



*Gabor Kelemen, publisher of Jet Set Côte d'Azur
Russian-English dual language luxury lifestyle magazine*

Côte d'Azur Jet Set

Media Kit/Ad Offer

Russian-English dual language magazine on the French Riviera

Advertise in Jet Set Côte d'Azur magazine!

Russian-English dual language luxury lifestyle magazine on the French Riviera - distributed free of charge in hotels, restaurants, cafés, rent a car offices, real estate agencies, boutiques, airports etc.

Place Your Advertising!

Expand your marketing reach by advertising with the Jet Set Côte d'Azur luxury lifestyle magazine!

LKG Media Ltd. is the publisher of Jet Set Côte d'Azur magazine and our sales representatives will help you to determine the right solution for your advertising goals.

We'll work with you to create effective ads and campaigns for tourists from Russia and other countries on the French Riviera, so you can spread your message and drive results.

(Find details in the 8 rolling pages below!)



PLACE YOUR ADVERTISING ON THE FRENCH RIVIERA!

We are pleased to inform you, that after 6 years continuous success in Eastern Europe, the Jet Set luxury lifestyle magazine arrives on the French Riviera in a bilingual Russian - English edition in 2014.

The Jet Set Côte d'Azur luxury lifestyle magazine will be published 3 times a year in 2014: 15th April, 15th July and 15th September and it will be distributed free of charge in Nice, Cannes, Antibes, Juan-les-Pins, Cap Ferrat and surroundings, printed in A/4 format, in high quality glossy paper.



New Marketing Channel

For hotels, national and city tourist offices, destinations, travel service providers, airlines, car rental companies, cruise ship companies, brand and direct advertisers –Jet Set Côte d'Azur magazine allows you to market your product, service or brand powerfully. Reach customers beyond your core markets, complement your direct channel marketing efforts and benefit from brand awareness while reaching active consumers on the French Riviera!

Jet Set Cote d'Azur luxury lifestyle magazine advertising prices

You can have access to 8 different ad placements on the Jet Set Côte d'Azur luxury lifestyle magazine: cover pages and inside pages ads.



POSITION	SIZE/MM	PRICE/MAGAZINE
Double page	420x297	5500 Euro/magazine
Back cover pages	210x297	4000 Euro/magazine
Cover 2	210x297	3500 Euro/magazine
Cover 3	210x297	3500 Euro/magazine
1/1 pages	210x297	3000 Euro/magazine
1/2 pages	210x147	2000 Euro/magazine
1/4 pages	85x128	1100 Euro/magazine
1/8 pages	85x64	600 Euro/magazine

First come first served:

Companies wishing to make placements on the inside cover pages (cover 2 and cover 3 page) or on the back cover will have their ads placed on first come first served basis.

Barter agreements:

Jet Set Côte d'Azur magazine accepts barter deals – if the contracted partner requires it. For example, if you have a hotel and would like to make an ad placement and would like to pay for it, in hotel rooms, rather than in money is possible, subject to agreement by both partners.

Important notice:

Jet Set Côte d'Azur magazine reserves the right to deny placing advertisements containing words, pictures or other things that finds inappropriate.

Facts:

- It is a good place for advertisers to reach targeted people who are researching or planning trips, shoppings, who are looking for luxury services...
- Jet Set luxury lifestyle magazine draws an attractive audience of shoppers who are looking to purchase. It is worth to advertise for our unique Russian and English language readers.
- Jet Set Côte d'Azur magazine represent a great audience with significant purchasing power. Within your targeted group we can provide marketing for you.
- Get your company seen where it counts and get your advertisement quickly in to the pages of our magazine!
- If you have a hotel, an airline, car rental company, cruise ship company, national tourism office, restaurant, boutique, gallery or any other type of company, you can promote it with your ad and with your web address as well. Your page will appear immediately if a reader click on your web address on the internet, and the customer can surf on it and book or buy immediately online, find attracting deals. This way our magazine helps people from your targeted group to find you or your web site.

Technical informations in case of ready made ads:

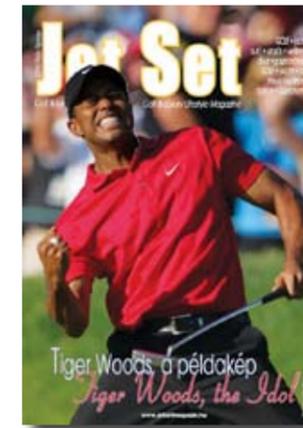
All ad materials should be sent to lkgmedia@t-online.hu e-mail address.

The ad materials should be packed in a zip file. The package consists of: graphical file as PDF 300 dpi (Advert graphic)

Delivering package for advert production if we are doing for you your promo page or any size ad:

All ad materials should be compressed in a zip file. The package consists of:

- company logo eps/gif/ jpg/ tif
- other graphical materials that you want to use in your ad as eps/ gif/ jpg/ tif
- advertisement text in word document
- description of the advert layout and size



Jet Set Côte d'Azur magazine can guarantee advertisement's position as specified on the Order Form!

No technical fee:

You DO NOT have to pay any technical fee if LKG Media Ltd.'s graphic designers make your ad or promo article, or the language editors do a Russian translation for you.

Conditions:

Payment for all advertisements should be made to LKG Media Ltd. the publisher of Jet Set Côte d'Azur luxury lifestyle magazine, after the publishing of the publication, by invoice with money transfer.

For further information on advertising, please contact:

Gabor Kelemen Managing Director of LKG Media Ltd., the publisher of Jet Set Côte d'Azur luxury lifestyle magazine.
E-mail: lkgmedia@t-online.hu Telephone: 06-1-409 18 38. Fax: 06-1- 409 1838. Mobile: +36 20 9 440 477.

Certification:

Hereby it is certified, that LKG Media Ltd. is the publisher of Jet Set Côte d'Azur magazin (Central office: 1162 Budapest, Avarszállás utca 43. Hungary. Registered EU tax number: HU 12657551. Managing Director: Gabor Kelemen)

Nice office: 8 avenue Gallieni 06000 Nice | Tel.: +33622802213 | jetset.cotedazur@gmail.com | Attila Csanyi

GUIDELINES

Ad or Campaign Timeline

Here is what you can expect during your campaign process:

1. You get an offer from LKG Media Ltd's ad sales representative to advertise in Jet Set Côte d'Azur magazine.
2. You make a booking of your ad in written order form, with the date of the ad or campaign, and the identity of the ad and contact details from your side. The booking must be signed by the advertiser or it's agency. Communications must be done via e-mail or fax in written form.
3. Your ad sales representative sends you an email requesting creative assets after the contract (order Form) has signed to be able to publish your ad.
4. Send your creative assets to your ad sales rep. or deliver package for advert production to your ad sales rep.
5. Your ad or campaign is created.
6. You receive a proof of your ad or campaign by e-mail and you send approval back to your sales rep. Revisions to accepted will be made in writing and acknowledged by the other party in writing.
7. Ad or campaign is launched.
8. You get a bill from LKG Media Ltd. with a sample magazine by post which must be payed within 15 days.
9. If your advertising graphic does not arrive until the deadline, because of your fault, your ad can not be published, and you will be charged for it.



Deadlines

Client provided ads must be submitted latest 3 full business days prior to the deadline date. If the ads are not created by the client, ads must be submitted 7 full business days prior to deadline date, allowing time for design and production . Advertisers may cancel the booked ads or campaign with 14 days prior written e-mail notice to LKG Media Ltd., the publisher of Jet Set Côte d'Azur luxury lifestyle magazine, without penalty. If you cancel your ad 4-13 days before the deadline, you are charged with 50% cost of the ad. If you cancel it 1-3 days before the magazine's deadline you are charged with 100 % cost of your ad, in despite your withdrawal.



Billing:

The ads or campaigns are billed for the contracted companies by LKG Media Ltd. Advertisements placement will be done in advance, billing only comes after the publishing. Invoices will be sent to advertiser's billing address or to the agency of the advertiser and in this case will include information reasonably specified by advertiser, such as the advertiser name, brand name or campaign name, and any number or other identifiable reference stated as required for invoicing.

Payment Date

Advertiser will make payment 15 days of its receipt of the invoice, or earlier, if the contracted customer is able to. LKG Media Ltd. accepts in advance payment even if it does not require it.



Creative Refresh

It can take up to 3 business days to implement changes you demand in repeat campaign ads. Changes cost no money, there is no charge!

Third Party Served Ads

Jet Set Côte d'Azur luxury lifestyle magazine accepts ads or campaigns from advertising agencies, called "Third Parties" who are ordering ads for their costumers and creating creative designs. In case of advertising agencies LKG Media Ltd. pays comission for their work, by mutual agreement in written form. In this case the agency acts in the name of the costumers.

Approval Process

Any ad which has not gone through the proper notification and approval process, will not appear in the ordered edition of the Jet Set Côte d'Azur luxury lifestyle magazine until all issues are resolved.



Jet Set family:

The quality and design of the Jet Set Côte d'Azur luxury lifestyle magazine will be the same as the Eastern Europe Jet Set golf and luxury lifestyle magazine, which you can check on its web site: www.jetsetmagazin.hu Click on the word RIVIERA to see the latest Eastern European edition of Jet Set or go to the archive of the site to see the last 6 years of Jet Set magazines published in English-Hungarian.

LKG Media Ltd. also has an on-line hotel booking system. Please visit www.jetsetglobetravel.com where you can book hotels in 180 countries.

Liability

LKG Media Ltd. will not be liable in connection with any placed ad for any consequential, indirect, incidental, punitive, special, or exemplary damages whatsoever, including, but not limited to, damages for loss of profits, business interruption, loss of information.

All advertising creative must perform acceptably on Jet Set Côte d'Azur magazine and adhere to these guidelines.

LKG Media Ltd. reserves the right to reject or to suspend any creative that is deemed by Jet Set Côte d'Azur magazine, at its sole discretion, to disrupt service or performance or is reported to negatively affect reader experience.

AD POLICIES



1. The advertising content must be clearly identifiable as an advertisement.

- The advertiser must fulfill the advertised offer as stated in the advertisement, including without limitation, not altering any offer periods, product offers or prices that are stated in the advertisement unless advertiser has obtained prior approval from Jet Set Côte d'Azur magazine.
- Advertisements cannot mislead the reader. For example, can not contain false messages, or fake programmes, or in case of services invalid prices.
- Advertisements cannot resemble Jet Set's content.
- Advertisements associated with politics will not be accepted.

2. Jet Set Côte d'Azur luxury lifestyle magazine, at its sole discretion, reserves the right to reject any creative for any reason.

3. Additional specifications that amend or supersede these general guidelines may apply for individual ad products.

Jet Set Côte d'Azur specifications comply with the standards established by the international media.

What is clearly not appropriate?

- A direct business competitor of Jet Set Côte d'Azur luxury lifestyle magazine
- Unauthorized or unapproved use of Jet Set Côte d'Azur creative assets (such as logos, characters, etc.)
- Gun advertisements (fire arms, bullets, etc.)
- Pornography advertisements (sex ads, sex massage ads, etc.)
- Potentially slanderous or libelous content
- Illegal drug advertisements (marijuana, etc.)
- Bad language, body parts, proxies for bad language
- Graphic violence

What may be considered inappropriate and will be reviewed on a case-by-case basis?

- Involves an advertiser in a category where jet Set Côte d'Azur luxury lifestyle magazine has previously granted exclusive rights to another party
- Unreasonable or highly unlikely product or service claims
- Tobacco advertisements (cigarettes, cigars, pipes, chewing tobacco, etc)
- Gambling advertisements (excluding state lotteries, sweepstakes and fantasy leagues)





1. How long does it take to launch an ad or a campaign?

If you want to order an ad at first you have to check in which magazine you want to publish it: April, July or September 2014 edition?

It typically takes 3-5 days if you are providing the ads. It takes 7 business days if we are creating ads or a page. Third-party creative require a lead time of 5 business days, upon receipt of creative, for testing and implementation. While we strive to process ad creative as quickly as possible, this lead time provides the opportunity to identify, address and resolve creative issues before implementation to the magazine.

2. Is it possible to bring in new creative during a campaign?

Yes. If you order a campaign to all the three editions of the year of Jet Set Côte d'Azur magazine, you can change the creatives. magazine by magazine. If you are providing the ads, or LKG Media Ltd. recreating ads for you, by your order it has no additional fee. Production cost will be not charged.

3. How many times and when can I change my creative?

You may change your creative during your campaign at any time, as long as you keep in mind the deadline of two weeks before publishing.

CREATIVE QUESTIONS

1. What if I don't have the creative needed for my campaign? Do you design ads for campaigns?

Yes, we can design the creative elements of your ad. Please discuss this with your ad sales rep., and we can incorporate your design request into your Order Form.

2. If we'd like you to design an ad, what information do you need from us?

We need 3-7 images in high resolution jpg format, the offer you wish to promote in word document, and your logo.

TECHNICAL QUESTIONS

1. What size creative should I send?

Larger sizes are encouraged because it gives us more room to work with. EPS files are ideal. We prefer JPGs and TIFF files for photography. Logos/illustrations should be in PDF or EPS formats, or vector-formatted.

2. Do you accept GIFs or JPGs?

We accept both formats.

3. Do you accept Photoshop files?

Yes, in some cases, when you need us to change your text from English to Russian in your ad. Depending on the quality and size of the layers, we may or may not be able to work with the individual layers. (Do not merge the elements!) We would prefer to work from raw images.

AD OR CAMPAIGN COSTS

1. How much does a campaign cost?

We can create ads for all budgets, starting with a minimum of Euro 600/magazine edition/ad. The campaign costs will vary depending on the time frame (number of magazines) and the number of ad placements inside one magazine.

INVOICING AND PAYMENT

1. What are the payment terms?

LKG Media Ltd., requires all marketing partners to send their payments within 15 days from receipt of each invoice, which is stated on the invoice.

2. What are the methods of payment?

At this time, LKG Media Ltd. accepts money wire transfers for payment of partner's marketing invoices.

3. Where do we send our payment?

To forward payment via wire transfer, it should be sent to: LKG Media Ltd. 1162. Budapest, Avarszállás utca 43. Hungary. CIB Bank
IBAN: HU 59 1070 0330 2581 4604 5000 0005.
SWIFT: CIBHHUHB

The CIB Bank address: Budapest, 1027

Medve utca 4-14. Hungary.

EU tax number: HU12657551

4. Whom do I contact if I have a billing issue or any question?

E-mail should be sent to the Managing Director of LKG Media Ltd., called Gabor Kelemen.

E-mail: lkgmedia@t-online.hu

Case issues will be responded to within 24 hours of submission.

5. Do you have a Nice office, a representative on the Côte d'Azur?

Yes, we have. Nice office: 8 avenue Gallieni 06000

Nice | Tel.: +33622802213 | E-mail:

jetset.cotedazur@gmail.com | Attila Csanyi.

