

Les Echos
Le Parisien

MÉDIAS

PARIS
MATCH

MÉDIAS

BOURSIER.COM

RATECARD 2025

Digital Commercial Advertising

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

RATES 2025 - Digital Commercial Advertising

CLASSIC DISPLAY

FORMAT	SIZE	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Banner	300x250	X	X	X	X	50 €
Large Banner	300x600	X	X		X	50 €
Mobile Banner	320x50		X			40 €
Masthead	1000x200	X			X	70 €

DISPLAY PREMIUM

FORMAT	SIZE	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Wallpaper	1800x1000	X				80 €
Social Display	300x250	X	X		X	50 €
Intersitial	320x480 / 640x960			X		100 €
Square Interscroller	300x600 / 320x480	X	X		X	90 €
Cover	Consult the technical specifications	X	X			100€

VIDEO

FORMAT	SIZE	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Inread	1280x720 px	X	X		X	120 €
Pre-roll Instream Site	1280x720 px	X	X		X	110 €
Social Display Video	300x250	X	X		X	50 €
Square Video inter-scroller	300x600 / 320x480	X	X	X	X	90 €
Cover	Consult the technical specifications	X	X			100€

See General Terms and
conditions of sale



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OTHER FORMATS

FORMAT	SIZE	DESKTOP	WEB MOBILE	APP	WEB TABLET	Rate CPM
Newsletter Flat rate	468x60 + 120x600	X	X		X	1 500 €
Emailing	html					470 €

SOCIAL

FORMAT	TAILLE	BOURSIER	CPM € gross (excl. VAT)
Post Facebook	Consult the technical specifications	X	7 294 €
Post LinkedIn			14 118 €

Dark post subject to editor validation Mention
«Communiqué par» integrated

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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.

INCREASE

Data Targeting + 2 € on the Net Net CPM

REBATE 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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