



Les Echos
Le Parisien

MÉDIAS

PARIS
MATCH

MÉDIAS

investir

RATE CARD 2025

Commercial Advertising

2025 Rate Card - Commercial Advertising

STANDARD FORMATS

FULL PAGE		
Premium	Outside Back Cover	51 000 €
	1 st Right Hand page	46 400 €
	Page 5, 7, 9	43 800 €
First	Special Report	40 200 €
Standard		36 400 €

1/2 PAGE		
Premium	1 st Right Hand page	33 600 €
	Page 5, 7, 9	31 200 €
First	Special Report	28 500 €
Standard		25 500 €

JUNIOR PAGE		
Premium	1 st Right Hand page	34 300 €
	Page 5, 7, 9	31 800 €
First	Special Report	29 100 €
Standard		26 500 €

OTHERS		
Standard	1/3 page	21 100 €
	1/4 page	18 500 €
	1/6 page	12 300 €
	1/8 page	9 300 €

2025 Rate Card - Commercial Advertising

SPECIAL FORMATS

DOUBLE		FRONT COVER		
Double Page	88 200 €	Premium	Front Cover Ear-pieces	9 400 €
Double News	63 500 €		Medium, Premium	15 400 €
Double 1/2 page	62 200 €		Banner C2 (side)	9 900 €
			Banner C2 (side)	14 500 €



2025 Rate Card - Commercial Advertising

INSERTS

MEDIA COST*				
	2 Pages	4-6 Pages	8-12 Pages	+ 12 Pages
Rates / 1 000 copies	510 €	765 €	920 €	1 530 €

*Contact us for technical and mailing costs.
Technical costs include eco-contribution fees of ad inserts.



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 rebate for professionals	Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates excluding rebate for professionals.
Net space	Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates including rebates for professionals.

SURCHARGES / MODULATIONS

Specific Placement *	+ 30%	Requested page, centered format, or top of page
Consecutive Runs	+ 20%	
Exclusive Industry Advertiser	+ 20%	
Les Echos Combination *	- 15%	Same format & creative for both publications
Black and white	- 20%	
Industry Discount *	- 30%	* Publishing, Education, Culture & Leisure, Real Estate
Charitable Cause	- 50%	

BULK RATES

100 000 €	- 2%	Volume bulk rates, calculated per order, apply to all advertisers (and not a group of advertisers) according to the total annual investment made with Les Echos* and Le Parisien brands. It is calculated on the Gross Purchase Base. The bulk rate cannot be applied retroactively.
200 000 €	- 4%	
400 000 €	- 6%	
600 000 €	- 8%	

CONSOLIDATION OF ORDERS

* Excluding Radio classique & CDA

	from :	
5 000 000 €	- 1%	The total rate on consolidated orders applies to all orders. It is calculated according to the Gross Purchase Base. The agreed rate is subject to change every trimester according to the year-on-year investment. Minimum: 2 orders.
10 000 000 €	- 2%	
15 000 000 €	- 3%	

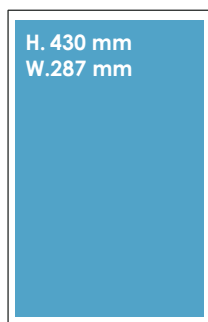
REBATE FOR PROFESSIONALS (excludes technical costs)

- 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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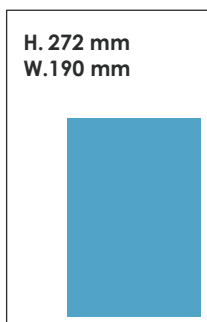
See General Terms and conditions of sale

Formats

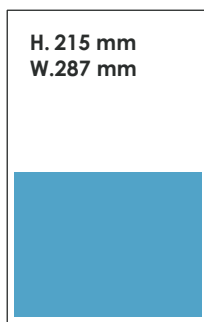
STANDARD FORMATS



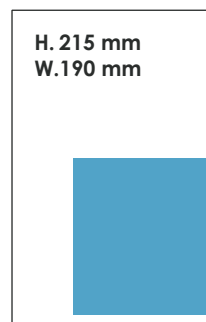
Full Page



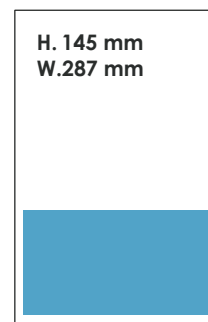
Junior Page



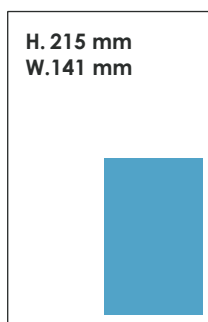
1/2 page full banner



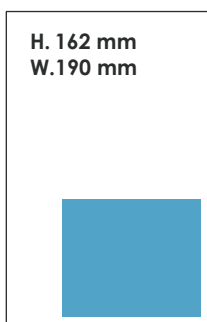
1/3 page square



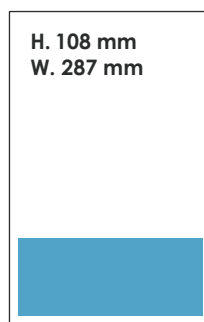
1/3 Page banner



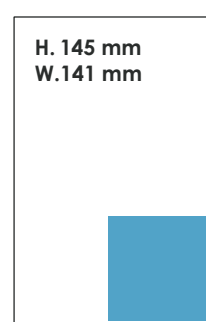
1/4 page height



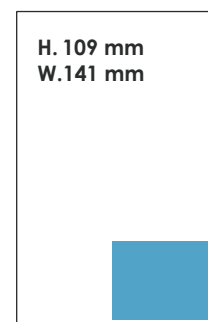
1/4 page square



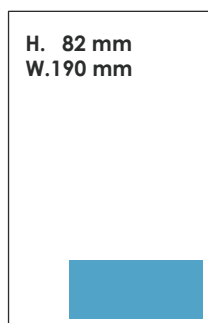
1/4 page banner



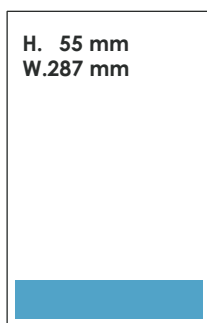
1/6 Page



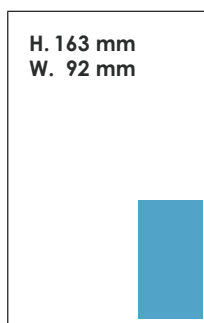
1/8 Page square



1/8 Page square



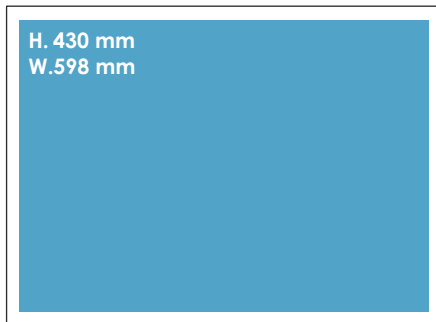
1/8 Page Banner



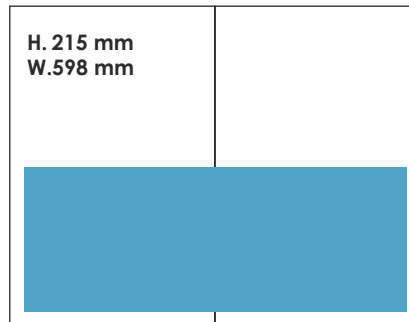
1/8 Page column

SPECIAL FORMATS

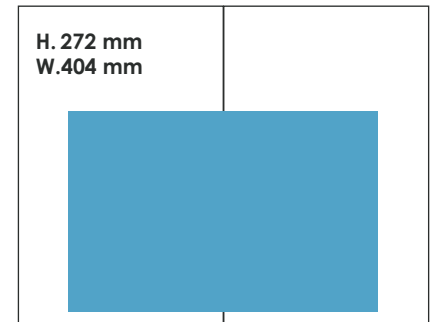
DOUBLE FORMAT



Double full page

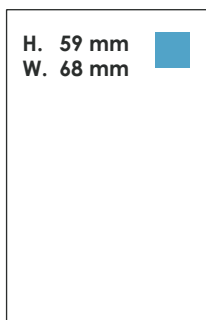


Double half page

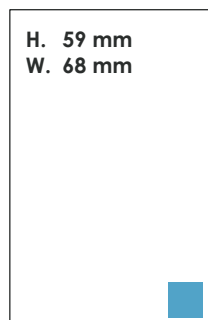


Double junior

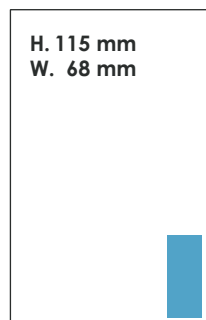
COVER



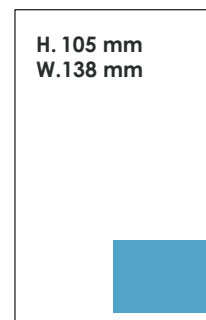
top earpiece



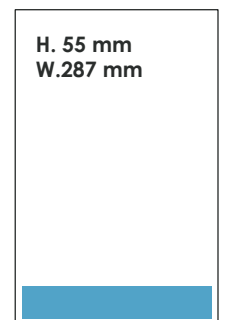
Side earpiece



Premium

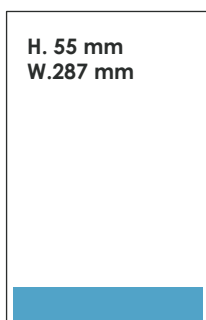


Medium



Side banner
general section
and side

INSIDE FRONT COVER



Medium banner

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.magazines@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)

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