

Les Echos  
Le Parisien

MÉDIAS

PARIS  
MATCH

MÉDIAS



# Les Echos

## RATE CARD 2025

### Commercial advertising



# Les Echos

## Rate Card 2025 - Commercial Advertising

### STANDARD FORMATS

#### FULL PAGE

Premium	Oustide Back Cover	98 900 €
	1st Right Hand Page / 1st RHP in Special Report	89 800 €
	Premium Right Hand Page	78 500€
First	Special Report & Eco-Friendly	76 000 €
	Right hand Page	71 400 €
Standard	Left hand Page	62 600 €

#### JUNIOR PAGE

Premium	1st Right Hand Page / 1st RHP in Special Report	65 200 €
	premium front	56 600 €
First	premium front	55 100 €
	Right hand Page	51 000 €
Standard	Left hand Page	44 400 €

#### 1/2 PAGE

Premium	1st Right Hand Page / 1st RHP in Special Report	69 900 €
	Premium Premium right hand page	58 700 €
First	Special Report	57 100 €
	Right hand Page	54 100 €
Standard	Left hand Page	46 900 €

#### 1/3 PAGE

First	Special Report	43 800 €
	Right hand Page	41 600 €
Standard	Left hand Page	35 400 €

#### 1/4 PAGE

Premium	Premium Right Hand Page	34 400 €
First	Special Report	33 400 €
	Right hand Page	31 200 €
Standard	Left hand Page	27 000 €

#### 1/6 PAGE

First	Special Report	22 300 €
	Right hand Page	20 800 €
Standard	Left hand Page	18 200 €

#### 1/8 PAGE

First	Special Report: Arts & Entertainments	18 700 €
	Right hand Page	16 600 €
Standard	Left hand Page	14 600 €



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### SPECIAL FORMATS

#### DOUBLE FULL PAGE

Premium	Double page	130 100 €
	Double full page	93 800 €
	Double junior page	101 000 €
	Double 1/4 page	57 100 €

#### BOX

Premium	Front (Cover Earpieces)	8 400 €
	Front (Cover Box)	23 000 €
	Back page (Entreprises & Marchés)	9 400 €

#### COVER WRAP

Premium	1/2 Page	88 200 €
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Premium ad placements must be confirmed 1 month (20 working days) prior to publication. All ad bookings with extra options must respect the 48-hour rule

### PACKAGES (€ Net placement, excluding tax)

#### TOP REPETITION\*

3 junior pages over a 15-day duration	55 000 €
4 junior pages over a 3-week duration	69 000 €

\* For non-captive sectors only (including all sectors except Finance, Industry, Services, Telecommunications and Transport).





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### CLASSIFIED ADS

REAL STATE		PRESS RELEASES		
1 module (45 x 92)	2 400 €	Mm / col Premium Right Hand Page	B&W	33 €
2 modules (95 x 92)	3 500 €	Mm/ col Recto Right hand Page	B&W	30 €
3 modules (95 x 141 or 145 x 92)	4 800 €	Mm/ col premium left right page	B&W	27 €
4 modules (95 x 191 or 195 x 92)	6 000 €	Mm/ col left right page	B&W	25 €
6 modules (145 x 190 or 195 x 141)	7 800 €	Logo	QUADRI	850 €





# Les Echos

## Rate Card 2023 - Commercial Advertising

### INSERTS

#### MEDIA COST

	2 FULL PAGES	4-6 full Pages	8-12 full Pages	14 full Pages et +
Tarif / 1000 ex	500 €	750 €	950 €	1 550 €

#### TECHNICAL AND DISTRIBUTION COSTS

	QUANTITY	Technical costs	Postage costs	TOTAL
<b>ZONE 1 (Paris + suburbs, delivered and mailed)</b>				
Insert up to 50g	30 000 copies	1 700 €	655 €	2 355 €
Insert from 51 to 100g*	30 000 copies	1 700 €	1 300 €	3 000 €
<b>ZONE 2 (NORTH: entire distribution zone from Tremblay)</b>				
Insert up to 50g	43 800 copies	2 300 €	1 500 €	3 800 €
Insert from 51 to 100g*	43 800 copies	2 300 €	2 900 €	5 200 €
<b>ZONE 3 (SUD: entire distribution zone from MIDI-LIBRE)</b>				
Insert up to 50g	11 900 copies	600 €	700 €	1 300 €
Insert from 51 to 100g*	11 900 copies	600 €	1 300 €	1 900 €
<b>ZONE 4 (SUD: distribution across all of FRANCE)</b>				
Insert up to 50g	55 700 copies	2 900 €	2 100 €	5 000 €
Insert from 51 to 100g*	55 700 copies	2 900 €	4 100 €	7 000 €

\* Contact us for inserts of more than 200g.

Contact us for technical and mailing costs.  
Technical costs include eco-distribution for ad inserts.





# Les Echos

## Glossary and Rebates

### GLOSSARY

<b>Gross value</b>	Gross revenue value of ad placements.
<b>Gross purchase base</b>	Gross revenue paid by the advertiser after mark-up and/or modulation.
<b>Net before rebate for professionals</b>	Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates excluding rebate for professionals.
<b>Net space</b>	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-advertisers	+ 15%	
Chosen placement	+ 20%	
Successive	+ 20%	
1st section advertiser	+ 20%	
Black and white	- 20%	
Industry rebate*	- 30%	*Publishing, Training, Culture & 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%	All purchasers can consolidate their orders. The rate is calculated according to the Gross Base Revenue rate at the time of the order. The agreed rate is subject to amends each trimester according to the evolution of the year-on-year investment made. Minimum of 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 for professionals 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@lesechosleparisien.fr).
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See General Terms and  
conditions of sale



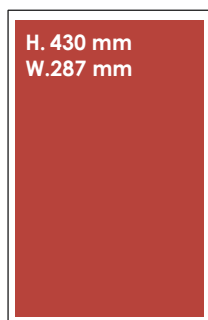




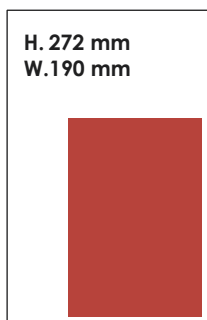
# Les Echos

## Formats

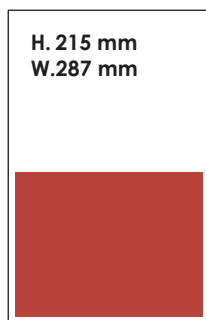
### FORMATS STANDARDS



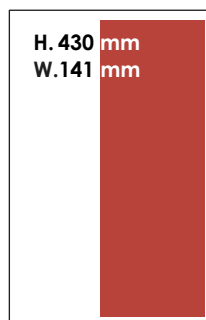
Full Page



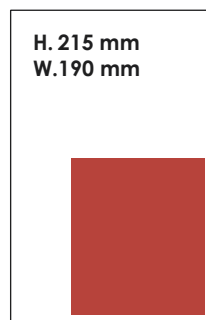
News



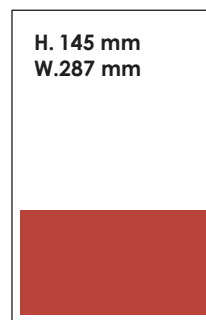
Half page, banner



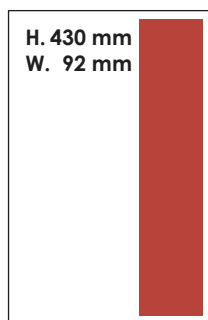
Half page, column



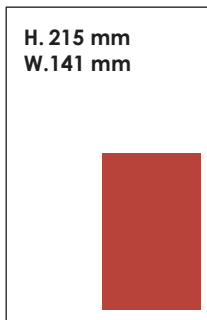
1/3 Page, square



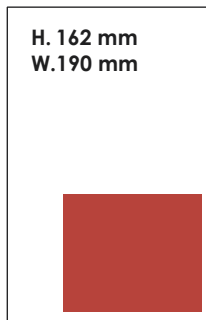
1/3 Page, banner



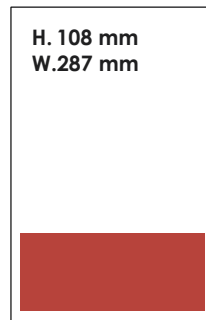
1/3 Page, column



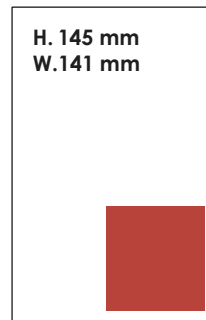
1/4 Page, column



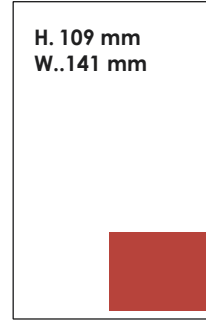
1/4 Page, square



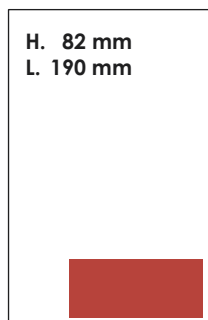
1/4 Page, banner



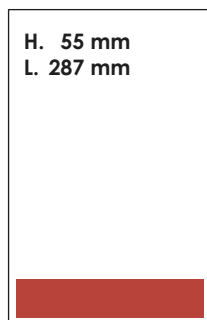
1/6 Page



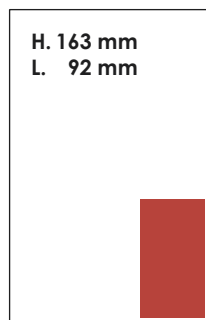
1/8 Page, square



1/8 Page, rectangle



1/8 Page, banner



1/8 Page, column



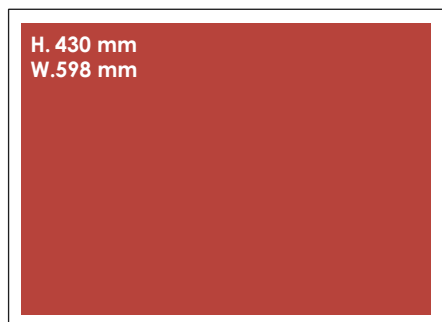


# Les Echos

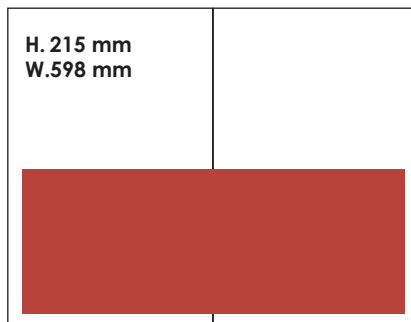
## Formats

### SPECIAL FORMATS

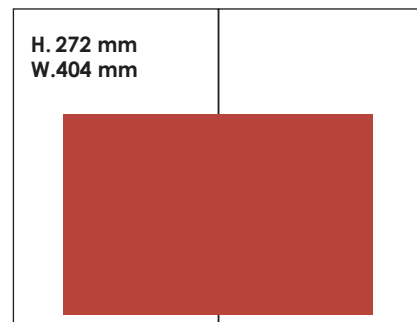
#### FORMATS DOUBLE



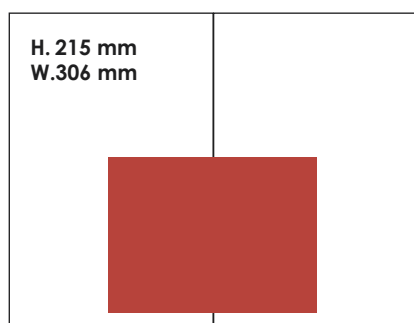
Double Full Page



Double 1/2 Full Page

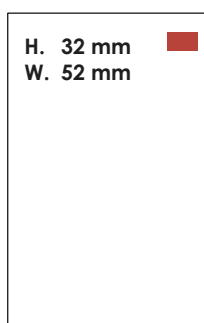


Double Junior Page



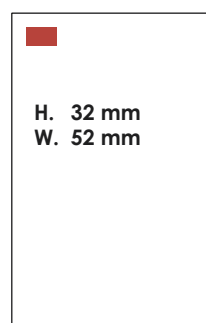
Double 1/4 Page

#### UNE Cahier 1

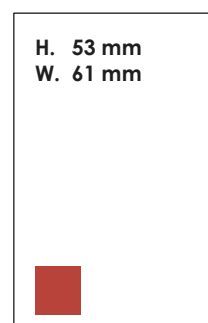


Earpiece general section

#### UNE Cahier 2 Entreprises et Marchés

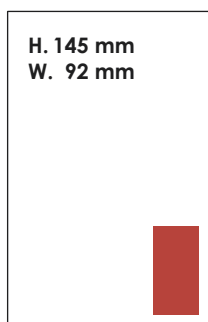


Earpiece

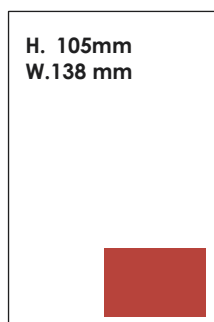


Mini

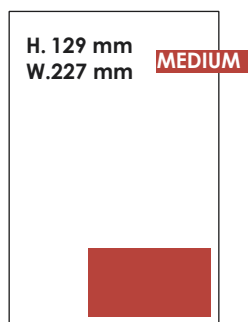
#### Back Page



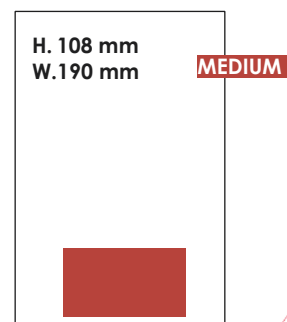
Premium general section



Premium general section



Medium  
«Entreprises & Marchés» Section



Medium  
«Entreprises & Marchés» Section







# Les Echos

## Technical Specifications

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### 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 [http://www.ifra.com/WebSite/ifra.nsf/html/CONT\\_ISO\\_DOWNLOADS](http://www.ifra.com/WebSite/ifra.nsf/html/CONT_ISO_DOWNLOADS)  
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)

**maquette@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.

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### CONTACTS (FOR ALL TECHNICAL MATTERS)

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# Les Echos

## Contacts

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### **Nicolas Danard**

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