



Les Echos  
Le Parisien

MÉDIAS

PARIS  
MATCH

MÉDIAS

PARIS  
MATCH

**RATE CARD 2025**



Rates for 2025 - gross, excluding tax 01/01/2025 - subject to change  
[medias.lesechosleparisien.fr](https://medias.lesechosleparisien.fr)



## RATE CARD 2025 - Commercial Advertising

### STANDARD FORMATS

#### FULL PAGE

<b>Premium</b>	Standard	37 700 €
	C4 / Outside Back Cover	74 500 €
	C2 / Inside Front cover / 1st Left facing Semaine de Match	62 500 €
	C3 / Inside Back Cover	57 700 €
	1st Left facing Semaine de Match	57 100 €
	1st Right Hand Page	50 800 €
	2nd Right Hand Page	47 400 €
<b>First</b>	3th Right Hand Page	46 500 €
	4th/5th/6th Right Hand Page	45 800 €
	<b>Stars</b>	7th/8th Right Hand Page
Right Hand Page Pouvoirs		45 600 €
<b>Essentiels</b>	Right Hand Page Excellence Française	45 600 €
	Right Hand Page La semaine de Match	44 000 €
	Inside Front cover / 1st Left facing Vivre Match	44 000 €
	Right Hand Page Vivre Match	44 000 €
	Right Hand Page Match Avenir	44 000 €

#### Other Formats

2/3 page	30 900 €
1/2 page	27 700 €





# RATE CARD 2025 - Commercial Advertising

## SPECIAL FORMATS

DOUBLE PAGE		
<b>Premium</b>	Standard	75 400 €
	Double opening	108 400 €
	2nd double opening	101 900 €
	3rd double opening	99 000 €
	4th double opening	97 400 €
	Double after contents	95 800 €
	1st double	95 800 €
<b>First</b>	2nd double	91 000 €
	Center spread	91 000 €
	3rd double	85 100 €
<b>Stars</b>	Double opening Vivre Match	85 100 €
	4th, 5th double	82 800 €
<b>Essentiels</b>	Double Pouvoirs	82 800 €
	Double La Semaine de Match	81 800 €
	Double Vivre Match	81 800 €

INSERTS						
Rates / 1 000 copies	2 pages*	4 pages	8 pages	12 pages	16 pages	20 pages
	92 €	115 €	174 €	216 €	286 €	341 €
	24 pages	Sample				
	395 €	108 €				

\* only for inserts placed on the back cover (C4).  
Contact us for technical and mailing costs.





## Glossary and Rebates

### VOLUME BULK RATES \*

From	111 000 €	-2 %
From	185 000 €	-4 %
From	296 000 €	-7 %
From	444 000 €	-9 %
From	592 000 €	-10 %
From	740 000 €	-11 %
From	925 000 €	-12 %
From	1 110 000 €	-13 %
From	1 295 000 €	-14 %
From	1 554 000 €	-15 %

\* Volume bulk rates, calculated per order, apply to all advertisers or group of advertisers (see general terms and conditions of sale)

### CONSOLIDATION OF ORDERS \*

Gross turnover purchase base applicable from the 1st euro -3 %

\* All purchasers can consolidate their orders. The rate is calculated according to the Gross Base Revenue at the time of the order (The agreed rate is subject to amends).

### MARK-UP / MODULATIONS

Succession / chosen placement +15 %

General terms  
and conditions of sale

Rates for 2025 - gross, excluding tax 01/01/2025 - subject to change







## Contacts

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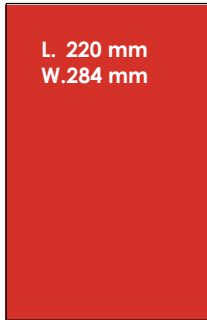




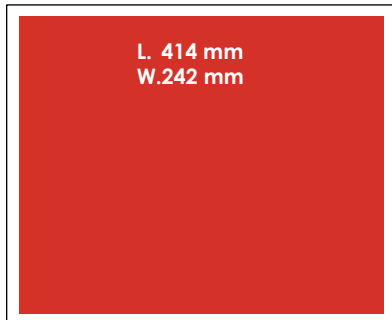
# Formats



Full page – type area size\*\*



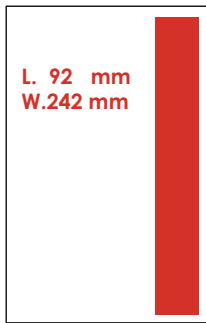
Full page - trim size



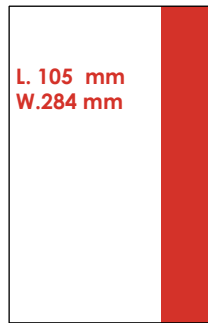
Double page – type area size\*\*



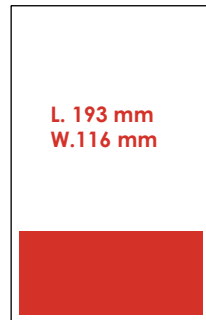
Double page – trim size



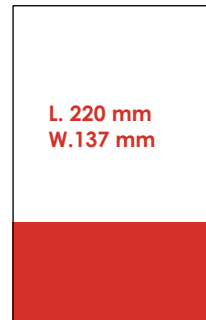
Half page vertical – type area size\*\*



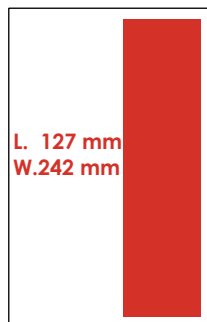
Half page vertical – trim size



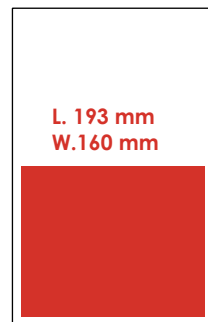
Half page horizontal – type area size\*\*



Half page horizontal – trim size



2/3 vertical – type area size\*\*



2/3 horizontal – type area size\*\*

**FINAL SIZE OF THE MAGAZINE (WxL) : 220 x 284 SADDLE STITCHED**

**THIS PUBLICATION IS ONLY DIGITALLY PROCESSED**

Double pages must be sent as 2 separate pages.

Double half width pages must be sent in a single file.

\* These type areas must be sent, centred in the trim size.

\*\* Area used for editorial content.





## Technical specifications

### REQUIREMENTS FOR TRIM SIZE

Add 5 mm for bleed and 5 mm for trim marks.  
Matter should be left no nearer than 10 mm from the trim edge.

### BLINDING SPECIFICATIONS

It is a saddle stitched magazine.  
Spreads : minimum clearance for crossover texts is 3 mm either side of the middle of the spine and must be in addition to any word or letter space already present.

### ADVERTORIALS

All editorial ad content must include the mention "Publicité" in bold in the top margin and in the body of the text 14.

All ads in this format must be approved 4 weeks previous to the on sale.

### TEXT WRITTEN IN A FOREIGN LANGUAGE

All the information written in a foreign language must be translated into french. This must be done in accordance with the laws of December 31st 1975, and August 4th 1994, relative to the use of the french language.

### ADVERTISING WITH AN ENVIRONMENTAL SUBJECT

The specialists (including advertisers, agencies, the media, media owners) must consult the ARPP before any broadcasting on all forms of media for any domestic campaign, having recourse to the environmental subjects, defined as « any claim, indication or presentation, under whatever form it may be, that establishes a link between the brands, applicability of the products, or actions of the advertiser and respect of the environment, whether employed by principal or secondary means. »

### FOOD ADVERTISING

Advertisements which promote drinks with additives (sugar, salt, artificial sweetener...) and manufactured food products must contain a health warning. In practice, each advertisement must be accompanied by a health warning, elected by the advertiser between « Pour votre santé, mangez au moins 5 fruits et légumes par jour », « Pour votre santé, éviter de manger trop gras, trop sucré, trop salé » or « Pour votre santé, évitez de grignoter entre les repas ».

This health information must be accompanied with the following adress : [www.mangerbouger.fr](http://www.mangerbouger.fr).

### ALCOHOL ADVERTISING

Advertisements which promote alcoholic drinks must also carry a health notice : « L'abus d'alcool est dangereux pour la santé, à consommer avec modération ». The notice must be entirely horizontal, in bold and in a different colour than the background of the advert. The text size should be no less than the a hundredth of the height / width of the chosen advert (adjustment is possible for readability reasons that are associated with the size of the medium). Finally there should be a gap between the text and the border of the advert that is no less than twice the height of the letters. Any sponsorship operation is prohibited when it has as its object or effect the direct or indirect propaganda or advertising of alcoholic beverages.

For further information, please consult the full text of the laws and the ARPP recommendations aimed at : [www.arpp-pub.org](http://www.arpp-pub.org)

**MATERIAL DEADLINE : 2 WEEKS PRIOR TO ON THE SALE DATE**

**RETENTION PERIOD : 6 MONTHS**

**NOT CLAIMED DOCUMENTS DURING THIS PERIOD WILL BE DESTROYED.**

Please send your files to: [print.magazine@parismatchmedias.com](mailto:print.magazine@parismatchmedias.com)







## Technical specifications

### GÉNÉRAL

- All ads must be sent in single page format. One page by file (for double pages, please deliver one file per page).
- Do not protect your file with a password.
- To avoid any problems of reproduction, PDF files have to be controlled and validated by the agency or the advertiser according to the technical standards below.
- **No PDF Raster.**

### ADVERTS MUST BE DELIVERED IN PDF/X-1A

To produce a certified PDF 1.3 file for magazines that conforms to the ISO 15930 standards recommended by the Ghent PDF Workgroup :

- Download : MagazineAds\_1v3 (using the creative profile «.joboptions» for Adobe Distiller and the certification profile «.ppp» for PitStop Professional).
- We keep and accept the XMP settings of the PDF for dematerialized sending, to Ghent PDF workgroup criteria specifications Version 1.3 in collaboration with IDEAlliance.
- The name of the output intent must be specified in the PDF file.

### IMPORTS

- Images must be in 300 DPI, saved in CMYK (without ICC profiles incorporated). No DCS files.
- Combined ink Density (UCR) must not exceed 300% according to ISO 12647.
- Divide Bends into CMYK. Not spot colour. No compressed files.
- Do not use Multiple Master fonts and CID. Do not use bold or italic style but use the bold or italic version or your fonts.
- The knockout texts can't be smaller than 8 body, half bold and without serif fonts.
- Texts and hairlines thickness must be 0,2mm minimum in order to guarantee the good reproduction of the ad.
- Illustrator : beware of Illustrator bugs on transparencies and masks. Logos of blended format must be flattened.
- Be aware of blended formats with over 256 levels of colour. It must be pixelated.
- Warning : Texts, flashcode and QR code in 4 colours

could bring about printing readability problems and remain the responsibility of the creative agency.

### DIGITAL PROOFS

- Contract proof made from the file with the MediaWedgeV2 control bar and subsequent versions, semi-matte paper with paper simulation.
- Simulation colorimetric profile for magazines on paper **type 1 and 2 : ISOcoated\_v2\_300\_eci.icc, based on FOGRA 39L** in accordance with international standards **ISO 12647**.
- Time stamped, printer, Rip, paper and simulation profile must appear on the proof.
- In case we receive files without contract proof, **FOGRA 39L colorimetric simulation will be the reference** in case of dispute for papers type 1 and 2.

### SOFTPROOFING

- In accordance to ISO12646 standard, we recommend the following adjustments during the calibration and display : **luminance at 16 cd/m2 in D50 and Gamma 2,2. We recommend a colour temperature of 5000° Kelvin.**

### CONTACT (FOR ALL TECHNICAL MATTERS)

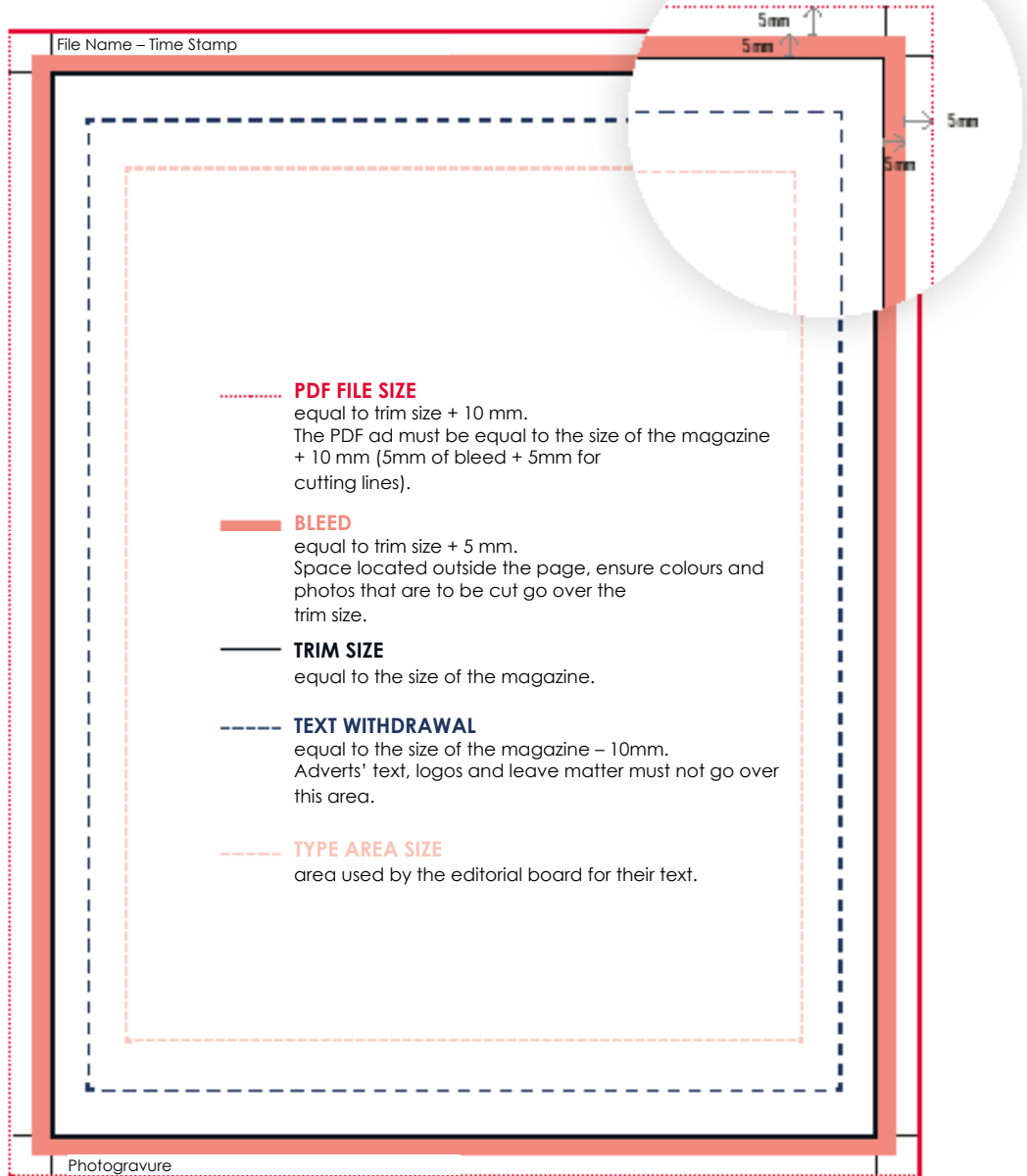
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**CAUTION : on InDesign, within marks and bleeds print window, tick off all printings marks except crop marks and page informations.**