



Les Echos
Le Parisien

MÉDIAS

PARIS
MATCH

MÉDIAS

**MIEUX
VIVRE** **VOTRE
ARGENT**

RATE CARD 2025



2025 Gross Rates (excluding tax), effective January 1st, 2025 - subject to changes
medias.lesechosleparisien.fr

Rate Card 2025 - Commercial Advertising

Standard Formats

PAGE		
Premium	C4- outside back cover	42 600 €
	C2- Inside front cover	40 800 €
	C3- Inside back cover	38 400 €
	1st Left facing Editorial Letter	36 300 €
	1st Right Hand Page	37 000 €
	2nd Right Hand Page	36 000 €
	3rd Right Hand Page	34 700 €
First	1st Right Hand Page Special Report	33 700 €
Standard	Right Hand Page News	
	1st Right Hand Page Feature	31 300 €

PAGE		
Key Insights	Right Hand Page – 1st section	
	Right Hand Page Feature	30 000 €
Opportunities	Right Hand Page (best possible)	30 000 €
Standard		28 300 €

OTHER FORMATS		
RHP or Section	1/2 Page	17 600 €
	1/3 Page	12 900 €
	1/4 Page	10 600 €
Left Hand Page	1/2 Page	16 300 €
	1/3 Page	11 700 €
	1/4 Page	9 400 €

Rate Card 2025 - Commercial Advertising

Special Formats

DOUBLE PAGE			INSERT	
Premium	Opening Double Page spread	69 200 €	2 pages	270 €
	Central Double Page	69 200 €	4 pages	390 €
	Closing Double Page	66 900 €	6 pages	490 €
	1st Double Page	66 900 €	8 pages	590 €
	2nd Double Page	64 700 €	10 pages	690 €
	3rd Double Page	62 000 €	HALF-PAGE INSERT	
	4th Double Page	60 000 €		
Standard	Double Page	55 100 €	½ page column	42 100 €



Rate Card 2025 - Commercial Advertising

Special Issue Formats

PAGE		DOUBLE PAGE	
C4- outside back cover	22 700 €	Opening Double Page spread	36 900 €
C2- Inside front cover	21 200 €	Central Double Page	35 400 €
1st Left facing Contents / Editorial Letter	20 500 €	1st Double Page	
1st Right Hand Page	19 900 €	2nd Double Page	34 200 €
C3- Inside back cover	19 800 €	3rd Double Page	32 600 €
Facing Products	19 800 €	Double Page	27 600 €
2nd Right Hand Page	19 100 €		
3rd Right Hand Page	18 500 €		
4th Right Hand Page	17 600 €		
5th Right Hand Page	16 900 €		
Right Hand Page – 1st section	30 000 €		
Right Hand Page	14 500 €		
Page	13 900 €		

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%	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%	

RREBATE FOR PROFESSIONALS

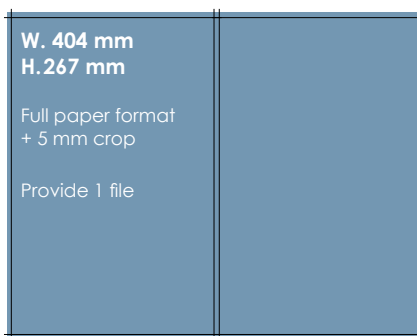
- 15%	The rebate for professionals applies to the net amount before all rebates are applied. This rebate is given only to advertisers buying their advertising placements via a third party. The order notification, in line with law n°93-122 of 29/01/93, must be made out to Les Echos Le Parisien prior to publication (adv@lesechos-leparisien.fr).
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**See General Terms and
conditions of sale**

Formats

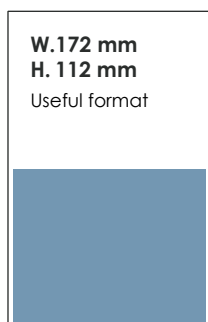


Page

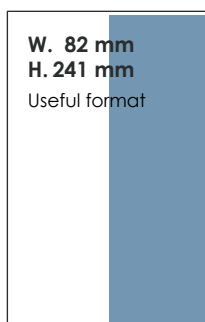


Double Page

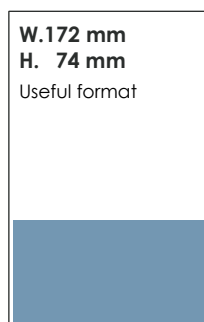
Full paper format = 5 mm bleed + trim marks. Texts and logos 10 mm from the minimum cut



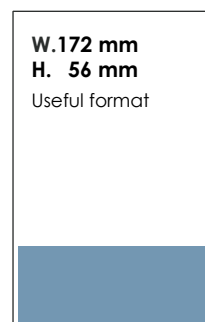
1/2 Page



1/2 Page column

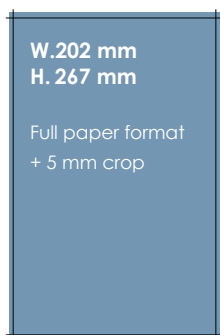


1/3 Page Banner



1/4 Page Banner

Special Issue



Page

Full paper format = 5 mm bleed + trim marks. Texts and logos 10 mm from the minimum cut

Technical Specifications

Provide 1 file PDF/X-1a 2001

COVER + INNER PAGES

In accordance with the standard: PDF/X-1a 2001
Destination profile: **ISO_coated_V2_300 (FOGRA 39L)**

REQUIREMENT STANDARD

PDF 1.3 with Trim Box

- ISO PDF/X-1a: **2001 standard**
- **PROFIL ICC ISO_Coated_V2_300 (Fogra 39L)**
- CMYK and BW Images: **300 dpi**
- Inking rate: **260% in inner pages. 300% in COVER**
- Transparencies prohibited

COLORS

- In CMYK (Forbidden: RGB, DIRECT TONES, LAB)
- Solid black surface: support the black with a screen of 40% maximum (cyan and/or magenta)
- (B&W images processed in four-color black: stabilize with a dominant black and a balanced support of the other 3 colors. No UCR conversion)
- No texts too thin or bodies too small in black to white and solid colors.
- Texts below 8 points should only be in 100% black

PDF

- File: 1 PDF per visual
- PDF format Full Paper / bleed 5 mm + trim marks (page, double page)
- Images at the edge of the page: 5 mm overhang in the bleed
- Texts and logos 10 mm from the minimum cut
- If you want a outline, consider incorporating it into your layout.

GENERAL INFORMATION

LEGAL NOTICES

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

- Toubon Law, relating to the use of the French language, all written statements in a foreign language must be translated into French.
- Health information (Evin Law)
- The words «retouched photograph» in accordance with Decree No. 2017-738 of 4 May 2017 on photographs for commercial use of mannequins whose body appearance has been modified. Decree put into effect on 01.10.2017.

IMPORTANT

- If the file does not meet these standards, we reserve the right to request compliant items. In the absence of a contractual proof, no claim on the color will be accepted. In all cases, non-compliance by the advertiser (or its agent) manufacturing standards communicated by Les Echos Le Parisien Médias / Paris Match Médias for the insertion of advertisements releases Les Echos Medias any technical responsibility.

FILE DELIVERY

- No later than **2 weeks before** publication.

TECHNICAL CONTACTS

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