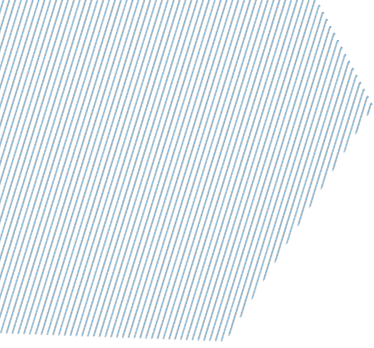




Les Echos
Le Parisien

MÉDIAS

PARIS
MATCH

MÉDIAS

week-
end
Le Parisien

RATE CARD 2025



Rate Card 2025 - commercial advertising

FULL PAGE

Premium	C4 / Outside Back Cover	72 900 €
	C2 / Inside Front cover / 1st Left facing Editorial Letter	60 200 €
	C3 / Inside Back Cover	52 000 €
	1st Left facing contents	55 100 €
	1st Right Hand Page	54 100 €
	2nd Right Hand Page	53 000 €
	3th Right Hand Page	52 000 €
	4th Right Hand Page	51 000 €
First	Special Report / Right Hand Page	49 000 €
	RHP section	49 000 €
Standard		35 200 €

DOUBLE FULL PAGE

Premium	1st inside double page spread	102 000 €
	Double opener bis	100 000 €
	1st double	95 900 €
	2nd double	94 900 €
Standard		70 500 €





Rate Card 2025 - commercial advertising

OTHER FORMATS

Standard	Double 1/2 page	42 800 €
	1/2 page	23 000 €
	1/3 page	19 900 €

Contact us for other formats, literary rates

INSERTS

Rates per thousand	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages	20 pages	24 pages	32 pages	36 pages	64 pages
Media Cost	95 €	115 €	140 €	175 €	210 €	250 €	285 €	295 €	310 €	320 €	660 €

Contact us for technical and mailing costs.



The technical fees include the eco-conception related to advertising 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 rebate for professionals.

MARK-UP / MODULATIONS

Multi-advertiser	+ 15%	
First-choice placement	+ 20%	
Succession	+ 20%	
1st industry advertiser	+ 20%	
Black & White	-20%	
Industry discount*	-30%	*Publishing, Training, Arts & Leisure, Property.

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

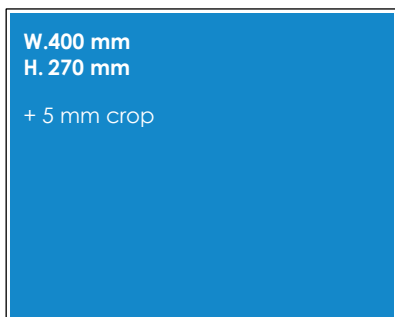
from :		
5 000 000 €	- 1%	The total rate on consolidated orders applies to all orders. It is calculated according to the Gross Purchase Base. The agreed rate is subject to change every trimester according to the year-on-year investment. Minimum: 2 orders.
10 000 000 €	- 2%	
15 000 000 €	- 3%	

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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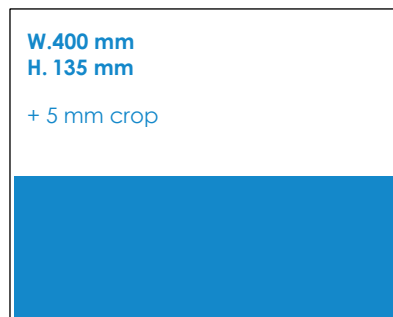
Formats



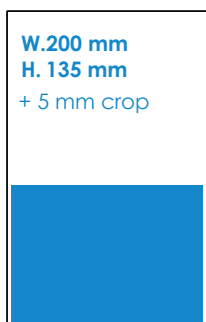
Double Page



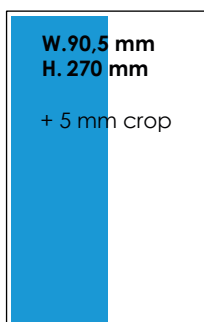
Full Page



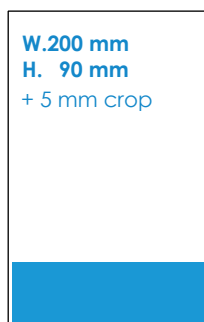
Double 1/2 page



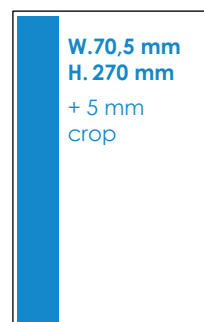
1/2 page



1/2 page column



1/3 page banner



1/3 page column

Technical Specifications

Please provide a X-1/PDF

INDESIGN CS3/CS6 :

Creation of a postscript and preferably distilled file.

QUARKXPRESS :

Direct exports are strongly discouraged.

PREREQUISITE STANDARDS

PDF 1.3 with Trim Box :

ISO PDF/X-1a: 2001 norm

CMYK and BW images: 300 dpi compression JPEG

Bitmap images: 1200 dpi compression CCITT-group4

Ink overlay: 280% MAX inside pages

Ink overlay: 300% max for the cover

File: 1 image per page

ICC PROFIL :

Cover : Fogra 39L

Inside : 41L PSO_MFC_Paper_eci

BLACK SETTINGS :

100% black overlay

COLORS :

PANTONE - SUPPORT - RVB - LAB

Forbidden - transparencies forbidden - True type fonts are forbidden

Transfer curves are forbidden - file protection forbidden.

ARTBOX ZONE :

5 mm from the TrimBox zone. 5 mm bleedbox zone

CONTROL PROOF FROM FOGRA 39 FILE :

With a control change. In the absence of contract proofs, a non-calibrated CANON printer output proof will be created.

FLOW CONTROL :

Asura-Acrobat X PRO

NAMING OF FILES :

MAG_AA_MM_JJ_image name (same for schedule bookings)

No special symbols in the naming of files.

Technical contacts

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Please send your files to :

print.magazines@lesechosleparisien.fr

See General Terms and
conditions of sale



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