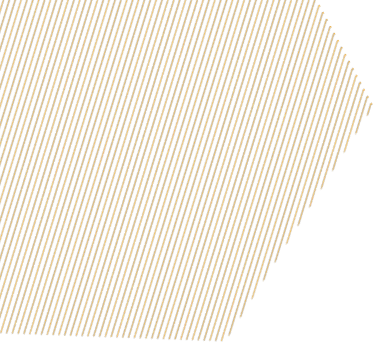




Les Echos
Le Parisien

MÉDIAS

PARIS
MATCH

MÉDIAS

Le Parisien Économie
Le Parisien Étudiant
Supplements

Rate Card 2025

2025 Rate Card - Commercial Advertising

FULL PAGE

		Le Parisien Économie	Le Parisien Étudiant	Supplements
Premium	1st Right Hand Page	143 800 €	58 100 €	143 800 €
	1st Left Hand Page	140 800 €	54 000 €	140 800 €
Standard	Right hand Page	137 700 €	47 900 €	137 700 €
Standard	Left hand page	121 400 €	41 800 €	121 400 €

NEWS (junior page)

Premium	1st Right Hand Page	93 800 €	34 200 €	93 800 €
	1st Left Hand Page	91 800 €	33 200 €	91 800 €
Standard	Right hand Page	89 800 €	30 000 €	89 800 €
Standard	Left hand page	78 500 €	26 000 €	78 500 €

1/2 Page

Premium	1st Right Hand Page	87 700 €	33 200 €	87 700 €
	1st Left Hand Page	85 700 €	28 100 €	85 700 €
Standard	Right hand Page	86 200 €	24 000 €	82 600 €
Standard	Left hand page	71 400 €	20 900 €	71 400 €

1/4 Page

Premium	1st Right Hand Page	57 100 €	23 000 €	57 100 €
	1st Left Hand Page	50 100 €	20 900 €	56 100 €
Standard	Right hand Page	53 000 €	18 900 €	53 000 €
Standard	Left hand page	45 900 €	15 800 €	45 900 €

Rates for Ile de France region : -15%

2025 Rate Card - Commercial Advertising

1/8 Page

	Le Parisien Économie	Le Parisien Étudiant	Le Parisien supplement
Standard Right hand Page	34 200 €	12 800 €	34 200 €
Standard Left hand page	30 100 €	10 700 €	30 100 €

Format Double

Premium 1st double Page	233 600 €	95 900 €	233 000 €
Double page center spread	228 900 €	90 800 €	228 900 €
Double Page	223 400 €	86 700 €	223 400 €

Box & banner

Premium front cover banner	30 700 €	11 700 €	36 700 €
front cover banner 70	41 800 €	20 900 €	41 800 €

Rates for Ile de France region : -15%

See General Terms and
conditions of sale



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.

MARK-UP / MODULATIONS

Multi-advertiser	+ 15%
Succession	+ 20%
1st industry advertiser I	+ 20%

BULK RATES

100 000 €	- 2%	Le Dégressif Volume, calculé à chaque ordre, s'applique à tout annonceur (et non groupe d'annonceur) sur le cumul annuel de l'investissement réalisé sur Les marques Les Echos * et Le Parisien. Il se calcule sur le Brut Base Achat. Le dégressif volume est non rétroactif.
200 000 €	- 4%	
400 000 €	- 6%	
600 000 €	- 8%	

CONSOLIDATION OF ORDERS

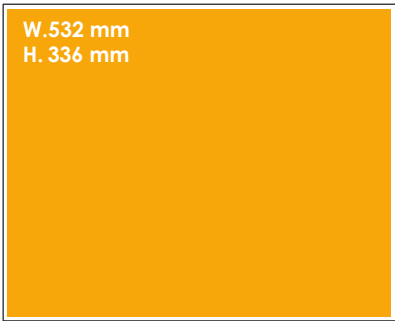
* Excluding Radio classique & CDA

	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

- 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).
-------	--

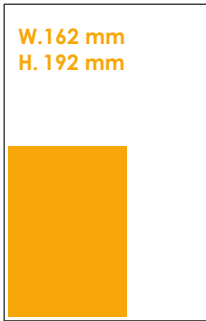
Formats



Double Page



1 page or inside front cover



Junior Page



1/2 Page



1/4 Page



1/8 Page



Banner 70



Cover banner



Cover banner 70

Technical Specifications

Deadline for sending your technical materials in **ready-to-use format**
48 hours prior to publication

Digital PDF

Acrobat PDF 1.3 with TrimBox

No raw files

Frame image with a 0.5-point minimum line in the color of your choice, except for the page format.

High-definition imports

240 dpi color image(s)

160 dpi grays

1 200 dpi monochrome

Underlay flattening

Encapsulated font

Photos in B&W or CMJN: 240 dpi

Ink overlay: 240%

Weave: 100

Weight: 42/49

ICC profile: ISO newspaper26v4.icc

Please do not send CROMALIN PROOFS, COLOR PROOFS etc...

SPONSORED CONTENT / OPEN LETTER

Approval from an editor will be sought prior to publication.

Include the mention **"Advertisement"** or **"Press Release"** in bold in type 10 font.

Place the mention horizontally, above and to the right of the image.

GENERAL INFORMATION/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.

Technical contacts

Sandrine BAILLEUL

sbailleul@lesechosleparisien.fr - +33 1 87 39 83 13

Eric DAVID

edavid@lesechosleparisien.fr - +33 1 87 39 75 12

Marie DUCROCQ

mducrocq@lesechosleparisien.fr - +33 1 87 39 83 10

Catherine LEFEVRE

clefevre@lesechosleparisien.fr - +33 1 87 39 82 98

Please send your files to: print.quotidiens@lesechosleparisien.fr



Contacts

Corinne Mrejen

President Les Echos Le Parisien Médias /
Paris Match Médias
cmrejen@lesechosleparisien.fr

Pascale Luca

Deputy Chief Executive Officer
pluca@lesechosleparisien.fr

Nicolas Danard

Deputy Chief Executive Officer
ndanard@lesechosleparisien.fr

EXECUTIVE DIRECTOR, CONSULTING & TAILOR-MADE SOLUTIONS • SPECIAL OPERATIONS

Vincent Ficarelli +33 1 87 39 75 17 / vficarelli@lesechosleparisien.fr

EXECUTIVE DIRECTOR, INTERNATIONAL, TERRITORIES & SPORTS

Nicolas Grivon +33 1 87 39 75 26 / ngrivon@lesechosleparisien.fr

SALES DIRECTOR – «LE PARISIEN SUPPLEMENTS»

Muriel Petit +33 1 87 39 82 82 / mpetit@lesechosleparisien.fr

SALES DIRECTOR – LE PARISIEN WEEK-END

Gérald Couvey +33 1 87 39 83 17 / gcouvey@lesechosleparisien.fr

SALES DIRECTOR – DIGITAL CORE BUSINESS

Laurent Laventure +33 1 87 39 75 34 / llaventure@lesechosleparisien.fr

SALES DIRECTOR – VIDEO & AUDIO

Sabri Meddouri +33 1 87 39 75 34 / smeddouri@lesechosleparisien.fr

CLIENT DIRECTOR – PROGRAMMATIC

Bilel Ben Asker +33 1 87 39 78 52 / bbenasker@lesechosleparisien.fr

