

**Les Echos
Le Parisien**

MÉDIAS

**PARIS
MATCH**

MÉDIAS

connaissance des arts

RATECARD 2025

Digital Advertising

RATES 2025 - Digital Advertising

DISPLAY PREMIUM

FORMAT	FILE	DESKTOP	WEB MOBILE	WEB TABLET	DURATION / IMPRESSIONS	Package € Gross Excl. VAT
Wallpaper	"1800x1000 + 300x250 + 320x50"	X	X	X	1 week / 50 000	8 000 €
Masthead + Banner	1000x250 + 320x50	X	X	X	1 week / 50 000	6 000 €
Banner	300x250	X	X	X	1 week / 50 000	5 000 €

VIDEO

FORMAT	SIZE	DESKTOP	WEB MOBILE	WEB TABLET	DURATION	Package € Gross Excl. VAT
Video	4 minutes	X	X	X	1 week	6 000 €
Video teaser	1-2 minutes	X	X	X	1 week	4 500 €

SOCIAL

FORMAT	SIZE	DESKTOP	WEB MOBILE	WEB TABLET	DURATION	Package € Gross Excl. VAT
Post Facebook	Consult technical specifications	X	X	X		2 000 €
Post Instagram Story		X	X	X		3 500 €

See General Terms and conditions of sale



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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