



Les Echos
Le Parisien

MÉDIAS

PARIS
MATCH

MÉDIAS

Les Echos

WEEK-END

RATE CARD 2025

2025 Rate Card - Commercial Advertising

Standard Formats

PAGE			OTHER FORMATS	
Premium	C4- outside back cover	40 500 €	Double 1/2 page	31 100 €
	C2- Inside front cover	36 300 €	2/3 page	19 700 €
	C3- Inside back cover	34 300 €	1/2 page	16 000 €
	1st Left facing contents	35 300 €	1/3 page	12 400 €
	1st Left facing Editorial Letter	33 800 €	1/4 page	9 100 €
	RHP Esprit Week-End	33 300 €		
	LHP Facing Opening Section	32 700 €		
First	RHP section, Special Report & Eco friendly	31 200 €		
Standard		23 600 €		

SPECIFIC RATES for Arts sections

Literary, Publishing, Music and Property sector ad

Page	16 600 €
1/2 page	11 400 €
1/3 page	8 300 €
1/4 page	6 200 €

DOUBLE FULL PAGE

Premium	1st inside double page spread*	58 400 €
	Cover double bis	57 200 €
	Cover double 3	55 100 €
	Cover double 4	54 100 €
	Centre Spread	53 000 €
	Isolated double	52 000 €
First	1st double	51 000 €
	2nd double	50 000 €
	3rd double	47 900 €
Standard		45 900 €

2025 Rate Card - Commercial Advertising

Packages (€ Net excluding taxes)

TOP WEEK-END +

1 full page Série Limitée
+ 1 full page Les Echos Week-End

15 600 €

TOP WEEK-END + DIGITAL

1 full page Série Limitée
+ 1 full page Les Echos Week-End
+ 1 day homepage + ad banner Lesechos.fr

31 200 €

SO WEEK-END

1 full page Connaissance des Arts
+ 1/2 page Les Echos Week-End

6 600 €

INSERTS (gross, excluding tax)

Rates/1000 copies	2 pages	4-6 pages	8-14 pages	16 pages et +	Technical costs
10 000 to 20 000 copies	620 €	820 €	1 080 €	3 000 €	2 100 €
20 001 to 40 000 copies	310 €	410 €	800 €	1 500 €	2 500 €
40 001 to 74 000 copies	255 €	360 €	670 €	1 280 €	2 910 €
74 001 copies and +	210 €	310 €	570 €	1 080 €	3 600 €



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.

MARK-UP / MODULATIONS

Multi-advertiser + 15%

Placement of choice + 20%

Succession + 20%

1st industry advertiser + 20%

Black and white - 20%

Industry rebate* - 30%

*Publishing, Training, Culture and Leisure, Property

BULK RATES

100 000 € - 2%

200 000 € - 4%

400 000 € - 6%

600 000 € - 8%

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.

CONSOLIDATION OF ORDERS

*Excludes Radio classique & CDA

from :

5 000 000 € - 1%

10 000 000 € - 2%

15 000 000 € - 3%

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.

RREBATE 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).

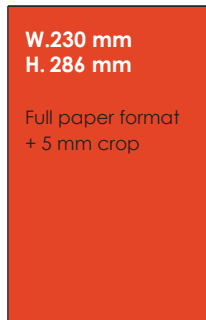
See General Terms and conditions of sale



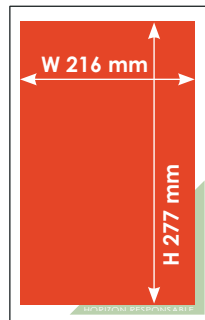
LesEchos

WEEK-END

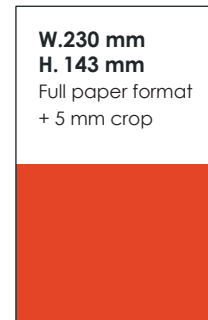
Formats



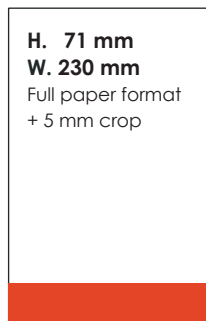
full Page



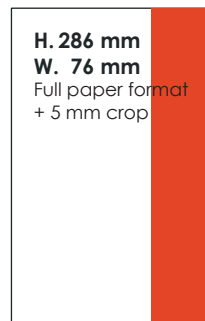
Full Page
Eco-Friendly



1/2 Page



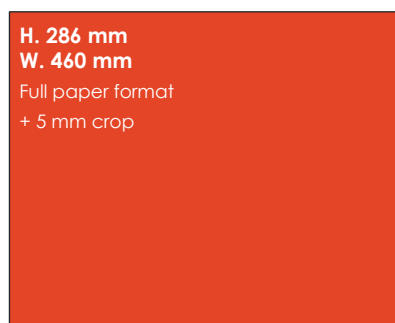
1/4 Page Banner



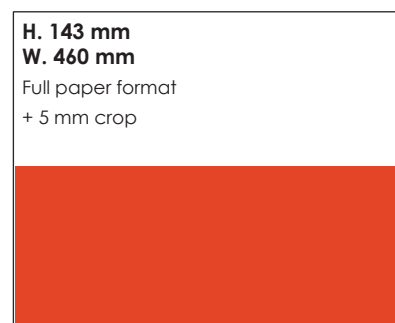
1/3 page column



1/3 page banner



Double Page



Double 1/2 Page

Technical Specifications

FORMAT

- Format of the edition: W 230 x H 286 mm (French)
- Insert file format:
 - double page: W 460x H 286 mm
 - 1 page: W 230 x W 286 mm
- Other formats: see details attached + 7 mm bleed on all sides for all formats.
- Text and materials including logos must be positioned within 5 mm of the crop.

CRITERIA OF THE FILES

- In CMJN (no RVB, no Pantone, no direct tones)
- A 1.3 high-definition, 300 Dpi PDF
- 280% rate of anchor overlay for inside 300% for the cover.
- We recommend you use the following:
For the cover:
Norme Fogra 39L Iso Coated V2 300% (ECI)
Inside :
Norme Fogra 45L PSO LWC Improved (ECI)
And a certified color proof according to the ISO 12647 norms, from a PDF sent to us (same date and time)

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 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.

No PANTONE colors or direct tones

- Where there are black color blocks, highlight the black with a 40% maximum weave (cyan and/or magenta).
- Black and white images edited in black quadri must be fixed with a black dominant and balanced with 3 other colors. No UCR conversion.
- No fonts that are too skinny in body or too small within black to white and color blocks.

DELIVERY OF FILES

- **2 weeks** prior to publication at the latest.

IMPORTANT

If a file doesn't respect these norms, we reserve the right to send a request for new materials that abide by these norms or to amend them directly where possible. In the absence of contractual proofs, no chromium complaints will be accepted. In any case, if the production criteria given by Les Echos Médias for the insertion of advertising are not respected by the advertiser (or third parties), then Les Echos Médias refuses to accept any technical responsibility for the outcome.

TECHNICAL CONTACTS

Isabelle NASSOY

+33 1 87 39 75 43

inassoy@lesechosleparisien.fr

or print.magazines@lesechosleparisien.fr

Delivery address

Les Echos Le Parisien 5-7, rue Nélaton 75015 Paris, France



LesEchos

WEEK-END

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 – LES ECHOS WEEK-END

Sophie Chartier +33 1 87 39 75 01 / schartier@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

