




 Exclusive Media Representative  
 TREE AD - MEMBER COMPANY OF LEVEL 5 HOLDING  
 Level 5 Building - President Elias Hraoui Avenue  
 P.O.Box: 16-7246 - Tehwita - Beirut - Lebanon  
 t. +961.1.611115 | f. +961.1.611114  
 e-mail: special@tread.com  
 www.tread.com

**Spécial!**  
**madame**  
**FIGARO**  
 RATE CARD as of January 2023

# Spécial madame FIGARO

In constant evolution, Special has teamed up in November 2016 with prestigious French Madame Figaro to become its new born sister. Special Madame Figaro has become the ultimate guide and cultural barometer to the elegant needs of sophisticated, well-cultured and well educated modern women of what's worth knowing and exploring about fashion, beauty, culture and lifestyle.

Special Madame Figaro each issue conjures a vibe of exclusivity with its unique mix of stunning visuals and in-depth reportage. Its deeply distinctive profiling and social commentary attracts and inspires readers as a great extension of a massively fashionable, authoritative and knowledgeable brand. Special Madame Figaro boosts creating a focused, differentiated, and emotionally loaded positioning strategy that makes your brand sell more effectively, and supports its access to the minds of highly distinguished women and luxury brand seekers.

Special Madame Figaro is printed and circulated at 7,000 copies monthly. It has also been exclusively selected by MEA to be distributed to their business class passengers.



— **Net Rate Card as of January 2023** —

Page	Rates in US \$
1 <sup>st</sup> Double	2,750
2 <sup>nd</sup> Double	2,250
FPC	1,000
Facing Edito	1,750
Facing Sommaire	1,600
Double Page Spread	1,875
Back Cover	3,000
Inside Back Cover	1,750
<b>Creative Media Buy</b>	<b>Rates in US \$</b>
Gatefold	3,500
Double Page + Ribbon	2,500
Bookmark (excluding production)	1,000
Flyer	1,000
Catalogue	1,500
Page Cartonnée	1,750

PR Solutions	Rates in US \$
Event Coverage	500
Encarts	300
Publi-info	200
Editorial or Interview /1 page	650
Editorial or Interview /double page	1,450
Half page Publi-info	200

Technical Specifications	
Page Size Trim	28.5 cm x 22 cm
Page Size Bleed	29 cm x 22.5 cm
Type of File	PDF (compatible with PDF1.3), EPS

Ad Closing	
Booking	The deadline for bookings is the 15 <sup>th</sup> of every month
Material	The deadline for material delivery is the 20 <sup>th</sup> of every month
Promotional inserts (Encarts)	The deadline for material delivery is the 8 <sup>th</sup> of every month

This rate card is subject to VAT when applicable and can be modified without prior notice