



**Les Echos
Le Parisien**

MÉDIAS

**PARIS
MATCH**

MÉDIAS

connaissance des arts

Rate Card 2025

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2025 Rate Card - Commercial advertising

Standards Formats

PAGE		Tarif Marché de l' Art	
Premium	C4 / Outside Back Cover	14 100 €	10 500 €*
	C2 / Inside Front Cover	13 000 €	9 700 €*
	1 st Right hand page	11 400 €	8 600 €*
	1 st Left Facing editorial	13 000 €	9 700 €
	1st Left facing contents	9 800 €	7 300 €*
	2 nd Right hand page	9 400 €	7 000 €*
	3 rd Right hand page	9 000 €	6 700 €*
	4 th Right hand page	8 400 €	6 300 €
	C3 / Inside back cover	8 900 €	6 600 €*
First	Right hand page	8 400 €	6 300 €*
Standard	Left hand page	7 500 €	5 600 €*
1/2 PAGE			
Standard		4 900 €	3 700 €*
1/4 PAGE			
Standard		2 800 €	2 100 €*
DOUBLE PAGE			
Premium	1 st Inside double page spread	20 600 €	15 400 €*
	2 nd inside double page spread	19 200 €	14 400 €
	1 st double	17 100 €	12 800 €*
Standard	Double Page	15 000 €	11 200 €*
SPECIAL FORMATS			
Premium	Advertiser mark-up	}	Contact us
	Separate run		
	Poster		

Art marker "ad" -25%

This rate is only for advertisers exercising art- and/or culture-related activities (galleries, museums, foundations, auction companies, events).



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2025 Rate Card - **Commercial advertising**

Packages (€ Net excluding taxes)

TOP-WEEK-END

1 full page in Connaissance des Arts
+ 1/2 page in les Echos Week-End

6 600 €

SO LIMITED

1 full page in Connaissance des Arts
+ 1 page in Série Limitée

8 600 €*
*Based on the discounted rate for arts businesses.
This offer is for businesses within the arts sector only and is applied on one campaign within
a 2-month duration, without any preferential placement.

INSERTS

Media cost /1000 ex.	2 full pages	4 full pages	8 full pages	12 full pages (i)
	205 €	220 €	290 €	330 €

Technical costs for inserts and potential added taxation: please contact us
i) 30€ per extra 4 pages

Quantity to provide.

Number of inserts

Subscribers

42 000



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Glossary and Rebates

Glossary

Gross value	Gross revenue value of ad placements
Gross purchase base	Gross revenue paid by the advertiser after mark-up and/or modulation
Net before professional rebate	Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates excluding rebate for professionals.
Net avant Cumul de Mandats	CA net payé par l'Annonceur déduction faite du dégressif volume et autres rabais y compris la remise professionnelle et à l'exception du cumul de mandats
Net Space	Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates including rebates for professionals.

MARK-UP / MODULATIONS

Welcome rate (Non-advertiser in 2020)	- 3%	Rebate offers are not valid individually but they will be applied to the bulk rate and to the Gross Purchase Base before the rebate for professionals and the total of all orders.
Loyalty (Advertiser 2020)	- 5%	

BULK RATES ON REVENUE

9 000 €	- 3%	Volume bulk rates, calculated per order, apply to all advertisers (and not a group of advertisers) according to the total annual investment made with Connaissance des Arts. It is calculated on the Gross Purchase Base. The bulk rate cannot be applied retroactively.
20 000 €	- 6%	
30 000 €	- 8%	
40 000 €	- 10%	

REBATE FOR PROFESSIONALS (excludes technical costs)

- 15%	The rebate for professionals applies to the net amount before all rebates are applied. This rebate is given only to advertisers buying their advertising placements via a third party. The order notification, in line with law n°93-122 of 29/01/93, must be made out to Les Echos Le Parisien prior to publication (adv@lesechos-leparisien.fr).
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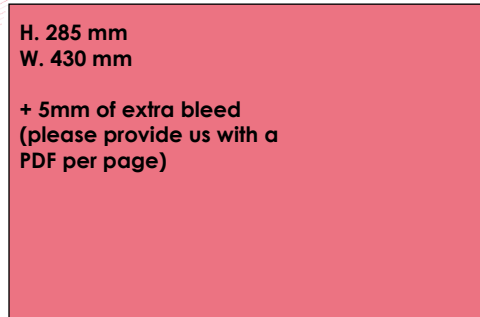
CONSOLIDATION OF ORDERS

	from :	
21 000 €	- 1%	The total rate on consolidated orders is based and calculated at the end of the year during the closing of accounts, on the Net Revenue excluding tax of all paid ad placements (after the bulk rate and rebates for professionals have been applied). Minimum of 2 orders.
41 000 €	- 2%	
61 000 €	- 3%	

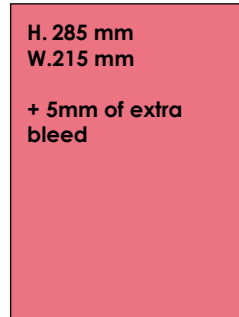


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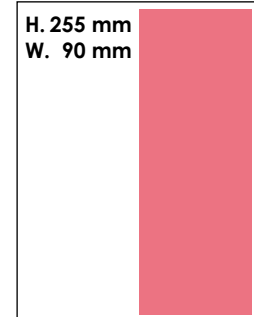
Formats



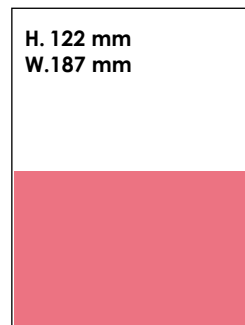
Double Page



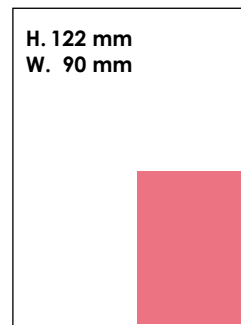
Page



1/2 Page column



1/2 Page full banner



1/4 Page

For a **DOUBLE PAGE** on the 2nd inside front cover and p.3, please plan for an extra 4 mm border on every page (an 8 mm space between two pages) in order to leave enough room for the spine. Texts and other materials (logo...) must be at least 15 mm from the edge of the cut and must be contained within a space of W 185 x H 255 mm.

IMPORTANT

If a file doesn't respect these norms, we reserve the right to send a request for new materials that abide by these norms or to amend them directly where possible. In the absence of contractual proofs, no chromium complaints will be accepted. In any case, if the production criteria given by Les Echos Médias for the insertion of advertising are not respected by the advertiser (or third parties), then Les Echos Médias refuses to accept any technical responsibility for the outcome.

Technical contacts

Isabelle NASSOY

+33(0)1 87 39 75 43

inassoy@lesechosleparisien.fr

print.magazines@lesechosleparisien.fr

Please send your files to the two email addresses above.

Criteria of the files needed

- CMJN (no RVB or Pantone colors)
- A 1.3 high-definition 300 Dpi PDF
- Anchor overlay rate of 300% maximum
- Certified color proof in line with ISO 12647 norms from the PDF file sent (same date, same time)
- Please check that the crop zone of the PDF is set at 215 x 285 mm for a single page



See General Terms and
conditions of sale

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Contacts

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