



Les Echos
Le Parisien

MÉDIAS

PARIS
MATCH

MÉDIAS

HISTORIA

RATE CARD 2025

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Rate Card 2025 - Commercial Advertising

Standard Formats

PAGE et 1/2 PAGE

Premium	C4- outside back cover	16 500 €
	C2- Inside front cover or Facing Editorial Letter	12 900 €
	1st Right Hand Page	12 400 €
	Special Report	12 400 €
	2nd Right Hand Page	12 200 €
	3rd Right Hand Page	11 700 €
	4th Right Hand Page	11 200 €
	C3- Inside back cover	14 700 €
First	Right Hand Page	10 200 €
Standard	Left Hand Page	7 700 €
1/2 Page	Right Hand Page	7 100 €
1/4 Page	Right Hand Page	4 100 €

DOUBLE FORMAT

Premium	1st inside double page spread	24 000 €
	1st double page	20 400 €
Standard	Double page	19 200 €

SPECIAL FORMATS

Premium	Supplement (advertiser)	} Please consult us
	Special Reprints	
	Poster	
	Bookmark	
	Back Fold	
	Gate Fold	
	Literary Banner	

INSERTS

	2 Pages	4 Pages	8 Pages
Right of asylum / 1,000 copies	205 €	220 €	330 €

Technical insertion costs and possible surcharges: Right of asylum / 1,000 copies
(i) €30 for every 4 additional pages



2025 Gross Rates (excluding tax), effective January 1st, 2025 - subject to changes



Glossary and Rebate

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

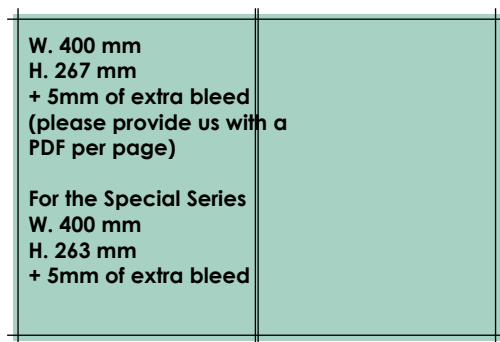
	from :	
21 000 €	- 1%	The total rate on consolidated orders is based and calculated at the end of the year during the closing of accounts, on the Net Revenue excluding tax of all paid ad placements (after the bulk rate and rebates for professionals have been applied). Minimum of 2 orders.
41 000 €	-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



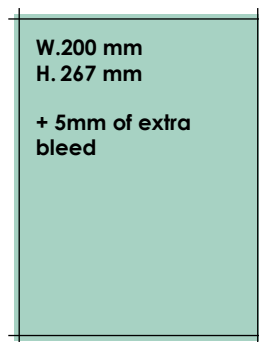
See General Terms and conditions of sale

HISTORIA

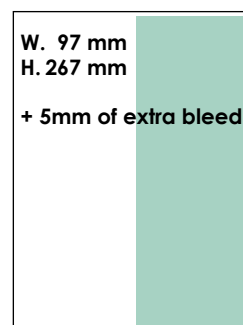
Formats



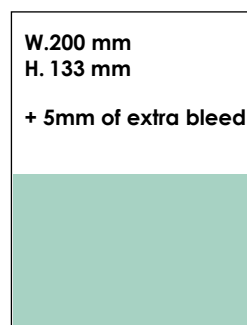
Double Page



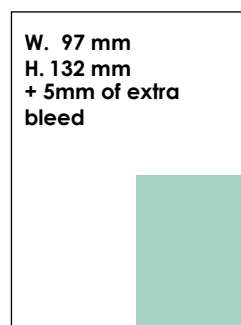
Page



1/2 Page column



1/2 Page banner



1/4 Page

HISTORIA

Technical specifications

File characteristics to send us!

- CMYK (no RGB or Pantone colors or direct tones). In the case of flat black surface, support the black with a screen of 40% maximum (cyan and/or magenta). B&W images processed in four-color black must be stabilized with a dominant black and balanced support of the other 3 colors. No UCR conversion No excessively thin texts or bodies that are too small in black on white and color flats.

- PDF 1.3 High Definition 300 Dpi

- Maximum inking rate of 280% and 300% for the cover.

- Color proof certified compliant with ISO 1264 standard from the PDF file transmitted (same date same time)

- Please check that the trim area of the PDF is well defined at 215 x 285 mm for a full page • Profile Destination: PSO_LWC_Improved_eci (Fogra 45 L) For the cover: Standard Fogra 39L Iso Coated V2 300% (ECI)

- Legal notices: In application of the various laws and decrees, please ensure that the mandatory information is included. The Toubon Law, relating to the use of the French language, all written mentions in foreign language, must be translated into French.

- Health warnings (Evin Law)

- The mention «retouched photograph» in accordance with decree n° 2017-738 of May 4, 2017 relating to photographs for commercial use of mannequins whose body appearance has been modified. Implemented on 01.10.2017.

For a **DOUBLE PAGE** running on the 2nd of cover and p.3, allow a shift of 4 mm on each page (i.e. a material transfer of 8 mm between the two pages) in order to anticipate the glued bit. Texts and various elements (logo...) must be more than 15 mm from the cutting edge, i.e. be contained in a useful format of L 185 x H 255 mm.

IMPORTANT-PLEASE NOTE

In the event that the file does not meet these standards, we reserve the right to request compliant elements or to correct them where possible. In the absence of contractual proof, no claim on the chromaticity will be accepted. In all cases, non-compliance by the advertiser (or by its agent) with the manufacturing standards communicated by Les Echos Médias for the insertion of advertisements, releases Les Echos Médias from all technical responsibility.

File submission

No later than 2 weeks before publication.

TECHNICAL CONTACTS

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Thank you for sending your files to

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



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