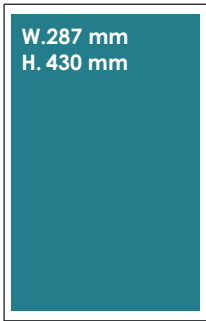


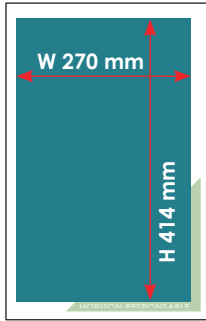
Les Echos

Formats

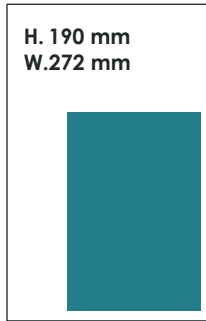
STANDARD FORMATS



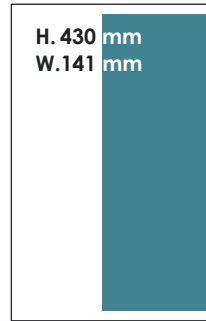
Full Page



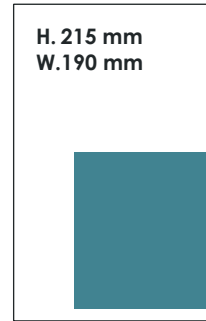
Full Page Eco Friendly



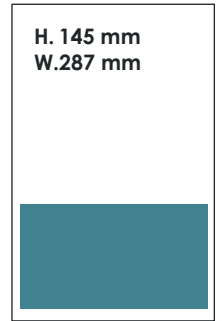
Junior



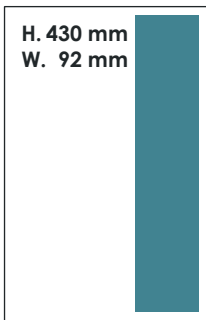
Half-page, column



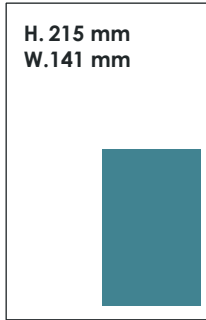
1/3 Page, square



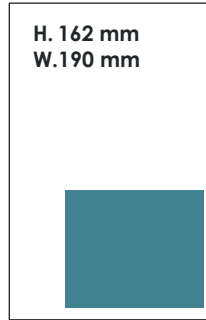
1/3 Page, banner



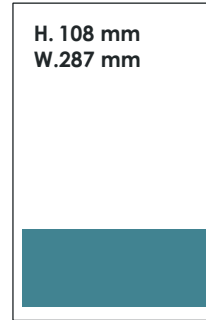
1/3 Page, column



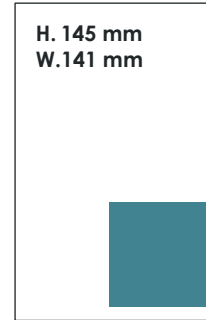
1/4 Page, column



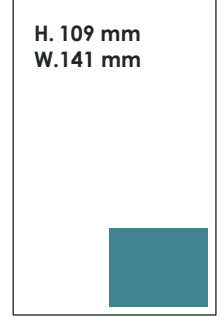
1/4 Page, square



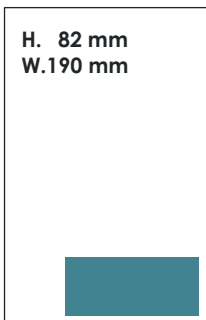
1/4 Page, banner



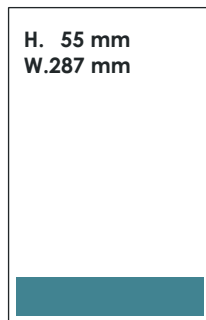
1/6 Page



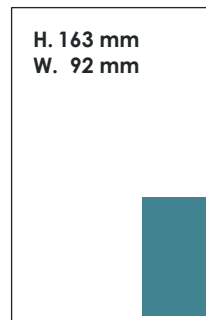
1/8 Page, square



1/8 Page, rectangle



1/8 Page, banner



1/8 Page, column



Les Echos

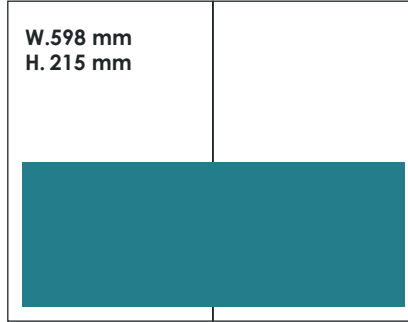
Formats

SPECIAL FORMATS

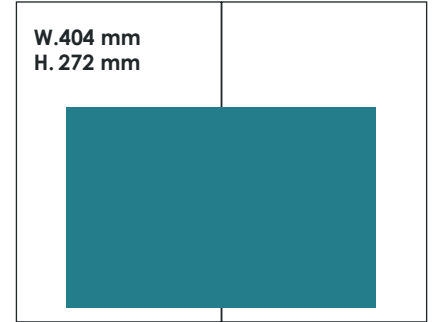
FORMATS DOUBLE



Double Full Page

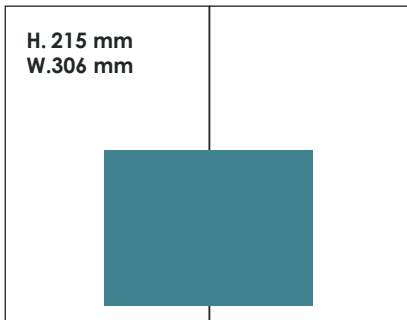


Double 1/2 Full Page

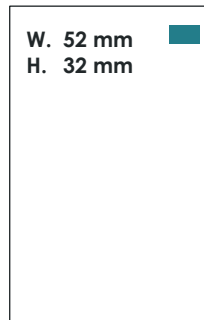


Double Junior Page

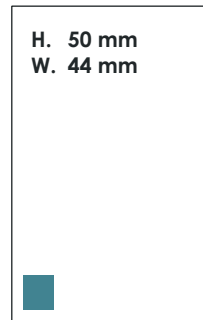
UNE



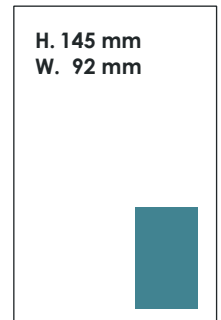
Double 1/4 P



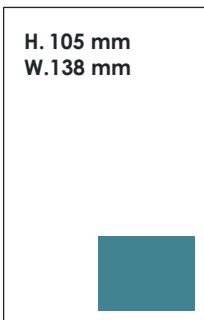
Earpiece general section



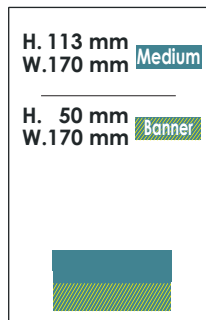
Mini



Premium General Section

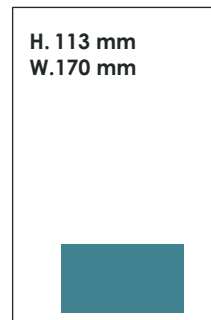


Medium General section

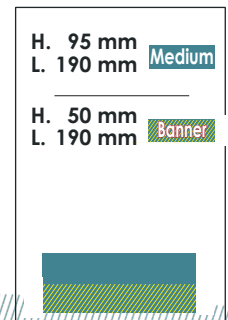


Medium and banner Business & Finance section

Outside Back Cover



Weather General section



Medium and banner Business & Finance section

Les Echos

Technical Specifications

MATERIALS TO PROVIDE

PDF (1.3 or 1.4) with TrimBox fonts included
No OPI links

DELIVERY OF MATERIALS

3 working days prior to publication.
For all documents from outside of Paris or abroad, please be aware there is an additional duration of 72 hours.
Include the name of the advertiser in the file name.

IMAGES

Image resolution 300 dpi
No RVB
Please crop images to ad size

QUADRI SEPARATION

- 5% to 90% repeated tones
- 50% gray thickness: 22%
- Ink ratio: from 220% max
- Include the separation pattern

We recommend that you use the pattern **Isonews-paper26v4.icc** available on (URL)
No Pantone colors or direct tones.

FONTS

No fonts that are too skinny or too small in blocks of black, white and color.
No fonts < 6
Plan for a 10 mm block row

FILE TRANSFERS

For files that are bigger than 2 Mo, please send via an online transfer (WeTransfer, Yousendit...)
For files inferior to 2 Mo, please send to:
(adresse email)

print.quotidiens@lesechosleparisien.fr

SPONSORED CONTENT / OPEN LETTER

All editorial ad content must:

- Include the mention "Advertisement" "Press Release" in bold in the top margin and in the body of the text >10
- The font used must differ visibly to the one used in the rest of the paper (for example, use stick fonts)
- There must be less columns and they must be larger than the ones in the paper (e.g. for news, split the text in 2 or 3 columns instead of 4).

All ads in this format must be approved by the editor prior.

LEGAL MENTIONS

In accordance with the different laws and decrees, please refer to the mandatory legal mentions

- The Loi Toubon, relative to the usage of French language, all mentions written in a foreign language, must be translated into French.
- Sanitary measures (Loi Evin).
- The mention of "edited photography" in accordance with the decree n° 2017-738 dated May 4, 2017 refers to photography used for commercial purposes, of models whose physical appearance has been modified, put in application on 01.10.2017.

CONTACTS (FOR ALL TECHNICAL MATTERS)

Eric David 01 87 39 75 12
edavid@lesechosleparisien.fr

Sandrine Bailleul 01 87 39 83 13
sbailleul@lesechosleparisien.fr

Marie Ducrocq 01 87 39 83 10
mducrocq@lesechosleparisien.fr

Laurence Launay 03 44 15 31 41
llaunay@lesechosleparisien.fr

Catherine Lefevre 01 87 39 82 98
clefevre@lesechosleparisien.fr

Delivery address
Les Echos Le Parisien
5-7, rue Nélaton
75015 Paris

Please send your files to:
print.quotidiens@lesechosleparisien.fr



Les Echos

Contacts

Corinne Mrejen

Director General of the Group
Les Echos Le Parisien Partners Department
cmrejen@lesechosleparisien.fr

Pascale Luca

Deputy Executive Director
pluca@lesechosleparisien.fr

Nicolas Danard

Deputy Executive Director
ndanard@lesechosleparisien.fr

CONSULTING & BRANDSTUDIO • SPECIAL OPERATIONS

Vincent Ficarelli +33 1 87 39 75 17 / vficarelli@lesechosleparisien.fr

ASSOCIATE DIRECTOR IN CHARGE OF INTERNATIONAL & TERRITORIES

Nicolas Grivon +33 1 87 39 75 26 / ngrivon@lesechosleparisien.fr

LES ECHOS

Emmanuelle Denis +33 1 87 39 75 13 / edenis@lesechosleparisien.fr

DIGITAL

DIFITAL CORE BUSINESS

Laurent Laventure +33 1 87 39 75 34 / llaventure@lesechosleparisien.fr

VIDEO & AUDIO

Sabri Meddouri +33 1 87 39 75 34 / smeddouri@lesechosleparisien.fr

PROGRAMMATIC

Bilel Ben Asker +33 1 87 39 78 52 / bbenasker@lesechosleparisien.fr

Sandrine Verpillat Traffic Print and Planning Manager

+33 1 87 39 82 73 / sverpillat@lesechosleparisien.fr

Hélène Chabiron Sales Administration Manager

+33 1 87 39 74 99 / hchabiron@lesechosleparisien.fr

