

**Les Echos  
Le Parisien**

MÉDIAS

**PARIS  
MATCH**

MÉDIAS



# Les Echos

## RATE CARD 2025

### Financial Advertising



# Les Echos

## RATE CARD 2025 - Financial Advertising

### PUNCTUAL: FINANCIAL NOTICES IN BLACK & WHITE MODULES

These rates concern:

- 1 - Financial communications published on the daily operations of companies (CA, RA, AG,...)
- 2 - Image campaigns designed to act on the company's notoriety among investors.
- 3 - Awareness campaigns preceding a public offering or a transaction on securities.

This period begins:

- 1 - From the date of registration of the base document with the AMF for an initial public offering and a capital increase.
- 2 - From the date of filing of the draft offer with the AMF for public offers (OPA, OPE, etc.)

PUNCTUAL FINANCIAL NOTICES		B&W
Format A	H 50 x W 92	2 900 €

Format B	H 50 x W 141	4 300 €
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#### TECHNICAL COSTS - COMPOSITION - PROOF

Per publication

102 €

#### VOLUME DISCOUNT RATE

2 publications - 5 %

3 publications - 7 %

4 publications - 9 %

5 publications - 12 %

Non retroacting of the volume discount on separate campaigns in 2024





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### PUNCTUAL: FORMATS EXCLUDING FINANCIAL NOTICES - 4 COLOR

FULL PAGE		H 430 x W 287 mm	1/4 PAGE		Square H 162 x W 190 mm Height H 215 x W 141 mm
1st Right Hand Page	94 600 €		1st Right Hand Page	44 700 €	
Premium Right Hand Page	92 200 €		Premium Right Hand Page	43 800 €	
Right Hand Page	86 700 €		Right Hand Page	41 100 €	
Left Hand Page	78 900 €		Left Hand Page	37 500 €	
1/2 PAGE		H 215 x W 287 mm	1/6 PAGE		H 145 x W 141 mm
1st Right Hand Page	70 700 €		1st Right Hand Page	33 900 €	
Premium Right Hand Page	69 100 €		Premium Right Hand Page	32 900 €	
Right Hand Page	64 900 €		Right Hand Page	31 200 €	
Left Hand Page	59 200 €		Left Hand Page	28 500 €	
JUNIOR PAGE		H 272 x W 190 mm	1/8 PAGE		Square H 109 x W 141 mm Banner H 55 x W 287 mm
1st Right Hand Page	65 200 €		1st Right Hand Page	32 100 €	
Premium Right Hand Page	63 600 €		Premium Right Hand Page	31 200 €	
Right Hand Page	59 800 €		Right Hand Page	29 600 €	
Left Hand Page	54 500 €		Left Hand Page	27 000 €	
1/3 PAGE		Square H 215 x L 190 mm Banner H 145 x L 287 mm	BOX		H 32 x W 52 mm H 50 x W 44 mm H 105 x W 138 mm H 145 x W 92 mm H 113 x W 170 mm
1st Right Hand Page	57 300 €		Cover Earpieces/ mini	8 400 €	
Premium Right Hand Page	55 900 €		Front Cover box	23 000 €	
Right Hand Page	52 500 €		Premium Front Cover	23 000 €	
Left Hand Page	47 900 €		Banner	23 000 €	



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### PUNCTUAL: AMF NOTE

FULL-PAGE NOTE	
4 COLOR BANNER TERMS	16 400 €
REGULATORY TEXT	5 100 €
FOLLOWING PAGES	4 100 €

REGULATORY TEXT ONLY	
PAGE	6 100 €
1/2 PAGE	3 100 €

1/2 PAGE NOTE	
4-COLOR "MODALITY" BANNERS	10 700 €
REGULATORY TEXT	3 100 €

DISCOUNT	TAUX
Discount compartment C & Alternext Market	- 30 %



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## RATE CARD 2025 - Financial Advertising

### ANNUAL CONTRACTS

#### CONDITIONS OF USE

- These rates concern regular communications published on the daily operations of listed and unlisted companies, institutions, and financial establishments (turnover, financial results, communications relating to general meetings and board of directors).
- Announcements relating to «company» contracts are published in the «Financial Notices» section according to available locations.
- Modules must be used by assembling in height and width. For layout reasons, the rectangular or square format is required.
- The space sold under an OPCVM contract is reserved for OPCVM communication.
- The publication of a minimum of 2 financial notices over 12 months from the date of subscription to the

#### Valid formats within the scope of an annual contract

Modules equivalence	Premium	non financial notices	Financial notices
<b>Full Page</b> (H 400 x W 287)	<b>64</b>	<b>60</b>	<b>48</b>
<b>1/2 Page</b> (H 200 x W 287)	<b>32</b>	<b>30</b>	<b>24</b>
<b>Junior Page</b> (H 250 x W 190)	<b>26</b>	<b>24</b>	<b>20</b>
<b>1/3 Page</b> (H 200 x W 190)	<b>21</b>	<b>20</b>	<b>16</b>
<b>1/4 Page</b> (H 200 x W 141)	<b>16</b>	<b>14</b>	<b>12</b>
<b>1/6 Page</b> (H 150 x W 141)	<b>13</b>	<b>11</b>	<b>9</b>
<b>1/8 Page</b> (H 100 x W 190)	<b>12</b>	<b>10</b>	<b>8</b>

48	40	32	24	16	8	PAGE	400 mm
42	35	28	21	14	7		350 mm
36	30	24	18	12	6		300 mm
30	25	20	15	10	5	NEWS	250 mm
24	20	16	12	8	4	XP	200 mm
18	15	12	9	6	3		150 mm
12	10	8	6	4	2		100 mm
6	5	4	3	2	1		50 mm
							0 mm

1 column : 44 mm  
 2 columns : 92 mm  
 3 columns : 141 mm  
 4 columns : 190 mm  
 5 columns : 238 mm  
 6 columns : 287 mm



# Les Echos

## RATE CARD 2025 - Financial Advertising

### ANNUAL CONTRACTS “FINANCIAL NOTICES” IN MODULES

A contract assumes the publications of a minimum of 2 financial notices over 12 months from the date of subscription to the contract

LARGE CAPITALIZATION CONTRACTS FROM:	B&W Modules
8 modules	1000 €
28 modules	985 €
37 modules	969 €
55 modules	954 €
73 modules	939 €
108 modules	924 €
144 modules	908 €
180 modules	894 €

ALTERNEXT CONTRACTS	B&W Modules
1 module	800 €

Surcharge flat rate color/insertion	4-COLOR
< 13 modules	7 500 €
> 13 modules	15 100 €





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## RATE CARD 2025 - Financial Advertising

### OPCVM

DAILY QUOTATIONS B&W			VOLUME DISCOUNTS DAILY QUOTATION	RATES
HEADER	SMALL (1cm)	5 700 €	5 lines	- 2 %
	MEDIUM (2 cm)	10 600 €	10 lines	- 5 %
	LARGE (3cm)	18 700 €	15 lines	- 8 %
	> 3 cm	contact us	20 lines	- 11 %
SICAV / FCP		3 600 €	35 lines	- 14 %

Non retroacting of the volume discount on separate campaigns in 2024

WEEKLY QUOTATIONS B&W	
HEADER + LOGO	1 750 €
SICAV / FCP	2 550 €





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## RATE CARD 2025 - Financial Advertising

### WIRE

1. The «Distributor» transmits the regulated information in such a way that it can reach the widest possible public and within the shortest possible time between its distribution in France and its distribution in the other Member States of the European Community or parties to the Agreement on the European Economic Area.

2. The regulated information is communicated to the media in its entirety and in a manner that allows:

2.1. guarantee the security of the communication and minimize the risk of corruption of data and unauthorized access, 2.2. provide certainty as to its source 2.3. clearly identify the issuer concerned, the subject of the regulated information as well as the time and date of its transmission

3. The «Distributor» is able to:

3.1. receive regulated information from issuers twenty-four (24) hours a day, seven (7) days a week 3.2. disseminate information twenty-four (24) hours a day, seven (7) days a week

4. The «Distributor» transmits, as soon as possible, the regulated information to:

4.1. press agency

4.2. real-time information systems for professionals

4.3. search engines, portals and websites accessible to distributors which, taken collectively, ensure satisfactory diversity and each of which meets the following criteria: Offer free access to information, Benefit from a substantial audience, Be known to be reliable in terms of speed of publication and technical performance of consultation, Offer economic and financial content and substantial coverage of regulated information from listed companies, Allow historical searches of information

5. The «Distributor» has permanent means and procedures enabling it to:

5.1. control and limit access to its business premises

5.2. control and limit access to its information systems

5.3. ensure that persons working on its behalf are subject to an obligation of confidentiality with regard to regulated information received from issuers and that they are aware of the laws and regulations applicable to the use of privileged information.

	Rate excl. VAT
<b>Unlimited distribution</b>	<b>3 800 €</b>
<b>Unit distribution</b>	<b>450 €</b>
Distribution of your regulated information under the Transparency Directive. Presence of your logo on all partner sites. Highlighting of your company in the Les Echos quotation pages.	
<b>PREMIUM Information</b>	<b>900 €</b>

Highlighting the company's profile

	1 <sup>st</sup> year	2 <sup>nd</sup> year
Integration of your own distribution lists + targeting of Internet users (e-mail alert)		
Integration on your site of your press releases and value curves + presence of your press releases on the iPad application Les Echos Comfi	<b>1400 €</b>	<b>700 €</b>

**See General Terms and  
conditions of sale**





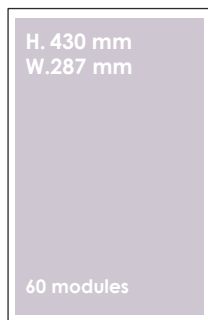


# Les Echos

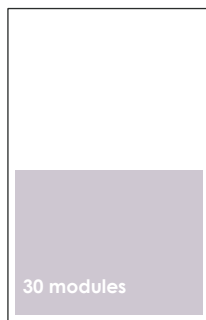
## Formats

### STANDARD FORMATS

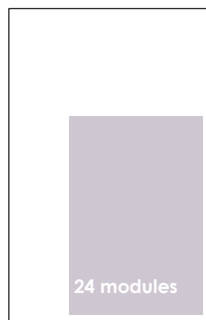
VALID FOR A ONE-TIME ON FINANCIAL OPERATION



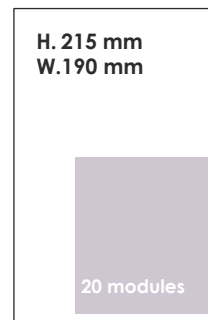
Full Page



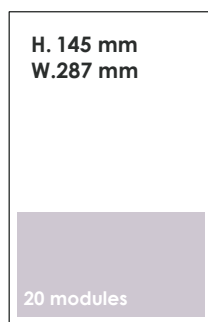
1/2 Page banner



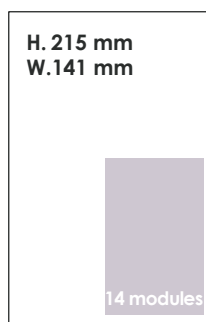
Junior



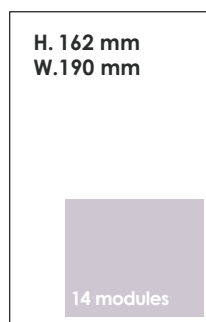
1/3 Page Square



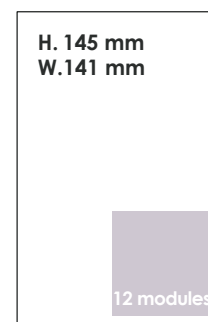
1/3 Page Banner



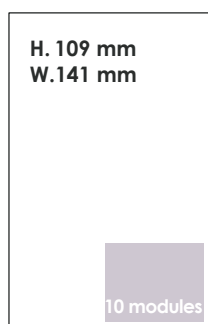
1/4 Page column



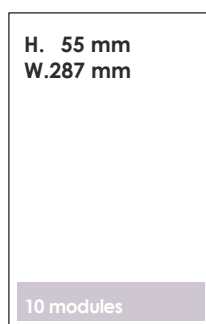
1/4 Page Square



1/6 Page



1/8 Page Square



1/8 Page Banner



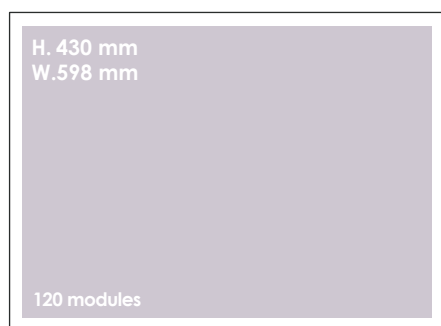
# Les Echos

## Formats

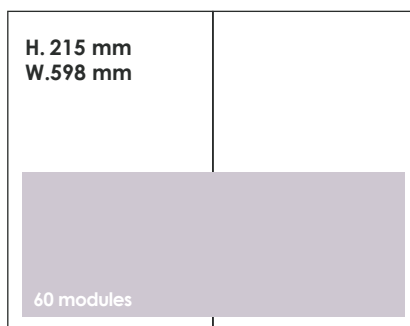
### SPECIAL FORMATS

VALID FOR A ONE-TIME ON FINANCIAL OPERATION

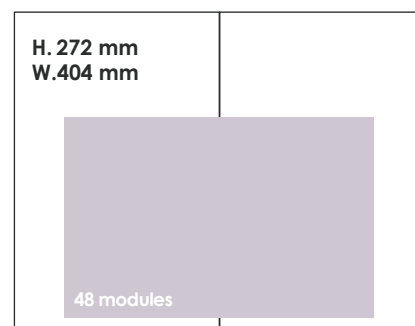
#### DOUBLE FORMATS



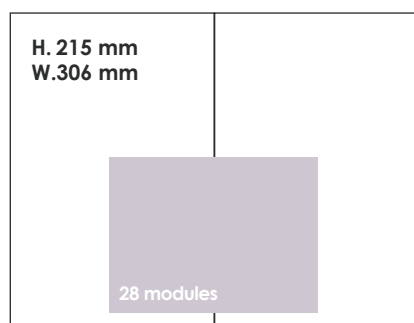
Double Page



Double 1/2 Page

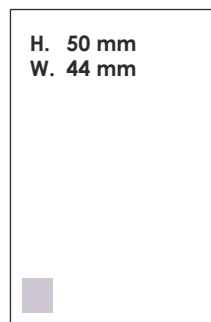


Double junior page

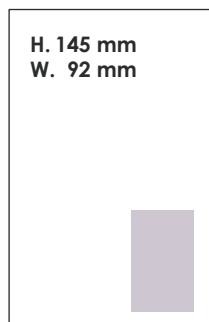


Double 1/4 Page

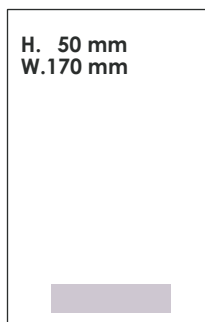
#### COVER



Mini

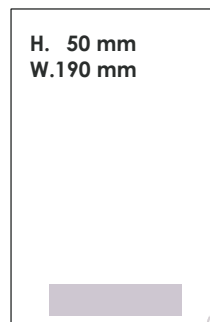


Premium General  
section 1st section



Banner «Entreprises  
& Marché» section  
2nd section

#### Back page



Banner «Entreprises  
& Marché» section  
2nd section



# Les Echos

## Technical Specifications

### ELEMENTS TO PROVIDE

**PDF (1.3 or 1.4) in USABLE FORMAT with TrimBox**

Fonts included - No OPI link

### SUBMISSION OF ELEMENTS

3 working days before publication. For any document coming from the province or abroad, allow 72 hours of additional delay. Name the file, with at least the name of the advertiser.

### IMAGES

Image resolution 300 dpi

No RGB and Spot Colors

Crop the images to the size used in the ad

### FOUR-COLOR SEPARATION

- Reproducible tones from 5% to 90%

- Widening for 50% gray: 22%

- Inking rate: 220% max

- Include the separation profile

**Isonepaper26v4.icc** available on

<http://www.ifra.com/WebSite/ifra.nsf/html/CONT\ ISO\ DOWNLOADS>

No Pantone colors or spot colors.

### TEXTS

No excessively thin texts or bodies that are too small in black on white and solid colors.

No texts in body < 6

Provide 10 mm minimum for the block line

### BLACK BACKGROUND

Our recommendation if you choose:

Black background with support: 100% Black with 40% cyan support

4-color black background: The levels of value differences between the 4 colors must be respected.

The % of Cyan above Magenta and Yellow.

The % of Magenta and Yellow +/- equal.

The % of Black above cyan.

The total must not exceed 220% inking rate

### TRANSMISSION

Reception via e-mail up to 10 MB:

**print.quotidiens@lesechosleparisien.fr**

For files larger than 10 MB, please send via a transfer site (wettransfer, yousendit...)

columns instead of 4).

### PUBLI-EDITORIAL / OPEN LETTER

**Editor validation will be required before publication.**

- Include the words «**ADVERTISEMENT**» OR «**COMMUNIQUE**» in Helvetica regular font, in capital letters, in body 12 and in black. Do not use italics.

Place this horizontally, at the top right of the visual.

- The typography used must be very different from that of the daily newspaper (for example, use sans-serif characters)

- The columns should be fewer and wider than those of the newspaper page (ex: for a news format, compose the publi in 3 or 2 columns vs 4).

### LEGAL MENTIONS

In application of the various laws and decrees, please ensure the mandatory information.

- The Toubon Law, relating to the use of the French language, all written mentions in a foreign language must be translated into French.

- Health warnings (Evin Law)

- The mention «retouched photograph» in accordance with decree n° 2017-738 of May 4, 2017 relating to photographs for commercial use of mannequins whose body appearance has been modified. Decree put into application on 10/01/2017.

### CONTACTS (FOR ALL TECHNICAL MATTERS)

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