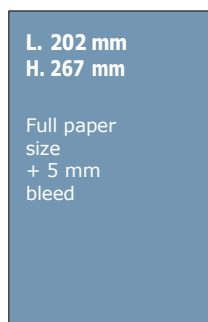
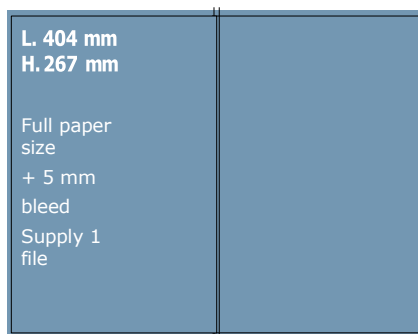


Formats

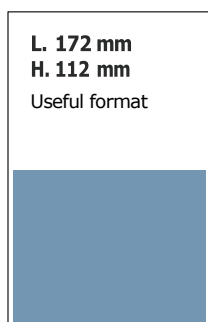


Full Page

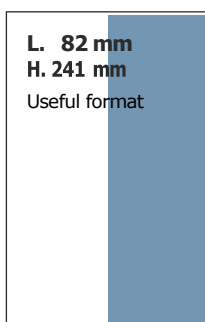


Double Page

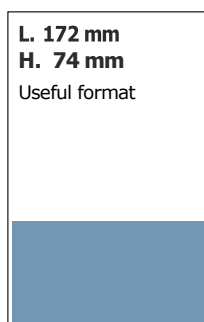
Full paper format: 5 mm bleed + trim lines.
Texts and logos at least 10 mm from cut line.



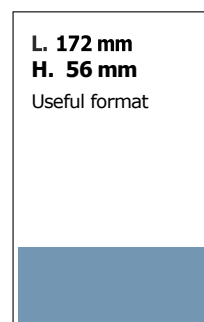
1/2 Page Width



1/2 Page height

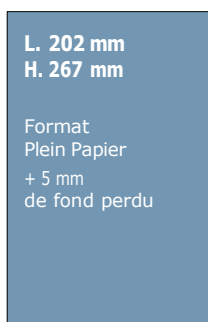


1/3 Page Width



1/4 Page Width

Special issue



Full Page

Full paper format: 5 mm bleed + trim lines.
Text and logos at least 10 mm from the trim.

Technical specifications Provide a PDF/X-1a 2001 file

COVER + INSIDE PAGES

In compliance with the standard: **PDF/X-1a 2001**
Destination profile: **ISO_coated_V2_300 (FOGRA 39L)**

STANDARD REQUIREMENT

PDF 1.3 with Trim Box

- ISO PDF/X-1a : **2001 standard.**
- ICC PROFILE **ISO_Coated_V2_300 (Fogra 39L)**
- CMYK and NB images: **300 dpi**
- Ink rate: **260% on inside pages.**
- **300% in COUV**
- Transparencies prohibited

COLORS

- **In CMYK (Prohibited: RGB, DIRECT TONES, LAB)**
- Solid black surface: support the black with a maximum 40% screen (cyan and/or magenta).
- B&W images processed in four-colour black: stabilise with a dominant black and balanced support for the other 3 colours. No UCR conversion
- No text that is too thin or too small in black and white or solid colour.
- Text smaller than 8 points should only be in 100% black.

PDF

- File: 1 PDF per visual
- PDF format Full Paper
- 5 mm bleed + trim lines (page, double page)
- Page-edge images: 5 mm bleed edge
- Text and logos at least 10 mm from the cut line
- If you want a border line, remember to include it in your page layout.

GENERAL

LEGAL NOTICE

In application of the various laws and decrees, please note the following compulsory information

- Under the Toubon Law on the use of the French language, all information written in a foreign language must be translated into French.
- Health information (Loi Evvin)
- The words 'retouched photograph' in accordance with Decree no. 2017-738 of 4 May 2017 on photographs for commercial use of models whose body appearance has been altered. Decree implemented on 01.10.2017.

IMPORTANT

In the event that the file does not meet these standards, we reserve the right to request elements that comply. In the absence of a contractual proof, no complaints regarding 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 all technical liability.

SUBMISSION OF FILES

2 weeks before publication

TECHNICAL CONTACTS

Eric DAVID	01 87 39 75 12	edavid@lesechosleparisien.fr
Laurence NICOLAS	01 87 39 83 12	lnicolas@lesechosleparisien.fr

Or : **print.magazines@lesechosleparisien.fr**

Delivery address

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