

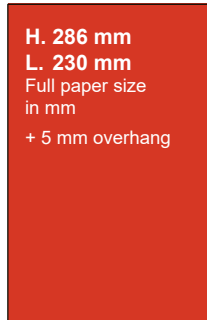


# LesEchos

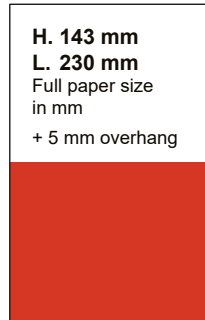
WEEK-END

## Formats

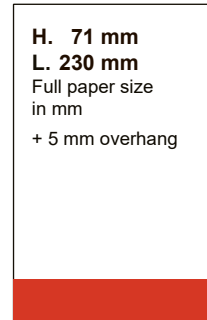
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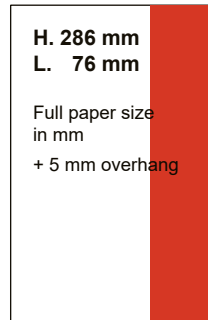
Page



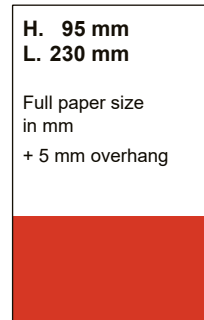
Half page Horizontal



¼ page horizontal



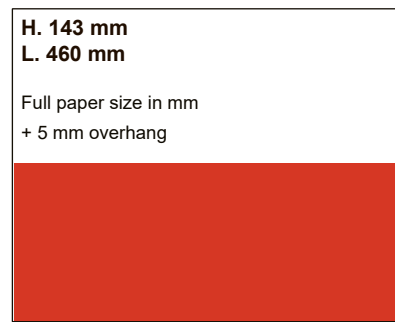
1/3 page vertical



1/3 page horizontal



Double Page



Double 1/2 Page



## Technical specifications

### FORMAT

- Format of the magazine: W 230 X H 286 mm in French style.
- File format for insertion:  
Double page: W 460 x H 286 mm
- Single page: W 230 x H 286 mm
- Other formats: see attached detailed sheet + 7 mm bleed on all sides for all formats all formats).
- Texts and various elements such as logos must not be positioned not be positioned less than 5mm from the cut.

### FILE CHARACTERISTICS

- In CMYK  
(no RGB or pantone or spot colors)  
PDF 1.3 high definition 300 DPI
- 280% ink overlay rate  
for the interior / 300% for the cover.

We recommend you to use the following profiles :

#### For the cover:

Fogra 39L Iso Coated V2 300% standard (ECI)

#### For the interior :

Fogra 45L PSO LWC Improved (ECI)

And a certified color proof according to ISO 12647 standards, from the PDF file transmitted (same date and time)

### GENERALITIES

**In application of the various laws and decrees, thank you to take care of the obligatory mentions.**

- The Toubon Law, relating to the use of the French language, all entries written in a foreign language, must be translated into French.
- The sanitary mentions (Loi Evin)  
The mention «retouched photograph» in accordance with the decree n° 2017-738 of May 4, 2017 relating to photographs at commercial use of mannequins whose body appearance has been modified, implemented as of 01.10.2017

**No PANTONE colors or spot colors**

- In the case of a solid black surface, support the black with a maximum of 40% screening (cyan and/or magenta).
- The B&W images treated in black quadri will have to be stabilized with a dominant black and a balanced support of the 3 other colors. No conversion UCR
- No text too thin or too small in the black and white in black to white and solid colors.

### TRANSMISSION

- At the latest **2 weeks before** publication.

### IMPORTANT

In the event that the file does not meet these standards, we reserve the right to request conforming elements. If there is no final check before the impression, no complaint about the colour will be accepted. In all cases, failure by the advertiser (or its agent) to comply with the production standards communicated by Les Echos Médias for the insertion of advertisements releases Les Echos Médias from any technical responsibility.

### TECHNICAL CONTACTS

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#### Delivery adress

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