

Les Echos  
Le Parisien

MÉDIAS

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# RATE CARD 2025



# 2025 RATE CARD - Music Advertising

## SEASON 2024-2025 THE MAIN BROADCASTING EVENTS RADIO CLASSIQUE SCHEDULE

### MONDAY TO FRIDAY

#### 6:00 AM - 7:00 AM: Economic Morning Show with Stéphane Pedrazzi

6:00 AM: News with Virginie Phulpin  
6:11 AM: Economic Headlines  
6:15 AM: France of Tomorrow  
6:21 AM: Classics of Economics with Natacha Valla  
6:23 AM: Classical Music News with Laure Mézan  
6:30 AM: Charles Bonnaire's News  
6:39 AM: How Did I Succeed?  
6:44 AM: The Spirit of Words with Luc Ferry  
6:47 AM: Economic News

#### 7:00 AM - 9:00 AM: Morning Show with David Abiker

7:00 AM: News with Virginie Phulpin  
7:10 AM: The Economic Editorial by François Vidal and Etienne Lefebvre | Les Echos  
7:12 AM: The Essence of Economics by David Abiker  
7:15 AM: Voices of the Economy by Stéphane Pedrazzi  
7:21 AM: What If We Spoke French? by Karine Dijoud  
7:26 AM: Behind the Scenes of Politics with Marcelo Westfreid | Le Parisien  
7:30 AM: Charles Bonnaire's News  
7:40 AM: Echo from Around the World by Christian Makarian  
7:46 AM: Unpredictable News with Marc Bourreau's  
7:52 AM: David Barroux's Analysis | Les Echos  
7:56 AM: The Sign of the Day by Franck Ferrand  
8:00 AM: Virginie News with Virginie Phulpin

- Wednesday: Samuel Blumenfeld's Film Choice
- Thursday: The Book of the Week by Marc Lambron
- Friday: Guy Boyer's Cultural Choice

8:12 AM: Political Editorial with Guillaume Tabard | Le Figaro  
8:15 AM: The Morning Show Guest  
8:30 AM: Press Review with Hervé Gattegno  
8:40 AM: Free Minds

- Monday: Luc Ferry
- Tuesday: Christophe Barbier and Cécile Cornudet
- Wednesday: Ruth Elkrief and Marc Lambron
- Thursday: Franz-Olivier Giesbert
- Friday: Jean-Marie Colombani and Géraldine Woessner

#### 9:00 AM: News with Augustin Lefebvre

9:00 AM - 9:30 AM: Franck Ferrand Tells...  
9:30 AM - 12:00 PM: All Classics with Christian Morin  
12:00 PM - 2:00 PM: Entrance of the Artists with Elodie Fondacci  
2:00 PM - 2:30 PM: Franck Ferrand Tells...  
2:30 PM - 5:00 PM: Tempo with Pauline Lambert  
5:00 PM - 6:00 PM: Gautier Capuçon's Notebooks  
6:00 PM - 7:00 PM: Classical Inspiration  
7:00 PM - 8:00 PM: On The Wilde Side with Laurent de Wilde  
8:00 PM - 8:30 PM: Classical Music News with Laure Mézan  
8:30 PM - 11:00 PM: Variations with Francis Drésel  
11:00 PM - 12:00 AM: Discoportrait with Francis Drésel

**A flash news update every hour from 10 AM to 7 PM.**





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### SATURDAY AND SUNDAY

6:00 AM - 8:00 AM: Your Morning with Radio Classique  
8:00 AM - 8:30 AM **Saturday**: Commentaries with Jean-Claude Casanova and Jean-Marie Colombani  
8:00 AM - 8:30 AM **Sunday**: It's in Your Interest with David Jacquot  
8:30 AM - 9:30 AM **Saturday**: Major Women with Daphné Roulier  
8:30 AM - 9:30 AM **Sunday**: Offbeat Crew with Guillaume Durand  
9:30 AM - 12:00 PM: Your Classical Weekend  
12:00 PM - 2:00 PM: Jazz Horizons  
2:00 PM - 8:00 PM: Your Classical Weekend  
8:00 PM - 12:00 AM: The Great Saturday Evening Concert with Jean-Michel Dhuez and Laure Mézan  
8:00 PM - 12:00 AM: The Great Sunday Evening Concert with Jean-Michel Dhuez and Laure Mézan





# 2025 RATE CARD - Music Advertising

## ADVERTISING PLACEMENTS

Classic campaigns			
Spot	Timings	National	IFC
Base 20s	5am to midnight	1 500 €	1 100 €
"Arts and Classique" discount		- 65%	
Base 20s *	5am to midnight	525 € *	385 € *

\*Rates only for advertisers within the fields of the arts, music, instruments, HI-Fi and the art market.

COEFFICIENTS									
Format in seconds	5s	10s	15s	20s	25s	30s	40s	50s	60s
Coefficient	0,80	0,85	0,90	1	1,10	1,20	1,50	1,90	2,40

## PRODUCTION COSTS FOR ONE AD

Package for a spot with voice  
(Creation, writing, voice actor, jingle, studio) 1 500 €





## 2025 RATE CARD - Music Advertising

### Special campaigns

Package	Gross Rates
Live concert recording in Paris	15 000 €
1 live concert recording outside Paris	20 000 €
1 Day (studio + recording in Paris)	20 000 €
1 Day (studio in Paris)	15 000 €
1 Opéra recording	25 000 €
Audio series in 4 parts (1month)	11 000 €
Audio series in 8 parts (2months)	16 000 €
1 web article on radioclassique.fr + 1 Facebook post + 1 video	5 000 €
«Carte Blanche» : 10 videos published on Facebook	5 000 €

### EXCLUDING SCREENS

Spot	Timings	National
Solo screen Base 30"	8.59am to 5.59pm	3 600 €





# 2025 RATE CARD - Music Advertising

## DIGITAL CAMPAIGNS

Display packages			
Formats	Pixels	Duration	Brut
Skin	1248 x 1000 + 300 x 250	1 day	2 200 €
		1 week	6 000 €
Megaban	728 x 90	1 week	1 000 €
		2 weeks	1 900 €
Square	300 x 250	1 week	1 200 €
		2 weeks	2 200 €
Web Page (content + photo + video)	See technical specifications	1 week	2 400 €
Facebook post	See technical specifications	1 post	1 200 €
Twitter post	See technical specifications	1 post	1 200 €

Video packages			
Formats	Pixels	Length	Brut
Pre-roll audioplayer	20s / 30s	1 whole day - exclusive	2 000 €
		1 week - exclusive	7 000 €





# Glossary and Rebates

## GLOSSARY

### Gross purchase base

Gross revenue paid by the advertiser after mark-up and/or modulation

### Net before consolidation of orders

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.

## MAJORATIONS / MODULATIONS

Annonces Multiples

+ 25%

Mark-ups don't apply to: game or competition campaigns that cite the prize brands (without presentation of product).

Annonces "Art et Classique" \*  
(hors échange marchandise)

- 65%

\*"Culture" rates only for "Arts and Classic" advertisers, including those within arts, music, instruments, HI-Fi and HI-Fi sales, museums and art market.

## BULK RATES

6 000 €

- 5%

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.

18 000 €

- 10%

48 000 €

- 15%

84 000 €

- 20%

120 000 €

- 25%

Rebates for professionals are included in the bulk rates and commercial offers.

## CONSOLIDATION OF ORDERS

from :

> 100 000 €

- 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.

> 200 000 €

- 2%

> 300 000 €

- 3%

## PRODUCTION COSTS

1 classic spot

1 500 €

Creation of a classic spot or sponsor billboard including rental of the studio, recording, post-production, creation or rewriting of text, sound creation, music rights, voice casting, to be broadcasted only on Radio Classique. No discount on production costs.

See General Terms and conditions of sale





## Desktop technical specifications - display

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### Materials needed:

**Must be received by email or via Wetransfer 5 days prior the date of the beginning of the campaign as a compressed file.**

### Find technical details:

<https://medias.lesechosleparisien.fr/wp-content/uploads/2019/03/SPECIFICATIONS-TECHNIQUES-2019.pdf>

Designation / Weight	Weight	Dimensions (WxH) in pixels	Formats
Box, HPU	50Ko max	300x250 or 300x600	Gif or jpg or Redirect* or Html5
megaban, masterhead, panoramic	50Ko max	728x90 or 1000x90 or 1000x200 ou 1000x250 or 1000x300	Gif or jpg ou Redirect* or Html5
Arch, skin	50Ko max	1248x1000 (min) 1600x1000 (max)	Gif or jpg

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