



Les Echos
Le Parisien

MÉDIAS

PARIS
MATCH

MÉDIAS



Ratecard 2025

SPECIAL ISSUES OF PARIS MATCH
« À la une » and
« Hors-thématiques » collections

Rates for 2025 - gross, excluding tax 01/01/2025 - subject to change





Rates 2025 - Commercial Advertising

STANDARD FORMATS

FULL PAGE

C4 Outside Back Cover	19 400 € HT
C2 / Inside Front cover	16 300 € HT
Facing contents	15 300 € HT
C3 / Inside Back Cover	14 300 € HT
Full page	10 200 € HT

SPECIAL FORMATS

DOUBLE PAGE

Double opening	30 600 € HT
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Contacts

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CONTACT (FOR ALL TECHNICAL MATTERS)

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Formats



Full Page **Trim size**



Double Page **Trim size**

FINAL SIZE OF THE MAGAZINE (WxL) : 230 x 297 PERFECT BOUND

THIS PUBLICATION IS ONLY DIGITALLY PROCESSED

Double pages must be sent as 2 separate pages.

Double half width pages must be sent in a single file.

**** Area used for editorial content**

PREQUIREMENTS FOR TRIM SIZE

Add 5 mm for bleed and 5 mm for trim marks.

Matter should be left no nearer than **10 mm from the trim edge.**



Technical specifications

BLINDING SPECIFICATIONS

It is a perfect bound magazine.

If you have text spanning a double page: space out your letters by 4 mm on each side of the fold in addition to the usual spaces and letter spacing.

If you have an image running across the double page:

Attention: Visuals are your responsibility. The loss of sensitive images at the fold (perfect bound) or the loss of elements (photo credit, etc.) cannot be attributed to us. These elements must be taken into consideration by the design agency.

ADVERTORIALS

All editorial ad content must include the mention "Advertisement" in bold in the top margin and in the body of the text 14.

All ads in this format must be approved 4 weeks previous to the on sale.

TEXT WRITTEN IN A FOREIGN LANGUAGE

All the information written in a foreign language must be translated into french. This must be done in accordance with the laws of December 31st 1975, and August 4th 1994, relative to the use of the french language.

ADVERTISING WITH AN ENVIRONMENTAL SUBJECT

The specialists (including advertisers, agencies, the media, media owners) must consult the ARPP before any broadcasting on all forms of media for any domestic campaign, having recourse to the environmental subjects, defined as « any claim, indication or presentation, under whatever form it may be, that establishes a link between the brands, applicability of the products, or actions of the advertiser and respect of the environment, whether employed by principal or secondary means. »

FOOD ADVERTISING

Advertisements which promote drinks with additives (sugar, salt, artificial sweetener...) and manufactured food products must contain a health warning. In practice, each advertisement must be accompanied by a health warning, elected by the advertiser

between « Pour votre santé, mangez au moins 5 fruits et légumes par jour », « Pour votre santé, éviter de manger trop gras, trop sucré, trop salé » or « Pour votre santé, évitez de grignoter entre les repas ». This health information must be accompanied with the following adress : www.mangerbouger.fr.

ALCOHOL ADVERTISING

Advertisements which promote alcoholic drinks must also carry a health notice : « L'abus d'alcool est dangereux pour la santé, à consommer avec modération ». The notice must be entirely horizontal, in bold and in a different colour than the background of the advert. The text size should be no less than the a hundredth of the height / width of the chosen advert (adjustment is possible for readability reasons that are associated with the size of the medium). Finally there should be a gap between the text and the border of the advert that is no less than twice the height of the letters. Any sponsorship operation is prohibited when it has as its object or effect the direct or indirect propaganda or advertising of alcoholic beverages.

For further information, please consult the full text of the laws and the ARPP recommendations aimed at : www.arpp-pub.org

MATERIAL DEADLINE : 2 WEEKS PRIOR TO ON THE SALE DATE

RETENTION PERIOD : 6 MONTHS

NOT CLAIMED DOCUMENTS DURING THIS PERIOD WILL BE DESTROYED.

Please send your files to: print.magazine@parismatchmedias.com





Technical specifications

GENERAL

- All ads must be sent in single page format. One page by file (for double pages, please deliver one file per page).
- Do not protect your file with a password.
- To avoid any problems of reproduction, PDF files have to be controlled and validated by the agency or the advertiser according to the technical standards below.
- No PDF Raster.

ADVERTS MUST BE DELIVERED IN PDF/X-1A

To produce a certified PDF 1.3 file for magazines that conforms to the ISO 15930 standards recommended by the Ghent PDF Workgroup :

- Download : MagazineAds_1v3 (using the creative profile «.joboptions» for Adobe Distiller and the certification profile «.ppp» for PitStop Professional).
- We keep and accept the XMP settings of the PDF for dematerialized sending, to Ghent PDF workgroup criteria specifications Version 1.3 in collaboration with IDEAlliance.
- The name of the output intent must be specified in the PDF file.

IMPORTS

- Images must be in 300 DPI, saved in CMYK (without ICC profiles incorporated). No DCS files.
- Combined ink Density (UCR) must not exceed 300% according to ISO 12647.
- Divide Bends into CMYK. Not spot colour. No compressed files.
- Do not use Multiple Master fonts and CID. Do not use bold or italic style but use the bold or italic version or your fonts.
- The knockout texts can't be smaller than 8 body, half bold and without serif fonts.
- Texts and hairlines thickness must be 0,2mm minimum in order to guarantee the good reproduction of the ad.
- Illustrator : beware of Illustrator bugs on transparencies and masks. Logos of blended format must be flattened.
- Be aware of blended formats with over 256 levels of colour. It must be pixelated.
- Warning : Texts, flashcode and QR code in 4 colours could bring about printing readability problems and remain the responsibility of the creative agency.

DIGITAL PROOFS

- Contract proof made from the file with the MediaWedgeV2 control bar and subsequent versions, semi-matte paper with paper simulation.
- Simulation colorimetric profile for magazines on paper **type 1 and 2 : ISOcoated_v2_300_eci.icc**, based on **FOGRA 39L** in accordance with international standards **ISO 12647**.
- Time stamped, printer, Rip, paper and simulation profile must appear on the proof.
- In case we receive files without contract proof, **FOGRA 39L colorimetric simulation will be the reference** in case of dispute for papers type 1 and 2.

SOFTPROOFING

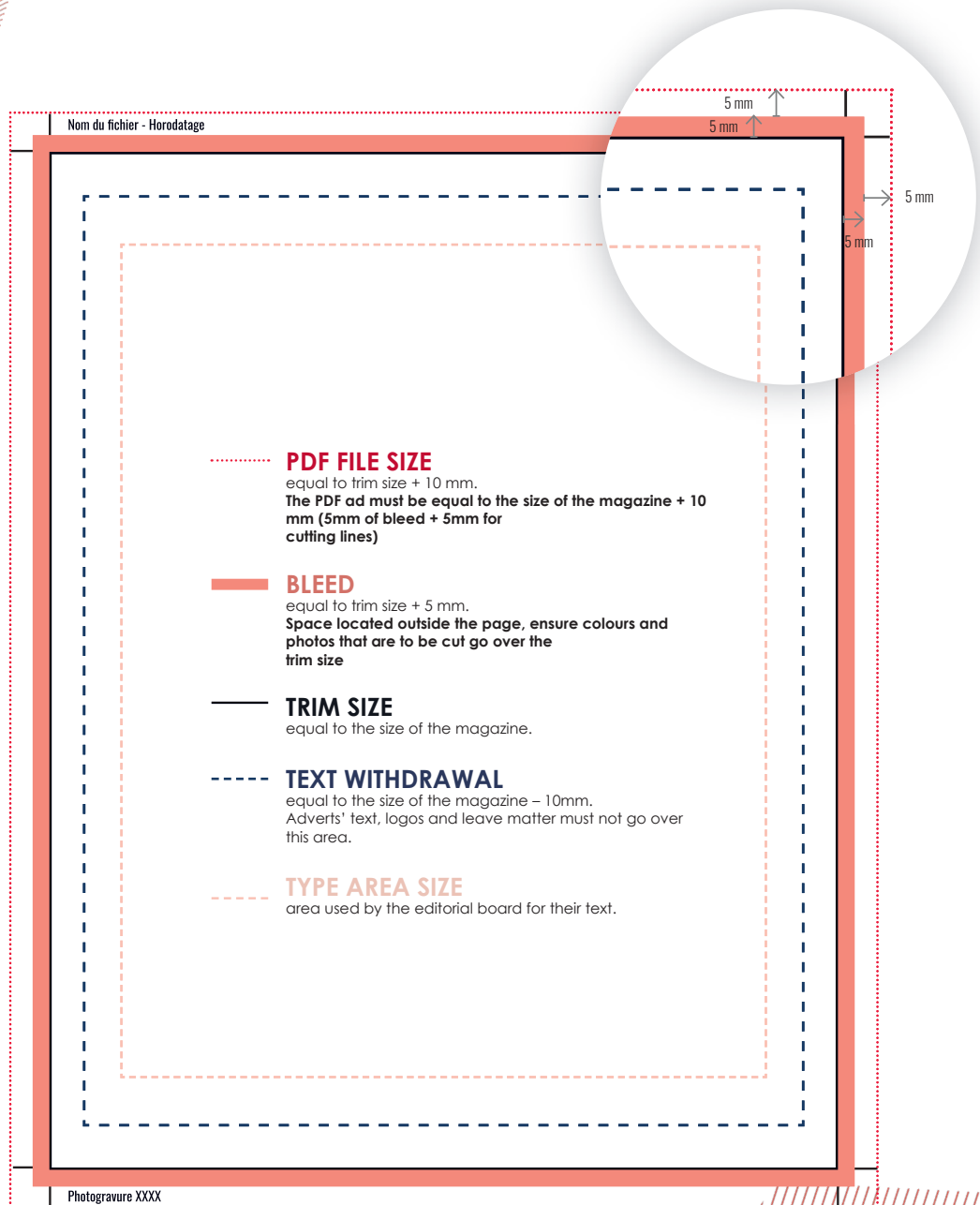
In accordance to ISO12646 standard, we recommend the following adjustments during the calibration and display : **luminance at 16 cd/m2 in D50 and Gamma 2,2. We recommend a colour temperature of 5000° Kelvin.**

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CAUTION : on InDesign, within marks and bleeds print window, tick off all printings marks except crop marks and page informations.