

# LA GAZETTE DROUOT

MEDIA KIT / PRICES 2024

THE  
AUTHORITATIVE  
ARTS WEEKLY  
REVIEWS

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*THE ART OF COLLECTING*

*Covering history, artistic creation  
and the market, from antiquity  
to contemporary art.*

AN INSTITUTION  
IN THE  
ART MARKET  
WITH ITS FINGER  
ON THE PULSE  
OF THE LATEST  
NEWS AND TRENDS

*THE GOLD STANDARD IN THE ART MARKET*



Since it was **founded in 1891**, La Gazette Drouot has forged a reputation for delivering authoritative insights into the hottest trends.

Every Friday, the magazine can be found firmly clutched in the hands of all those who are willing to pay for their coveted artworks. Whether leading art dealers, curators or collectors, they are all driven by the same keen interest and passion for cultural heritage.

RECOGNIZED  
*EXPERTISE IN*  
APPRaising  
*AND ANALYSIS*  
OF WORKS  
OF ART

## *E V E R Y    Y E A R*

*45 issues*  
*Thousands of articles*  
*A substantial image bank*



La Gazette Drouot showcases a continually updated range of surprising discoveries that are guaranteed to capture the interest of experts and amateurs alike.

# PROMOTING YOUR SALES THROUGH THE WRITTEN WORD

*Specialized information focusing  
on works of art and their market,  
aimed at a premium readership actively  
engaged in the art market.*

ART & ENCHÈRES | EN COUVERTURE

# Une invitation à l'admiration

Avec ce portrait de jeune femme, **Mary Cassatt** livre un condensé de ce que l'impressionnisme a donné de mieux à l'art.



# THE AUTHORITATIVE MAGAZINE DELIVERING HIGH PERFORMANCE

*One of the leading Art magazines  
targeting incomes above €122,000*

La Gazette Drouot's status as a luxury magazine can be credited to its mixed, urban and high-income readership. Above all, our collectors are driven by their appreciation for beauty and their unwavering passion.

They collect over multiple eras and believe in mixing and matching, whether buying African art, Renaissance artwork, contemporary pieces or works from classical antiquity.

Their goal is sustaining and passing on their success through art.

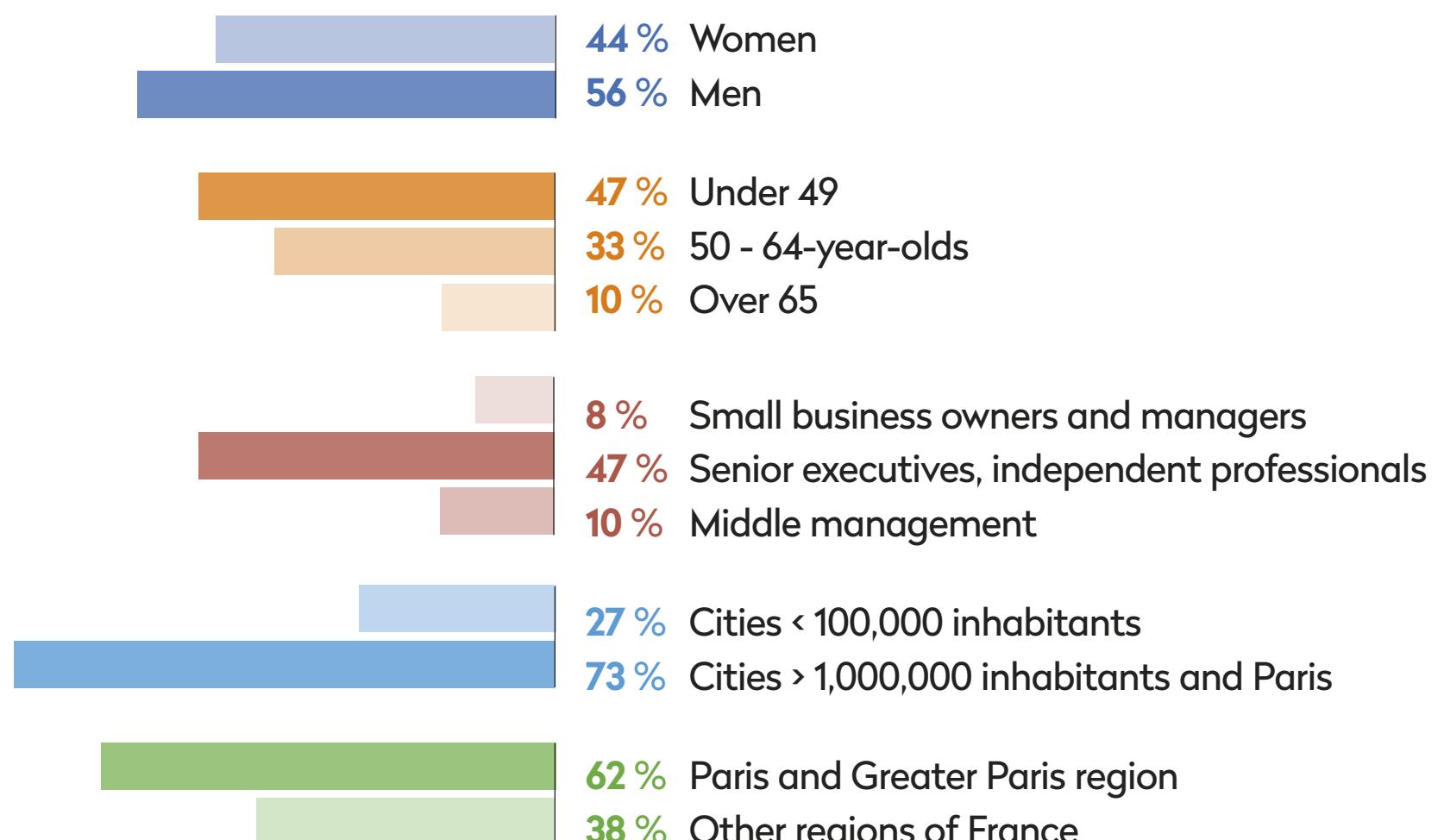
**+4.92 %**

Paper subscribers  
Global press market -10%  
Art Culture press -14% in 2020

**80%**

## PRIVATE CUSTOMERS

*Independent professionals  
Executives  
Company managers*



**20%**

## PROFESSIONALS

*Auctioneers  
Experts  
Art dealers*

Review examined at the OJD publishing office / Ipsos France  
review for the high-income segment

**120,000**

## READERS EVERY WEEK

including 64% from the high-income bracket

Mixed readership: 44% women and 56% men

A weekly print run of **24,000 copies**

Circulation rate of **5**

# PRINT LOCATIONS AND PRICES

Formats and elements to be provided,  
refer to the La Gazette Drouot technical guidelines.

(1) FRONT SECTION: BEFORE THE AUCTION SCHEDULE  
(2) MIDDLE SECTION: AFTER THE AUCTION SCHEDULE

PRICES ARE NOT INCLUDE TAX (VAT @ 20%)

## AUCTION ADVERTISEMENT

FORMAT	FRONT SECTION <sup>(1)</sup>	MIDDLE SECTION <sup>(2)</sup>
Quarter page	-	€710
Half page	€1,560 €	€980
Full page	€2,700 €	€1,660

## INSTITUTIONAL ADVERTISEMENT

FORMAT	FRONT SECTION	MIDDLE SECTION
Half page	€2,746	€2,069
Full page	€4,576	€3,451

## PREFERENTIAL PLACEMENT

FORMAT	3 COVER	4 COVER
Full page	€2,700	€3,100



## TECHNICAL COSTS

### DTP ARTWORK

Creation of your sale advertisement by La Gazette Drouot:  
Artwork, color, corrections and proof

Full page	€320
Half page	€240
Quarter page	€150
Advertisement without a photo (full, half or quarter page)	€80

### PAGE PROVIDED

Handling costs: full page, half page, quarter page	€60 per publication
Remedial costs if non-compliant file (see technical guidelines)	€100 per page

PRICES ARE EXCLUSIVE OF TAX (VAT @ 20%)

Formats and elements to be provided:  
refer to the La Gazette Drouot technical guidelines.

monde avec



ENVENTE

[Voir toutes les ventes](#)

Calendrier des ventes   Enchères à la une   Marché de l'art   Art et Patrimoine   Personnalités   Abonnez-vous

Calendrier des ventes   Enchères à la une   Marché de l'art   Art et Patrimoine   Personnalités   Abonnez-vous

**Fil d'actus** [Voir toutes les actus](#)

14 juin 2018 — 10:45  
Adjugé 1 443 820 €. La bataille de dinosaures au Wyoming annoncée a bel et bien eu lieu à Drouot !

14 juin 2018 — 09:30  
Calendrier des ventes  
dispersion de 4 000 vinyles de jazz.

14 juin 2018 — 07:33  
Le Printemps Asiatique Paris, c'est également à Drouot, où dix maisons de ventes organisent du 7 au 17 juin des vacances spécialisées.

[Voir toutes les ventes](#)

# GAZETTE DROUOT .COM

THE BENCHMARK SITE  
FOR THE ART MARKET

A

# DIGITAL STRATEGY

## IMMEDIATE PERFORMANCE

*The gazette-drouot.com website features the entire print content, as well as an interactive schedule, auction results, catalogs, salerooms, archives since 2002, and more besides. The website is available entirely in French and includes an English version.*

200,000  
USERS/MONTH

200,000  
REGISTERED USERS

2,000,000  
PAGE VIEWS

+18.23%  
SUBSCRIBERS

55% men  
and 45% women  
18-45 years – 49%  
high-income bracket



# SHOWCASING YOUR SALE \*

## YOUR LISTED SALE

The auction schedule: boasting over 200,000 visitors/month, the calendar is the key source of information for auction professionals and enthusiasts.

The screenshot shows the homepage of **LA GAZETTE DROUOT**. At the top, there's a search bar and social media links. Below it, the main navigation menu includes 'Rechercher un article, un lot, une vente', 'Calendrier des ventes', 'Enchères à la une', 'Marché de l'art', 'Art et patrimoine', 'Personnalités', and 'Abonnez-vous'. The main content area is titled 'Agenda des ventes' and shows a list of upcoming auctions. One listing for 'Serge Poliakoff' has a red circle around the 'Voir la Pub' button.

This image shows a detailed view of a magazine article. The title is 'Serge Poliakoff, ou le silence habité'. The text discusses his modernist compositions. It includes a large image of a painting and several smaller images of other artworks. On the right side, there are sidebar sections like 'Vous aimerez aussi' and 'Fil d'actus'.

## YOUR PRINT ADVERTISEMENT

"View the ad":  
this tool gives your print advertisement greater exposure.

## YOUR DEDICATED EDITORIAL

The editorial section includes a presentation incorporated into the schedule, and often articles featuring a more in-depth set of ads and results.

\* Free service subject to taking out a paid publication in the magazine

# YOUR ONLINE CATALOG \*

## ONLINE CATALOG

Combine your advertisement with  
an online catalog

Boost your auction's visibility by publishing  
your catalog online on **gazette-drouot.com**.

The screenshot shows the homepage of **LA GAZETTE DROUOT**. The main navigation bar includes links for 'Rechercher un article, un lot, une vente', 'FR', social media icons, and 'Abonnez-vous'. Below this is the 'Agenda des ventes' section. It lists two sales: 'DIMANCHE 17 JANVIER 2021' (Livres anciens et modernes) and 'LUNDI 18 JANVIER 2021' (Tableaux modernes et contemporains). The 'LUNDI 18 JANVIER 2021' section is circled in red, highlighting the 'Enchérir' button at the bottom right of the auction details.

The screenshot shows the online catalog page for the 'L'Esprit du XXe siècle' auction. It displays a grid of auction items, including various pieces of furniture like chairs and tables. A large red heart icon is overlaid on the catalog grid, indicating a bid has been placed on one of the lots.

## BID BUTTON

The "Bid" feature is shown next to your sale,  
in the online catalog and on each lot.

### "Bid" redirection button

This feature redirects your Live  
or Online auction to the site of your choosing.

\* Premium service, see price list

# DIGITAL PRICES

## ONLINE CATALOG

*Boost your auction's visibility  
on the gazette-drouot.com*

If you take out an advertisement  
in **La Gazette Drouot** (from half a page),  
the catalog and redirection will be **€1,000 instead of €2,000**

CATALOG	CATALOG + REDIRECTION	PRINT + CATALOG + REDIRECTION
Online catalog on the gazette-drouot.com	Online catalog on the gazette-drouot.com  + Redirection Bid button  <a href="#">Enchérir</a>	Online catalog on the gazette-drouot.com  + Redirection Bid button  <a href="#">Enchérir</a>
€1,000	€2,000	€1,000

\* Catalogs uploaded by the auctioneer's office - Uploaded by Drouot: + €150

See terms and conditions of sale on page 17

PRICES ARE EXCLUSIVE OF TAX (VAT @ 20%)

# DIGITAL PRICES

## NEWSLETTER EMAIL CAMPAIGN

*Insert your banner in our two weekly newsletters:*

*La Gazette Drouot (43,500 subscribers) and  
Gazette Drouot International (22,000 subscribers)*

*Use an email campaign to reach  
out to several subscribers according to their fields  
of interest, i.e. paintings, furniture  
and objets d'art, sculptures, bronze, jewelry, etc.*

### NEWSLETTER BANNER

BOOKING	VISUAL	WITHOUT A PRINT AD	WITH A PRINT AD
Two weeks before the Friday issue date	Price per day of sale	€1,000	€800

### TARGETED EMAIL CAMPAIGN

BOOKING	THEMES	WITHOUT A PRINT AD	WITH A PRINT AD
Two weeks before the specified issue date (Monday, Tuesday and Wednesday)	Selection of three themes	€2,000	€1,000

## DIGITAL PRICES

### BANNERS AND BLOCKS

*With a total of 2 million page views every month, we offer various locations for your ads:*

*Homepage (100,000 page views/month)*

*Auction schedule (500,000 page views/month)*

*Themes: art market, etc.*

#### Homepage banner

LOCATION	DURATION	EXCLUSIVE	ROTATION*
Location top	3 days	€1,500	€900
	7 days	€3,200	€2,000
Location central	3 days	€1,350	€750
	7 days	€2,900	€1,500

#### Auction schedule banner

LOCATION	DURATION	EXCLUSIVE	ROTATION
Location top	3 days	€1,800	€1,200
	7 days	€4,000	€2,500

#### Homepage and rubric block

EMPLACEMENT	DURATION	WITHOUT A PRINT AD	WITH A PRINT AD
News feed, sections art market, Art and Heritage	3 days	€900	€750
	7 days	€1,900	€1,500

\* Rotation : maximum de 3 publicités

# PRINT + DIGITAL PACK

DROUOT.COM

+

GAZETTE-DROUOT.COM

*For Live or Online customers on drouot.com  
who purchase a print advertisement  
in La Gazette Drouot*

**-10%**  
**DISCOUNT**  
**ON YOUR EMAIL CAMPAIGN  
AND BANNERS**

Print advertisement + Live or Online sale	According to current prices
<b>BENEFITS WITH ONLINE ADVERTISEMENTS</b>	
Your catalog published on gazette-drouot.com	Free
Redirection of your sale to drouot.com	Free
Targeted emails	<del>1000 €</del> €900
Newsletter banners	<del>800 €</del> €720
Banners on gazette-drouot.com	Prices according to location and duration

# STANDARD TERMS AND CONDITIONS OF SALE

ADVERTISING SPACE  
ON THE WWW.GAZETTE-DROUOT.COM  
WEBSITE AND THE WEEKLY MAGAZINE  
"LA GAZETTE DROUOT"

## 1. DEFINITIONS

**@auctionspress** : Advertising Spaces and online Catalog publications are sold by @auctionspress, a limited liability company with a capital of €140,800, whose registered office is located at 18 boulevard Montmartre, 75009 Paris, France, incorporated in the Paris Register of Companies under number 682 004 318, represented by Olivier Lange in his capacity as Chief Executive Officer.

@auctionspress publishes the weekly magazine "La Gazette Drouot" and the website [www.gazette-drouot.com](http://www.gazette-drouot.com), which specialize in the latest Art Market news and auctions. @auctionspress allows users to purchase Advertising Space within the Magazine and this website.

**Buyer:** an advertiser or an advertiser's agent who is interested in purchasing Advertising Space in the Magazine and on the Website, and publishing Catalogs on the Website. The advertiser may be a professional in the Art Market or any other professional advertiser.

**Advertisement:** message or feature promoting an auction, event, brand, product or service marketed by the Buyer in the Magazine and on the Website.

**Sponsored Article:** The Buyer has the option of asking to insert an article presenting one of its news items in La Drouot Gazette's English-language newsletter sent out weekly to all Website users who have agreed to receive newsletters in the settings of their personal account.

**Translated Article:** The Buyer has the option of requesting an English translation of an article presenting one of its news items on the Website.

**Banner Ad:** message or feature promoting a brand, product or service marketed by the Buyer. A Banner Ad is published subject to the availability of the Website and the weekly newsletters.

**Purchase Order:** document to be completed, signed and returned by the Buyer and which summarizes the Catalogs purchased or the Advertisements that it wishes to publish (print or online) in the purchased Advertising Spaces.

**Catalog:** auction catalogs published exclusively on the Website by the Buyer. Each Catalog comprises all the lot descriptions and associated photographs, and includes the mandatory advertising notices as specified in Article R.321-33 of the French Commercial Code.

"Bid" redirect button: in the auction schedule, the Buyer has the option of ordering and installing buttons redirecting to the [www.drouot.com](http://www.drouot.com) website in case of an auction published on this website, or to any URL of their choosing only in cases where the auction is not published on the [www.drouot.com](http://www.drouot.com) website. This button is subject to the conditions set out in the price schedule in the Appendix.

Standard Terms and Conditions of Sale: these standard terms and conditions of sale.  
Advertising Space: one or more spaces for publishing an Advertisement in the Magazine

or on the Website, or an Article on the Website or in the newsletters or Targeted Emails sent from the Website.

Targeted Email: an email sent to all Website users who have agreed to receive this type of alert by checking the corresponding box in the settings of their personal account on the Website.

**Magazine:** "La Gazette Drouot" weekly magazine published by @auctionspress, in which Buyers' Advertisements are reproduced in the Advertising Spaces sold.

**Block:** message or feature promoting a brand, product or service marketed by the Buyer. A Block is published subject to the availability of the Website.

**Publicity:** a promotional message for the Buyer, whether an Advertisement, Banner Ad or Block.

**Website:** the [www.gazette-drouot.com](http://www.gazette-drouot.com) website published by @auctionspress and containing the Advertising Spaces sold.

## 2. SCOPE

The purpose of the Standard Terms and Conditions of Sale is to sell Advertising Space in the Magazine or on the Website, or Catalogs on the Website, to the Purchaser in accordance with the technical and financial terms and conditions defined hereinafter.

As such, @auctionspress disclaims any and all liability for any other services outside the scope of these Standard Terms and Conditions of Sale.

## 3. ACCEPTANCE OF THE STANDARD TERMS AND CONDITIONS OF SALE

Each Buyer must read and indicate their unconditional acceptance (by means of a checkbox) of these Standard Terms and Conditions of Sale, which are sent to them by @auctionspress when completing the Purchase Order. As such, Buyers unconditionally and irrevocably agree to comply with the terms and conditions while their Advertisements are published in the Magazine and while their Catalogs are published online.

If Buyers disagree with all or part of the Standard Terms and Conditions of Sale, they shall refrain from buying Advertising Space and publishing Catalogs on the Website.

## 4. EFFECTIVE DATE

The Standard Terms and Conditions of Sale take effect on March 1, 2022, and will remain applicable throughout the period that the Advertising Spaces and Catalogs are published. They apply to all Advertising Space or Catalog purchases subscribed by the Buyer from @auctionspress. If either Party terminates the publication before the expiration date,

these terms and conditions will continue to apply until the last requested purchase for an Advertising Space or Catalog has been fulfilled.

## 5. PROCEDURE FOR FULFILLING ORDERS

To place orders for Advertising Space or Catalogs, the Buyer must contact the @auctionspress Advertising Department, whose contact details are provided in Article 23.

The @auctionspress Advertising Department notifies the Buyer of the applicable prices and the technical guidelines depending on whether the Buyer is an Art Market professional, as well as a Purchase Order specifying the elements relating to the Buyer's profile and order (company name, EU VAT number, billing address, telephone number, email address, fax, contact details of the Buyer's representative, acceptance of the Standard Terms and Conditions of Sale, type and price of the requested Advertising Space or Catalog, and publication duration), which must be returned by email with the graphic elements constituting the Advertisement no later than 15 working days before publication on the Website or no later than one week before the publication date of the Advertisement in the Magazine.

The Buyer agrees to provide true and honest information and notify @auctionspress of any changes to the information. Therefore, the Buyer acknowledges that any fraud will constitute a violation of these Standard Terms and Conditions of Sale, which may result in the requalification or suspension of the Buyer's purchases at any time at the sole discretion of @auctionspress.

Once the Purchase Order has been received by @auctionspress, the order will be detailed in a summary specifying the items ordered by the Buyer. Subsequently, the Buyer validates the order.

Any validated Purchase Order is deemed to be firm and final, and the Buyer may in no way terminate the Purchase Order.

The Buyer must comply with the technical guidelines when delivering any constituent element of an Advertisement.

## 6. IMPORTING AND PUBLISHING CATALOGS ONLINE

The Buyer asks to import the Catalogs by sending them to Hyria, the @auctionspress provider responsible for creating auctions and importing Catalogs.

The Parties expressly agree that all Catalogs and content from the Buyer are considered to have been submitted for publishing online and are invoiced in accordance with the price schedule available in the Appendix.

Hyria carries out the necessary checks, excluding the information contained in the Catalogs and especially the lot descriptions, and publishes the sale on the Website.

Hyria sends the Buyer a publication report that summarizes the sale parameters.

The Buyer is responsible for checking that the publication report conforms to the order.

If no objections are received from the Buyer concerning the publication report within three (3) working days of issue, the parameters of the sale are deemed to have been approved by the Buyer.

## 7. @AUCTIONSPRESS' OBLIGATIONS

@auctionspress agrees to publish in the Magazine and on the Website according to the technical guidelines as well as the guidelines displayed on the Website. @auctionspress agrees to take the necessary measures to ensure the permanent, continuous and high-quality service of the Website and is consequently bound to use its best efforts.

@auctionspress will endeavor to maintain access to the Website and the email server used to transmit Advertisements 24 hours a day, every day of the year, except in cases of force majeure such as defined in Article 14 herein or by reason of maintenance operations, updates or technical improvements, or where required to change the content and/or presentation.

Wherever practicable, @auctionspress will send the Buyer prior notice of any maintenance operations or updates. The Buyer hereby agrees to waive any claims against @auctionspress in respect of the performance and operation of the Website or email server.

Similarly, @auctionspress shall not be held liable for any malfunctions, access issues or performance issues when using the Website that can be attributed to unsuitable hardware, disruptions by the Buyer's Internet access provider, congested Internet traffic and/or any other incidents beyond @auctionspress' reasonable control.

@auctionspress markets the Advertising Space or Catalog specified on the Purchase Order signed and transmitted by the Buyer.

@auctionspress agrees to provide the Buyer with the agreed Catalogs and Advertising Space, and insert the Advertisements submitted by the Buyer.

@auctionspress agrees to publish, via Hyria, the Advertisements and Catalogs requested by the Buyer on the Website according to the specifications provided.

@auctionspress agrees to provide the print and click statistics if expressly requested in writing by the Buyer before the Advertisements were published at the time of delivering the elements.

## 8. BUYER'S OBLIGATIONS

The obligations binding on the Buyer are absolute obligations. Their fulfilment will directly and completely determine @auctionspress' proper performance of its own obligations.

In the event of a total or partial breach of these obligations, @auctionspress may not be held liable for any reason whatsoever.

### 8.1. Publicity-related Obligations

The Buyer agrees to follow the indications given by @auctionspress concerning the Advertisements to be published on the Website or in the Magazine. The Buyer agrees to provide @auctionspress with Advertisements that meet the relevant quality criteria and the technical specifications for the media.

Otherwise, @auctionspress will not be held responsible for any poor quality in the reproduction of the inserted Advertisements.

**The Buyer agrees to provide the following elements:**

- Creation and redirection link no later than 15 working days before the publication date for the Advertisement.
- The Advertisement must be sent to @auctionspress before 12 pm on the Friday prior to the publication date in the Magazine (excluding public holidays, where deadlines will be brought forward by one day).

Any subsequent modification may be refused or invoiced in accordance with the price schedule.

Buyers (natural persons or companies) organizing auctions are required to send a redirection link to the web page containing the catalog of the auction associated with the Advertisement published on the Website.

The buyer is informed that when the advertised auction is published on the www.drouot.com website, the "Bid" redirection button may only redirect to that site.

In addition, the Buyer agrees to ensure that the Advertisements provided to @auctionspress for integration into the Advertising Space comply with the editorial guidelines. If applicable, @auctionspress may refuse to disseminate any Advertisements that fail to meet the said guidelines, provided that it sends prior notice thereof to the Buyer in writing.

The Buyer agrees to pay @auctionspress according to the provisions defined in Article 10 of the Standard Terms and Conditions of Sale.

**The Buyer agrees to ensure that the Advertisements:**

- Do not reproduce the @auctionspress brand without prior written authorization from @auctionspress.
- Are truthful, are not contrary to decency and do not undermine human dignity.
- Do not discriminate on grounds of race, sex or nationality, do not contain any scenes of violence, and do not encourage behavior that is dangerous to health, endangers the safety of people and property, or is harmful to the environment.
- Do not contain any elements that are likely to offend subscribers' religious, philosophical or political beliefs.

- Do not contain allegations or accusations in any form whatsoever, or indications or presentations that are false or likely to mislead consumers.
- Do not cause any psychological or physical harm to minors and especially do not directly encourage them to purchase a product or service by exploiting their inexperience or gullibility, persuade their parents or third parties to purchase the products or services concerned, exploit or alter the special trust that minors have in their parents, teachers or other persons, or depict children in hazardous situations without justifiable reason.
- Do not use subliminal techniques.
- Respect privacy and personality rights.
- Comply with the French Data Protection Act of January 6, 1978 and French Act no. 94-665 of August 4, 1994 on the use of the French language.
- Comply with the provisions governing certain prohibited or regulated advertising, and provisions ensuring the protection of public order.
- Comply with the recommendations issued by the RRPP (French Advertising Regulatory Authority) in such a way that @auctionspress may under no circumstances be held liable.
- Do not violate the editorial guidelines of the Website and Magazine. Compliance with the guidelines will be determined at the sole discretion of the Publication Director and editorial team.

If the Order Form is made out in the name and on behalf of the advertiser by a professional intermediary involved in buying advertising space (hereinafter an "Agent") pursuant to a written mandate agreement, the Agent agrees to comply with the provisions of French Regulation no. 93-122 of January 29, 1993 on anti-bribery and transparency in economic life. As such, the Agent must be able to present @auctionspress with a mandate certificate at any time.

The Agent agrees to act on behalf of the Buyer in strict compliance with these conditions and its mandate.

The Agent agrees to settle invoices on the due dates when payment is not made directly by the Buyer.

## **8.2. Obligations relating to Catalogs published on the Website**

Catalogs will not be published online within less than 48 hours from the date on which they are sent in full to Hyria.

The Buyer agrees to comply with the best practices specified by Hyria for publishing Catalogs online.

Catalogs can be viewed on the Website until midnight on the day of the auction.

The Buyer is solely responsible for the lot descriptions featured in the Catalogs and agrees to carry out a thorough check of the descriptions when importing the Catalog.

In particular, the Buyer shall ensure that lot descriptions satisfy the provisions laid down by French Regulation no. 81-255 of March 3, 1981 on the elimination of fraud relating to transactions for works of art and collectables. The Buyer is solely responsible for using one of the qualifying terms specified in the aforementioned Regulation to describe the lots.

The Buyer agrees to only publish Catalogs online relating to lawful lots which are available immediately, do not undermine public order or decency, and do not infringe any rights, and for which it has the full right to sell.

The Buyer accepts that some lots, due to their nature, may not be paid on the Platforms (weapons, materials derived from protected species, etc.), failing which orders will be suspended according to the conditions in Article 15.

The Buyer also acknowledges that it is forbidden from publishing the sale of any objects whatsoever relating to the Nazi regime and the Third Reich.

The Buyer is reminded that if the sale relates to a series of items, the lot must be described as a single lot followed by the inscription "[quantity available: NN]". For the sale of the remaining lots, new lot forms must be created. As a general rule, any misuse of the system or any use that could mislead bidders is prohibited.

If the Buyer becomes aware that one of these requirements is contravened after a Catalog has been published online but before the auction has been completed, it agrees to inform @auctionspress accordingly and immediately remove the infringing information and inscriptions.

The Buyer's standard terms and conditions of sale must include all the information required for informing bidders in accordance with Article L. 221-5 of the French Consumer Code.

In the event of a total or partial breach of the aforementioned obligations, @auctionspress will have the right to suspend, at any time and without prior notice, the publication of the Advertisements failing to meet the conditions set forth in Article 15.

## **9. RESPONSIBILITIES AND LIMITATION OF LIABILITY**

The Advertisements and Catalogs are published under the Buyer's sole responsibility, and @auctionspress is consequently released from all liability.

As such, the Buyer must be insured to cover the consequences of its civil liability when publishing Catalogs and Advertisements.

The Buyer agrees to indemnify @auctionspress for any harm incurred and shall hold @auctionspress harmless against any claims based on the said Catalogs and Advertisements.

@auctionspress is only subject to a best-efforts obligation. Consequently, it may not be bound by any obligation to guarantee the success of the Buyer's advertising campaign.

@auctionspress disclaims all liability in any respect whatsoever for indirect damage, such as loss of business, loss of income or financial loss, in connection with a third-party claim, or any loss arising or resulting from the Advertisements, even if @auctionspress had previously received notice thereof, as well as damage caused to people or property not the subject matter of the Standard Terms and Conditions of Sale.

In addition, @auctionspress shall in no way be liable for losses incurred by the Buyer.

In any event, if @auctionspress is held to be liable in any manner whatsoever, the total amount of compensation that @auctionspress may be required to pay to the Buyer shall not exceed the initial pre-discount amount that @auctionspress would have received under these Standard Terms and Conditions of Sale, irrespective of the legal basis for the claim and the procedure used to bring the claim.

@auctionspress may not be held liable more than one (1) month after the Advertisement is first published in the Magazine or on the Website.

### **@auctionspress may in no way be held liable for any breach of its obligations:**

- By reason of force majeure, such as defined in Article 14
- Due to an act by a third party
- Due to damage arising in whole or in part from a breach by the Buyer of its own contractual obligations

## **10. PRICES AND PAYMENT TERMS**

### **10.1. Prices**

@auctionspress markets all the Advertising Spaces and Catalogs accessible on the Website and in the Magazine.

The pre-tax Price of the Advertisements and Catalogs is specified in the price schedule presented in the Appendix and varies according to whether the Buyer is an Art Market professional.

In the event of a change to the price schedule in the Appendix, the new schedule will become effective in the month following the modification and after the Buyer has been notified of the new Standard Terms and Conditions of Sale.

### **10.2. Payment terms**

For Buyers in France, the Price of all the Advertising Spaces and Catalogs purchased over a period of one week is billable on a weekly basis.

For overseas Buyers, the Advertisements and Catalogs are billable on the day of placing the order.

Payment by Buyers in France must be made within forty-five (45) days of the end of month in which the corresponding invoices are issued, i.e. by adding 45 days to the end of the month

in which the invoice is issued, by wire transfer, bank check or any other means for transferring the funds to @auctionspress.

Payment by overseas Buyers must be made when ordering the requested Catalogs and Advertisements. If payment is not made, the Catalogs and Advertisements will not be published on the Website by @auctionspress or will not be published in the Magazine.

If the invoice is not paid in full or only in part within the specified period, the Buyer may become subject to the imposition of a late payment penalty, accruing interest at three (3) times the then current legal interest rate.

This penalty will be calculated on the amount, including tax, of the outstanding sum and will accrue from the payment due date without any prior notice.

In addition to the late payment penalties, any sums that are not paid by their due date will automatically incur a fixed charge of forty (40) euros to cover collection costs.

If no payment is made within the time specified above, @auctionspress may suspend the Advertisements for future orders. Implementing this clause will not release the Buyer from its obligation to pay the due invoices.

#### **10.3. Professional discounts**

@auctionspress agrees to grant a discount to Buyers using an Agent (Advertising Agency) exclusively on the commercial rate. The amount of the professional discount is 15% (fifteen percent) and applies to the pre-tax amount due for publishing the Buyer's Advertisement.

To qualify for this discount, the Agent must send a copy of its mandate to @auctionspress prior to publishing the Advertisement.

#### **11. DURATION OF THE ADVERTISEMENT OR CATALOG**

Advertisements and Catalogs are published on the Website for the duration specified in the Purchase Order and confirmed by @auctionspress.

For Advertisements appearing in the Magazine, the publication date is agreed by the Parties in the Purchase Order and confirmed by @auctionspress.

#### **12. PERSONAL DATA**

@auctionspress and Buyers agree to comply with applicable regulations governing the processing of personal data and especially Regulation (EU) 2016/679 of the European Parliament and of the Council of May 25, 2018 (hereinafter the "GDPR") and the French Data Protection Act 1978, as amended.

As the controller, @auctionspress is required to collect and process Buyers' personal data for the purpose of providing Advertisements and a customer file, as well as direct marketing.

The methods for processing personal data are available in the Administration Interface privacy policy available from the @auctionspress Advertising Department.

#### **13. INTELLECTUAL PROPERTY**

The Buyer warrants and represents that it has full title and ownership of all the documents, texts, images and generally all the data or information of any kind whatsoever inserted in the Advertisements and Catalogs sent to @auctionspress, or that it has at least obtained the necessary rights for @auctionspress to use and incorporate such elements into the Advertising Space.

Throughout the print or online publication of the Advertisement or Catalog, the Buyer grants @auctionspress a personal, non-exclusive, non-assignable and non-transferable right to use the contents and in particular the right to reproduce and exploit the images appearing in the Advertisements and Catalogs published in the Magazine and on the Website according to the provisions specified in the Standard Terms and Conditions of Sale, as well as the Buyer's name and logo.

The Buyer grants @auctionspress the right to reproduce and represent the Advertisements and Catalogs on all or part of the Website. As such, @auctionspress is especially authorized to modify the said Advertisements or Catalogs to comply with the Website's style guide and/or align them with their technical constraints and performance.

@auctionspress reserves the right to reject and remove any Advertisements or Catalogs violating these provisions. Publishing an Advertisement in the Magazine or on the Website shall in no way be a substitute for ADAGP membership (French society for the collection and distribution of copyright in the field of graphic and plastic arts) or any other collective copyright management organization.

If @auctionspress removes an Advertisement or Catalog for any reason whatsoever, the Buyer shall be responsible for such removal and its consequences.

The Buyer shall hold @auctionspress faultless against any third-party claims relating to the ownership of the Advertisements and the freedom for their use and exploitation. In this respect, the Buyer agrees to ensure that @auctionspress will be free from all concern and liability with regard to the use, reproduction, adaptation, translation, loading, publication and representation of all or part of the Advertisements sent by the Buyer.

The Buyer agrees to indemnify and hold @auctionspress harmless against any convictions handed down by a final or immediately enforceable court decision that may be awarded against @auctionspress due to the said Advertisements provided by the Buyer under the order. The same shall apply to any sums paid by the Buyer as part of a transaction that is intended to bring an amicable resolution to a dispute based on the Advertisements provided by the Buyer under the order.

#### **14. FORCE MAJEURE**

Neither Party will be liable for any delay or failure in fulfilling the orders if such delay or failure is caused by an event beyond the Party's control that could not be reasonably foreseen at

the time of approving the Standard Terms and Conditions of Sale and whose effects cannot be avoided by the appropriate measures, in accordance with Article 1218 of the French Civil Code.

The affected Party must promptly notify the other Party by registered or certified mail with return receipt requested, while indicating the type of force majeure, if it believes that the event is likely to compromise the performance of the order. The other Party will have 10 days to confirm the event. If the case of force majeure lasts for more than two (2) months, either Party may terminate the order by registered or certified mail with return receipt requested.

Throughout the event of force majeure, the Parties shall use their best efforts to minimize the effects on the proper publication of the Advertisements.

Once the event of force majeure has ended, the affected Party must immediately inform the other Party by registered or certified mail with return receipt requested and resume performance of the affected obligations within a reasonable period of time.

If the affected Party is prevented from performing only part of the order following an event of force majeure, it will still be liable for performing the unaffected obligations, as well as its payment obligations.

The times agreed between the Parties will be automatically deferred according to the duration of the force majeure event.

#### **15. SUSPENSION OF ADVERTISEMENT AND CATALOG ORDERS**

@auctionspress reserves the right to automatically remove, without compensation, any Advertisement from the Magazine or Website, or any Catalog from the Website ordered by the Buyer in the event of a serious and/or repeated breach by the Buyer of the Standard Terms and Conditions of Sale, and such breach has not been cured or remedied within fifteen (15) days of receiving notice thereof by email from @auctionspress.

In the email, @auctionspress warns the Buyer of the risk that current and future orders may be suspended.

##### **@auctionspress may suspend orders in the following cases:**

- In the event of fraud or attempted fraud when ordering Advertising Space or Catalogs.
- In the event of improper use or misappropriation of Advertisements or Catalogs.
- If the requested Advertisement violates the editorial policy of the Website or Magazine.
- In case of failure to pay the invoices relating to orders for Advertising Space or Catalogs.
- More generally, if the Buyer fails to comply with the provisions specified in the Standard Terms and Conditions of Sale.

In any event, when a Buyer breaches the Standard Terms and Conditions of Sale or more generally applicable laws and regulations, @auctionspress reserves the right to suspend the orders for a period of three (3) years and prohibit the Buyer from placing further orders, without prejudice to @auctionspress' right to take legal action.

The Buyer will then receive email notification that its current and future orders have been suspended.

## 16. NO EXCLUSIVITY

@auctionspress does not guarantee any exclusivity to the Buyer when placing an order. The Buyer's attention is particularly drawn to the fact that other buyers may issue requests at any time to insert Advertisements in the Magazine or on the Website that compete with the Buyer's Advertisements in adjacent or adjoining Advertising Spaces during the same period.

The Buyer hereby waives any liability claims against @auctionspress due to the lack of exclusivity, which it acknowledges having accepted in full.

## 17. ASSIGNMENT

The contract for purchasing Advertising Spaces or Catalogs is entered into on a personal basis, and neither Party may assign its rights and obligations arising hereunder in any way or form whatsoever (through a business disposal, asset contribution, merger, universal transfer of assets or any other transformation) without prior written authorization from the other Party, which may only refuse the contract on legitimate grounds.

Notwithstanding the foregoing, each Party may freely assign the rights and obligations arising from these Standard Terms and Conditions of Sale to any of that Party's affiliates.

## 18. AMENDMENTS TO THE STANDARD TERMS AND CONDITIONS OF SALE

@auctionspress reserves the right to amend and update the Standard Terms and Conditions of Sale at any time. Buyers are informed of the new Standard Terms and Conditions of Sale when placing their order.

## AUCTIONSPRESS

18, Boulevard Montmartre - 75009 Paris - France - Tel. +33 (0)1 47 70 93 00 - [www.gazette-drouot.com](http://www.gazette-drouot.com)

Auctionspress, limited liability company with a capital of €140,800 - Incorporated in the Paris Register of Companies under no. B 682 004 338 (1968B00433) - SIREN 682 004 338 - NACE Code: 221 E SIRET 682 004 338 00062  
Company governed by the Law of July 24, 1966 and the Regulation of March 23, 1967 on commercial companies.  
EU VAT number FR 77 682 004338.

Buyers refusing the amendments agree to cease buying Advertising Space or Catalogs.

Any amendment to the Standard Terms and Conditions of Sale does not grant Buyers any entitlement to compensation for any reason whatsoever.

## 19. SEVERABILITY

In case of a difference in interpretation between any one of the headings and the associated provisions, such heading will not be deemed part of these Standard Terms and Conditions of Sale.

If a provision of the Standard Terms and Conditions of Sale is held to be invalid or unenforceable by a court of competent jurisdiction, the other provisions will remain in full force and effect, provided that the economic benefit of the Standard Terms and Conditions of Sale is not altered.

The Parties shall replace the invalid clause with another valid clause closely approximating the original intent of the Parties.

If either Party fails to exercise or enforce any legal right or remedy following a breach by the other Party of any one of its obligations in the Standard Terms and Conditions of Sale, it shall not be construed as a waiver, and such rights and remedies will remain available to the injured Party for any subsequent breaches.

## 20. DISPUTE RESOLUTION

In the event of a dispute relating to the Standard Terms and Conditions of Sale, including their interpretation, performance and termination, as well as their post-contractual obligations, they agree to use their best efforts to reach an amicable solution.

## 21. JURISDICTION AND GOVERNING LAW

These Standard Terms and Conditions of Sale will be governed by and construed in accordance with French law.

If the Parties fail to reach an amicable settlement, Paris Commercial Court will have exclusive jurisdiction and venue, notwithstanding multiple defendants or third-party proceedings, including injunctive remedies by summary or ex-parte proceedings, or opposition to a court payment order.

Only the French version of the Standard Terms and Conditions of Sale will control. Any English translation of the Standard Terms and Conditions of Sale is provided to Buyers for information purposes only.

## 22. PLACE OF RESIDENCE

For the performance of the Standard Terms and Conditions of Sale and its appendices, the Parties' addresses for service are their respective registered offices or the addresses specified on the Purchase Order completed and signed by them. Any change of address must be notified to the other Party by registered or certified mail with return receipt requested.

## 23. CONTACT

The @auctionspress team is available to address any anomalies or failures affecting orders for Advertisements.

Buyers can contact the @auctionspress Advertising Team at the following address:

@auctionspress  
18 boulevard Montmartre - 75009 Paris - France  
Tel: +33 (0)1 47 70 93 00 - [gazettedrouot@drouot.com](mailto:gazettedrouot@drouot.com)

Hannah Jeudy: [hjeudy@drouot.com](mailto:hjeudy@drouot.com)  
Séverine Colin: [scolin@drouot.com](mailto:scolin@drouot.com).

# LA GAZETTE DROUOT

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**La Gazette Drouot**  
18, boulevard Montmartre  
75009 Paris  
+33 (0)1 47 70 93 00

## Contacts

Paris & Greater Paris Region, International

**Anastasia GHITU**  
+33 (0)1 47 70 97 39  
aghitu@drouot.com

Other regions of France

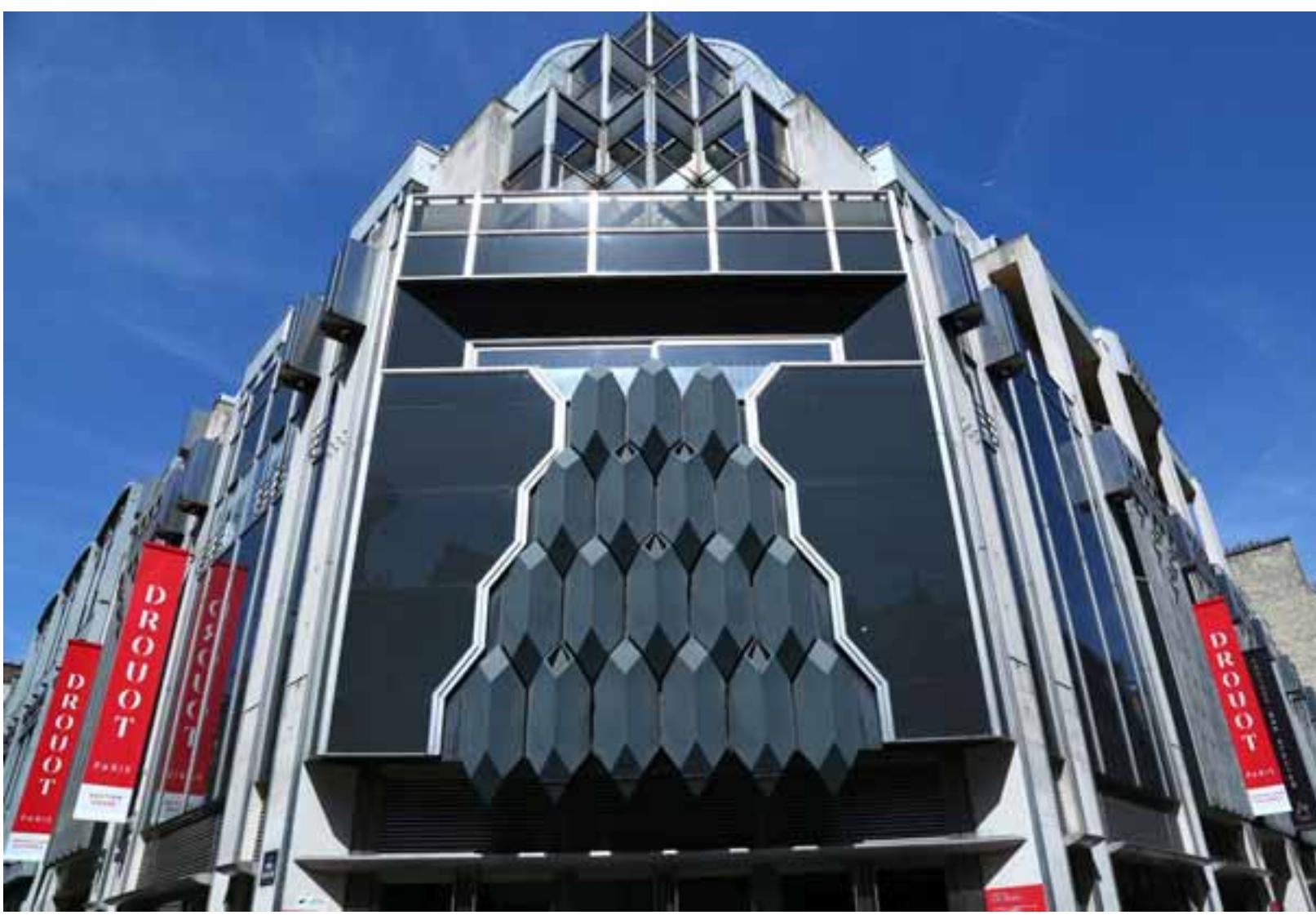
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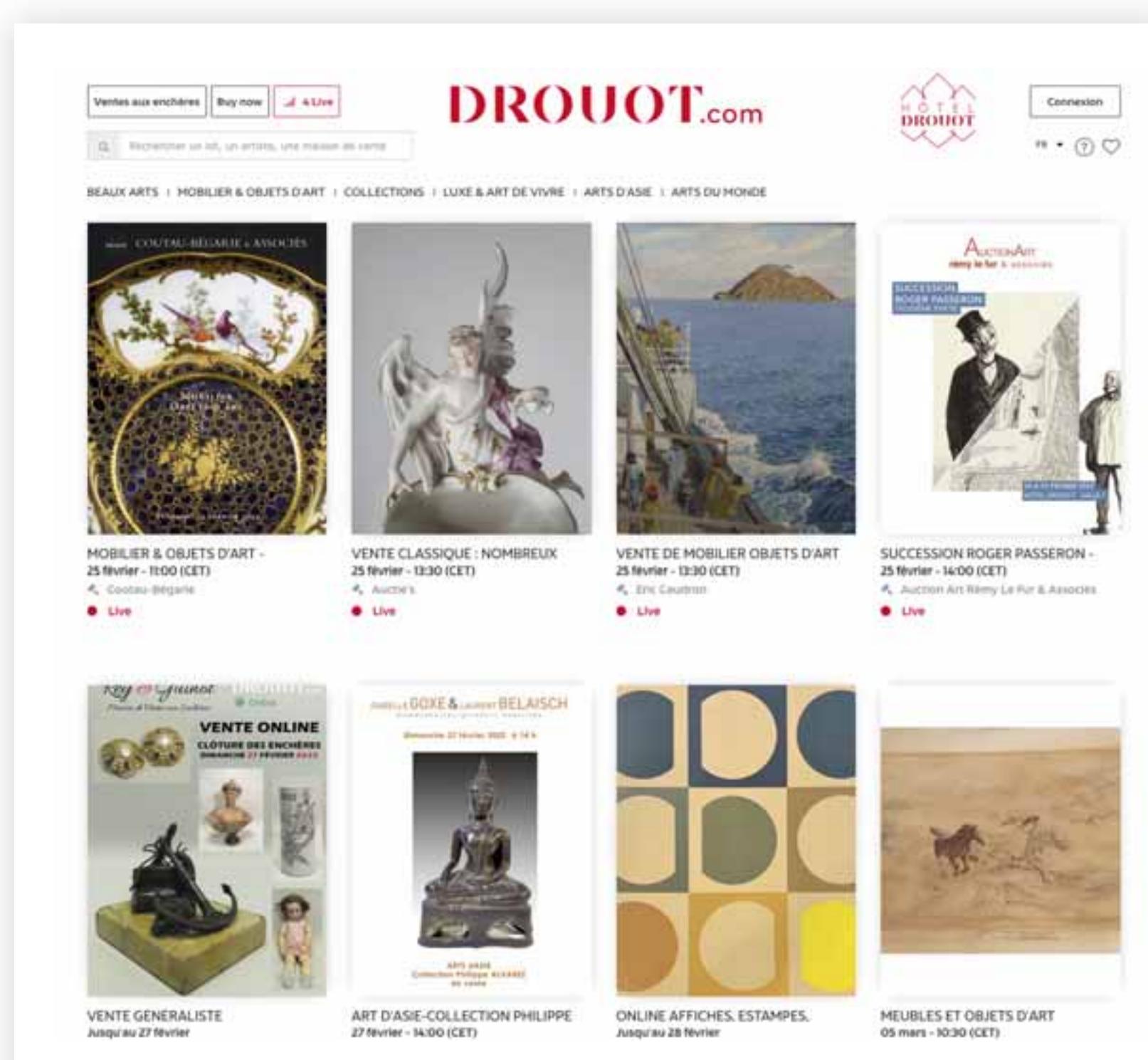
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If you are interested, please contact:

Florence Chevallier  
[fchevallier@drouot.com](mailto:fchevallier@drouot.com)  
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## Contact Commercial

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[mthierry@drouot.com](mailto:mthierry@drouot.com)