

**Les Echos
Le Parisien**

MÉDIAS

**PARIS
MATCH**

MÉDIAS



Rate card 2025

Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	4 900 €
	C4 - Outside back cover	5 300 €
Standard	Page	4 100 €
	1/2 page	3 100 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer	2 300 €	500 €
	Cover wrap	7 800 €	1 000 €
	Cover wrap Star	Cover wrap + Outside back cover	1 000 €
	Gate Fold	Panoramic page	1 700 €
	French Door	Page with 2 cover wrap L/R	2 400 €
	Star front cover	Front cover page + infomercial	
	2 nd Start front cover	1/2 cover page + infomercial	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
22 071 ex.	1 100 €	1 370 €	1 920 €	2 210 €	2 760 €	3 180 €

Contact us for campaigns over 16 pages.
For technical and mailing costs contact us.

 Technical costs include eco-distribution of the ad inserts.

Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	7 100 €
	C4 - Outside back cover	7 700 €
Standard	Page	5 900 €
	1/2 page	4 800 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer	3 200 €	500 €
	Cover wrap	10 800 €	1 300 €
	Cover wrap Star	Cover wrap + Outside back cover	1 300 €
	Gate Fold	Panoramic page	2 200 €
	French Door	Page with 2 cover wrap L/R	2 900 €
	Star front cover	Front cover page + infomercial	16 000 €
	2 nd Start front cover	1/2 cover page + infomercial	14 500 €

DIGITAL EXTENSION OFFER

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INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
42 967 ex.	2 150 €	2 660 €	3 740 €	4 300 €	5 370 €	6 190 €

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Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	6 500 €
	C4 - Outside back cover	7 000 €
Standard	Page	5 000 €
	1/2 page	41000 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer	3 000 €	500 €
	Cover wrap	9 800 €	1 100 €
	Cover wrap Star	Cover wrap + Outside back cover	14 600 €
	Gate Fold	Panoramic page	13 300 €
	French Door	Page with 2 cover wrap L/R	16 200 €
	Star front cover	Front cover page + infomercial	14 600 €
	2 nd Start front cover	1/2 cover page + infomercial	13 300 €

DIGITAL EXTENSION OFFER

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Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
28 333 ex.	1 420 €	1 760 €	2 460 €	2 830 €	3 540 €	4 080 €

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Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	4 900 €
	C4 - Outside back cover	5 300 €
Standard	Page	4 100 €
	1/2 page	3 100 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer	2 300 €	500 €
	Cover wrap	7 500 €	1 000 €
	Cover wrap Star Cover wrap + Outside back cover	11 000 €	1 000 €
	Gate Fold Panoramic page	10 300 €	1 700 €
	French Door Page with 2 cover wrap L/R	12 600 €	2 400 €
	Star front cover Front cover page + infomercial	11 000 €	
	2 nd Start front cover 1/2 cover page + infomercial	10 000 €	

DIGITAL EXTENSION OFFER

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Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
23 771 ex.	1 190 €	1 470 €	2 070 €	2 380 €	2 970 €	3 420 €

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Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	6 100 €
	C4 - Outside back cover	6 600 €
Standard	Page	5 100 €
	1/2 page	3 900 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer		2 900 €	500 €
	Cover wrap		9 200 €	1 000 €
	Cover wrap Star	Cover wrap + Outside back cover	13 800 €	1 000 €
	Gate Fold	Panoramic page	12 400 €	1 700 €
	French Door	Page with 2 cover wrap L/R	15 800 €	2 500 €
	Star front cover	Front cover page + infomercial	13 800 €	
	2 nd Start front cover	1/2 cover page + infomercial	12 500 €	

DIGITAL EXTENSION OFFER

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INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
24 235 ex.	1 210 €	1 500 €	2 110 €	2 420 €	3 030 €	3 490 €

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Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	4 700 €
	C4 - Outside back cover	5 000 €
Standard	Page	3 900 €
	1/2 page	3 000 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer		2 200 €	500 €
	Cover wrap		7 200 €	1 000 €
	Cover wrap Star	Cover wrap + Outside back cover	10 500 €	1 000 €
	Gate Fold	Panoramic page	9 900 €	1 700 €
	French Door	Page with 2 cover wrap L/R	12 100 €	2 400 €
	Star front cover	Front cover page + infomercial	10 500 €	
	2 nd Start front cover	1/2 cover page + infomercial	9 500 €	

DIGITAL EXTENSION OFFER

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INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
23 166 ex.	1 160 €	1 440 €	2 020 €	2 320 €	2 900 €	3 340 €

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Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	5 500 €
	C4 - Outside back cover	6 000 €
Standard	Page	4 600 €
	1/2 page	3 500 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer		2 600 €	500 €
	Cover wrap		8 400 €	1 000 €
	Cover wrap Star	Cover wrap + Outside back cover	12 400 €	1 000 €
	Gate Fold	Panoramic page	11 400 €	1 700 €
	French Door	Page with 2 cover wrap L/R	14 000 €	2 400 €
	Star front cover	Front cover page + infomercial	12 400 €	
	2 nd Start front cover	1/2 cover page + infomercial	11 200 €	

DIGITAL EXTENSION OFFER

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INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
22 446 ex.	1 120 €	1 390 €	1 950 €	2 240 €	2 810 €	3 230 €

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Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	4 900 €
	C4 - Outside back cover	5 300 €
Standard	Page	4 100 €
	1/2 page	3 100 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer	2 300 €	500 €
	Cover wrap	7 500 €	1 000 €
	Cover wrap Star	Cover wrap + Outside back cover	11 000 €
	Gate Fold	Panoramic page	10 300 €
	French Door	Page with 2 cover wrap L/R	12 600 €
	Star front cover	Front cover page + infomercial	11 000 €
	2 nd Start front cover	1/2 cover page + infomercial	10 000 €

DIGITAL EXTENSION OFFER

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INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
22 604 ex.	1 130 €	1 400 €	1 970 €	2 260 €	2 830 €	3 250 €

Contact us for campaigns over 16 pages.
For technical and mailing costs contact us.

 Technical costs include eco-distribution of the ad inserts.

Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	5 400 €
	C4 - Outside back cover	5 800 €
Standard	Page	4 500 €
	1/2 page	3 400 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer		2 600 €	500 €
	Cover wrap		8 00 €	1 000 €
	Cover wrap Star	Cover wrap + Outside back cover	12 100 €	1 000 €
	Gate Fold	Panoramic page	11 100 €	1 700 €
	French Door	Page with 2 cover wrap L/R	13 700 €	2 400 €
	Star front cover	Front cover page + infomercial	112 100 €	
	2 nd Start front cover	1/2 cover page + infomercial	11 000 €	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
22 643 ex.	1 130 €	1 400 €	1 970 €	2 260 €	2 830 €	3 250 €

Contact us for campaigns over 16 pages.
For technical and mailing costs contact us.

 Technical costs include eco-distribution of the ad inserts.

Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	23 300 €
	C4 - Outside back cover	25 200 €
Standard	Page	19 400 €
	1/2 page	14 300 €
	1/4 Page - Double Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer	9 700 €	2 000 €
	Cover wrap	36 700 €	4 300 €
	Cover wrap Star	Cover wrap + Outside back cover	4 300 €
	Gate Fold	Panoramic page	4 200 €
	French Door	Page with 2 cover wrap L/R	4 900 €
	Star front cover	Front cover page + infomercial	52 000 €
	2 nd Start front cover	1/2 cover page + infomercial	47 900 €

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

INSERTS

	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
Media cost	12 000 €	15 000 €	21 000 €	24 000 €	30 000 €	34 000 €

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For technical and mailing costs contact us.

 Technical costs include eco-distribution of the 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.

MAJORATIONS / MODULATIONS

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

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 within 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

* Excludes Radio classique & CDA

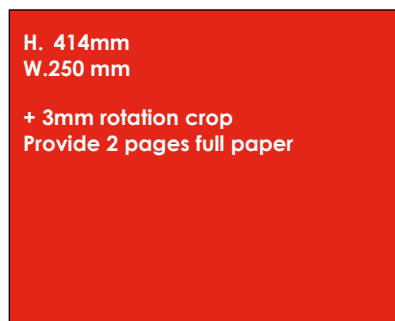
	from :	
5 000 000 €	- 1%	The total rate on consolidated orders applies to all orders. It is calculated according to the Gross Purchase Base. The agreed rate is subject to change every trimester according to the year-on-year investment. Minimum: 2 orders.
10 000 000 €	- 2%	
15 000 000 €	- 3%	

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).
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See General Terms and conditions of sale

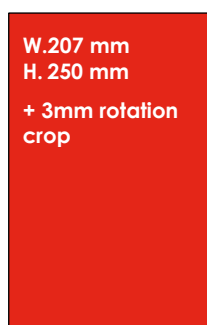
Formats



Double page
«Full paper»



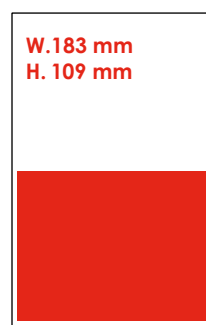
Double page
«Ready-to-use format»



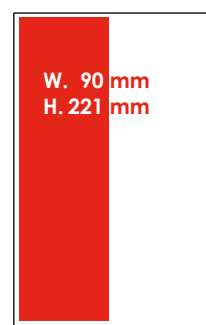
Full Page
«Full paper»



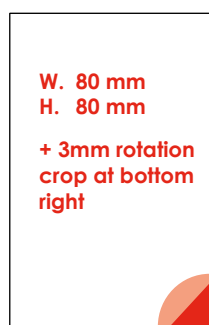
Full Page
«Ready-to-use format»



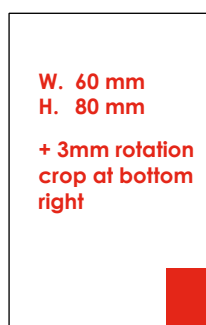
1/2 page banner



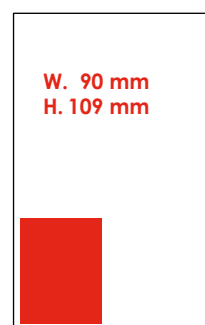
1/2 page column



Streamer triangle or
curved



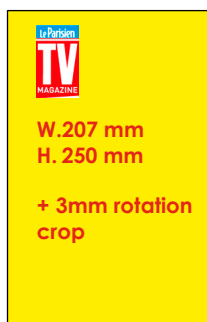
Streamer
Rectangle



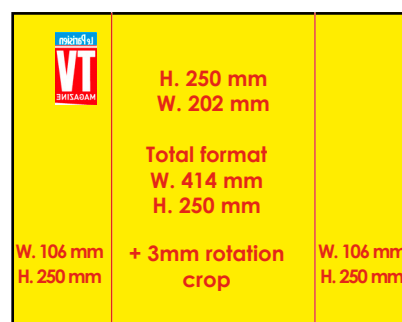
1/4 page square



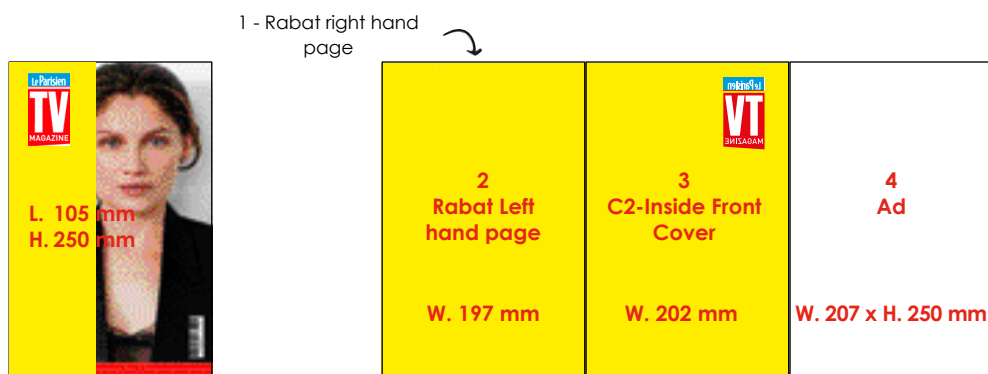
Front Cover



Star front cover



French door
full paper



Cover wrap

1 & 2 - Gatefold RHP and LHP: W 197 mm x H 250 mm
+10 mm of rotation crop
3 - C2 - Inside front cover: W 202 mm x H 250 mm
+ 10 mm of rotation crop
4 - Ad page: W 207 mm x H 250 mm
+ 10 mm of rotation crop

Please note that we will add four elements to your cover format for **the Star and Cavalier:**

- Le Parisien TV Magazine logo (W 46 mm x H 80 mm) added at 12 mm from left-hand border and 5 mm from right-hand border
- The red banner with the date and edition number (H 10 mm x W 207 mm) added on the bottom of the page
 - Barcode
 - Line with number of the edition

Technical Specifications

PDF/X 1a 2001

Cover must conform to PDF/X 1a 2001 norms

Destination profile PSO_LWC_

PDF/X 1a 2001 file

No raw files will be accepted

Color management:

Convert to destination with **profile of intention**.

Image editing according to the destination profile.

Ink overlay must be in line with destination profile.

No direct tones will be accepted.

Fonts smaller than 8 points must be **100% black** only.

Essential design elements must be more than **10 mm** from the edge of the page. Images must be in **300 dpi** format.

Images that must be at the page's edge must be within **5 mm of the page bleed**. **If you would like a border, please include it in your layout**. For the 3rd page from the cover, if this includes a voucher to cut out, please place it in the top half of the page.

Proofs:

Files: profiles in line with destination profile, proofs must be made from the print file with:

- Management range like MediaWedge, with a 5x5 mm minimum patch.

- Output profile of the proof, calibration date, date of output profile proof, name of printed file and reference of the type of printer used and proofing system used.

In case it needs to be reworked, please send as many proof versions as there are publications.

Unless you specifically ask for us to keep them, proofs won't be kept after one month following publication.

PDF processing:

- Once we receive your files, we will proceed to check they comply with the following rules:

We will transform files that do not comply, without client feedback, if there are no colorimetry changes.

You will be contacted if:

- Materials aren't positioned properly and therefore can't be printed.

- Errors have been detected and can only be rectified by you.

- Legal mentions are missing (English text not translated, mandatory mentions)

- The file does not comply and cannot be amended by us.

Technical materials must be received on the Friday 15 days prior to publication.

If technical constraints are not respected or there are no contractual proofs, we will not be held responsible for any error related to the reproduction of the image.

Technical contacts

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DIGITAL

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