIONS

(Editorial advertisements, off-prints, thematic supplements) contact us

CLASSIFIED ADS

(invitation to tender, competitions, contests) contact us

ADVERTISING

Catherine Pendélieu: Tel.: +33 (0)1 48 24 08 97 - Fax: +33 (0)1 42 47 00 76

ville.pub@innovapresse.com

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