



Les Echos
Le Parisien

MÉDIAS

PARIS
MATCH

MÉDIAS

investir

Rate card 2025

Financial Advertising

Rates 2025 - Financial Advertising

PUNCTUAL: FINANCIAL NOTICES IN BLACK & WHITE MODULES

These rates concern:

1 - Financial communications published on the daily operations of companies (CA, RA, AG,...) 2 - Image campaigns designed to act on the company's notoriety among investors. 3 - Awareness campaigns preceding a public offering or a transaction on securities.

This period begins:

1 - From the date of registration of the base document with the AMF for an initial public offering and a capital increase.
2 - From the date of filing of the draft offer with the AMF for public offers (OPA, OPE, etc.)

FULL PAGE			JUNIOR PAGE		
1st right hand page	H 430 x W287 mm	68 500 €	1st right hand page	H 272 x W190 mm	45 500 €
Premium right hand page		65 800 €	Premium right hand page		44 500 €
Right hand page		59 200 €	Right hand page		42 000 €
Outside back cover		78 000 €			
1/2 PAGE			1/3 PAGE		
1st right hand page	H 215 x W287 mm	44 000 €	1st right hand page	H 215 x W 190 square	31 800 €
Premium right hand page		43 000 €	Premium right hand page	H 145 x W 287 banner	31 000 €
Right hand page		41 000 €	Right hand page		30 100 €
1/4 PAGE BANNER			1/4 PAGE SQUARE		
1st right hand page	H 108 x W 287 mm	29 800 €	1st right hand page	H 162 x W190 mm	28 500 €
Premium right hand page		29 000 €	Premium right hand page		27 800 €
Right hand page		27 600 €	Right hand page		26 300 €

Rate Card 2025 - Financial Advertising

PUNCTUAL : FORMATS EXCLUDING FINANCIAL NOTICES

1/6 PAGE SQUARE		
1st right hand page	H 145 x W141 mm	20 600 €
1st RHP in Special report		20 100 €
Right hand page		19 100 €

1/8 PAGE		
1st right hand page	H 109 x W 141 Square	15 400 €
1st RHP in Special report	H 55 x W 287 Banner	15 100 €
Right hand page		14 300 €

BOX		
Premium Front cover	H 105 x W 138 / H 145 x W 92	6 850 €
Banner	Banner	14 300 €

VOLUME DISCOUNT	RATE
2 insertions	- 5 %
3 insertions	- 7 %
4 insertions	- 9 %
5 insertions	- 12 %

Non retroacting of the volume discount on separate campaigns in 2024

TECHNICAL FEES COMPOSITION BAT	RATES
Per insertion	100 €



Rate Card 2025 - Finance Advertising

AMF NOTE

REGULATORY TEXT ONLY	B&W	4-COLOR
Full Page	5 600 €	7 700 €
1/2 page	2 900 €	3 900 €

DISCOUNT	Rate
Alternext Market discount	- 50 %
Compartment C discount	- 30 %





Rate Card 2025 - Financial Advertising

OPCVM

WEEKLY quotations B&W

HEADER + LOGO	3 370 €
SICAV + FCP MUTUAL FUNDS	2 550 €

QUOTATIONS VOLUME DISCOUNTS

RATES

1 line	-4%
5 lines	-8%
10 lines	-12%
15 lines	-16%
20 lines	-20%

non retroacting of the line discount on seperate campaigns in 2024



Rate Card 2025 - Financial Advertising

ANNUAL CONTRACTS “FINANCIAL NOTICE”

The reference is the market capitalization of each company at the close of the session on January 1, 2023.

These rates apply to:

- 1.Regular announcements published on the current life of listed or unlisted companies, institutions and financial institutions (turnover, financial results, announcements relating to general meetings and boards of directors).
- 2.Announcements relating to «corporate» contracts are published in the «Financial Notices» section according to available locations.
- 3.The space sold under an OPCVM contract is reserved for OPCVM communication.
- 4.The publication of a minimum of 2 financial notices over 12 months from the date of subscription to the contract.

CONTRACTS		B&W	4-COLOR
Page	H 400 x W 287 mm	50 000 €	59 200 €
Junior page	H 250 x W 190 mm	30 000 €	39 200 €
1/2 page	H 200 x W 287 mm	29 200 €	38 600 €
1/3 page	H 200 x W 190 mm	21 000 €	30 400 €
1/4 page	H 200 x W 141 mm	15 800 €	21 000 €
1/6 page	H 150 x W 141 mm	10 300 €	15 400 €
1/8 page	H 100 x W 190 mm	7 700 €	12 800 €

VOLUME DISCOUNT	RATE
3 insertions	- 7 %
4 insertions	- 10 %
5 insertions	- 15 %

Non retroacting of the volume discount on separate campaigns in 2024

Technical fees (composition -BAT)	RATES
Per insertions	102 €

See General Terms and conditions of sale

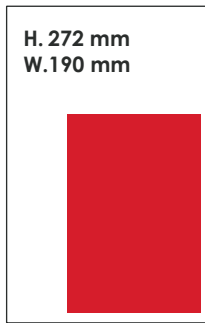


Standard Formats

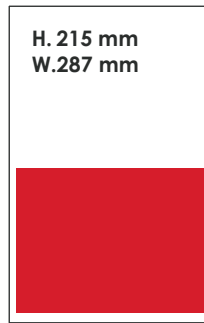
STANDARD FORMATS



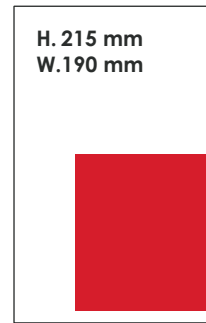
Full Page



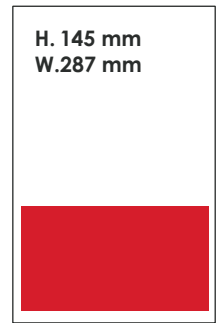
Junior



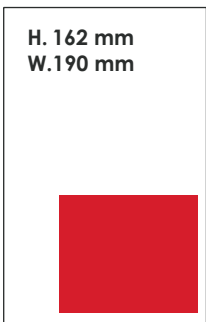
1/2 Page Banner



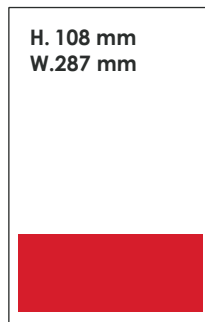
1/3 Page Square



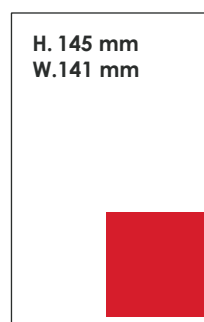
1/3 Page Banner



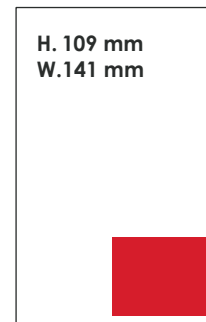
1/4 Page Square



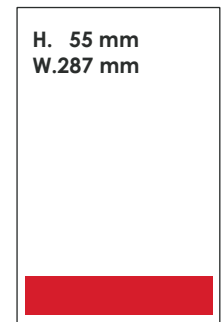
1/4 Page Banner



1/6 Page



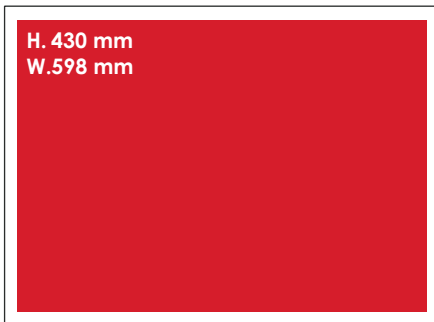
1/8 Page Square



1/8 Page Banner

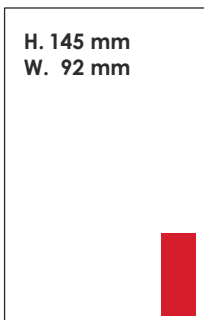
SPECIAL FORMATS

DOUBLE FORMATS

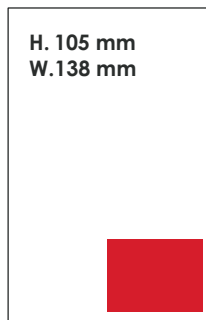


Double Page

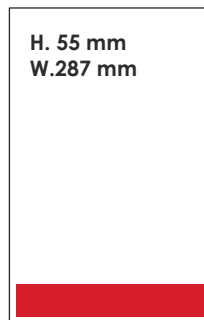
COVER



Premium

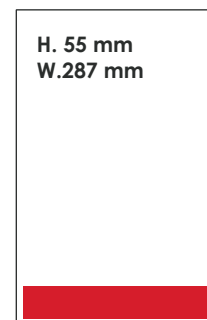


Medium



banner General
section & Side

BACK



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.quotidiens@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 Evrin).
- 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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