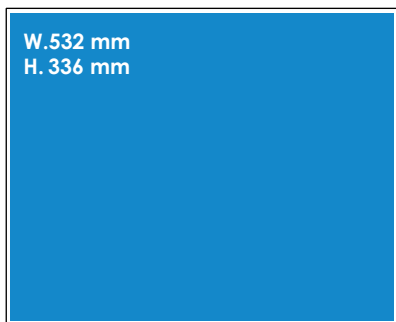
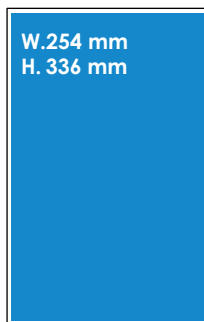


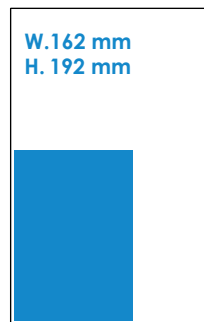
Formats



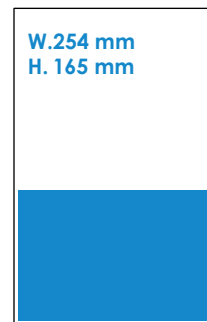
Double full Page



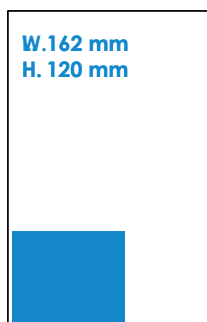
1 full page or outside back cover



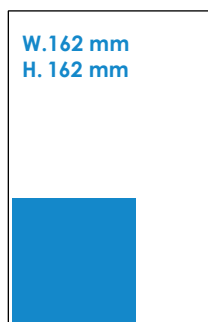
Junior page



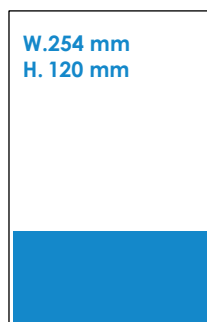
1/2 Page



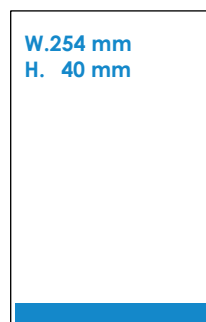
1/4 Page



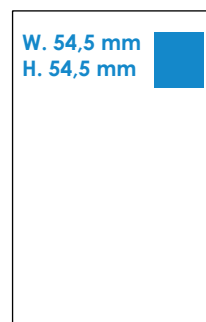
1/3 Page Square



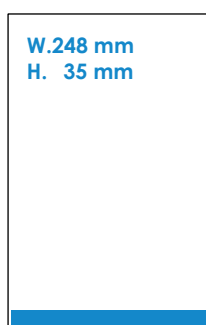
1/3 Page Banner



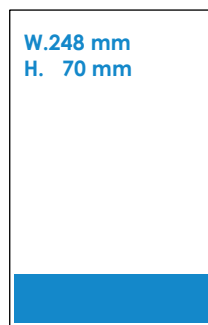
1/8 Page



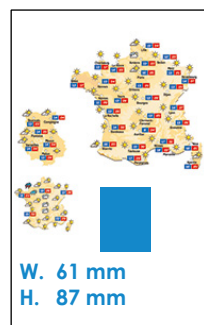
Front cover ear-piece



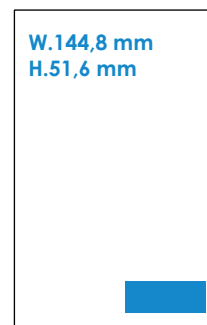
Cover banner



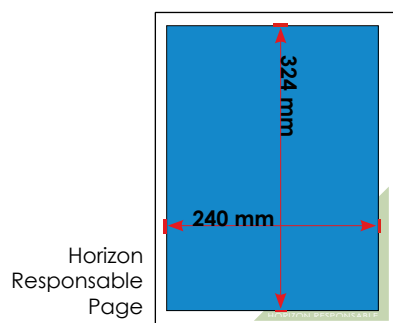
Cover banner 70



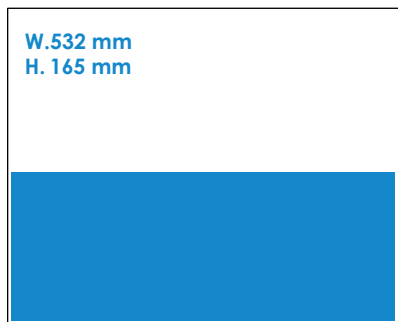
Weather Box



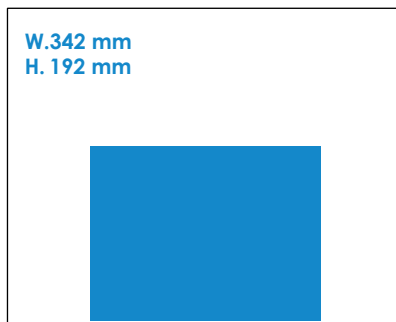
Games banner



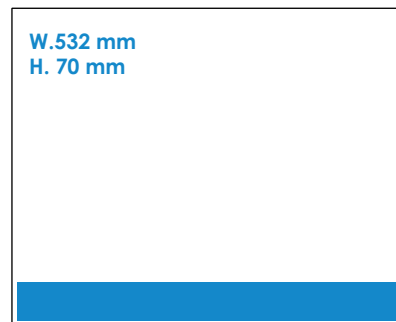
Formats



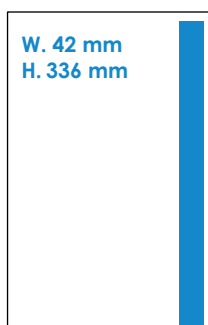
Double 1/2 Page



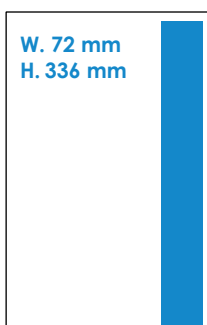
Double News



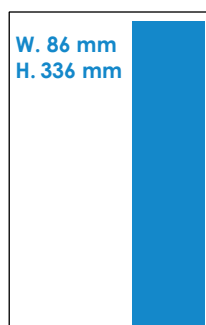
Banner 70 Double Page



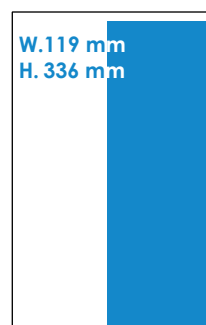
Vertical banner **S**



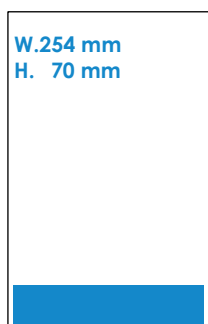
Vertical banner **M**



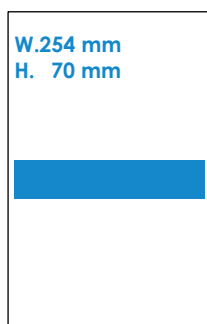
Vertical banner **L**



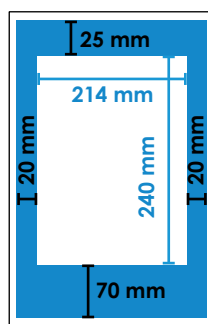
Vertical banner **XL**



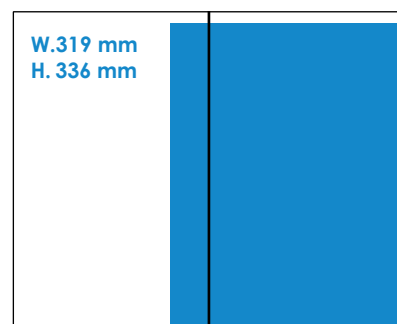
Banner 70



Centred banner 70



Simple jacket



Page **XL** - Double Page Jacket

Technical specifications

Deadline for sending your technical materials in

ready-to-use format

48 hours prior to publication

Digital PDF

Acrobat PDF 1.3 with TrimBox

No raw files

Output color mode: Profil ICC

ISOnewspaper26v.4.icc

Frame image with a 0.5-point minimum line in the color of your choice, except for the page format.

High-definition imports

240 dpi color image(s)

160 dpi grays

1 200 dpi monochrome

Underlay flattening

Encapsulated font

Photos in B&W or CMJN: 240 dpi

Ink overlay: 240%

Weave: 100

Weight: 42/49

ICC profile: ISO newspaper26v4.icc

Please do not send CROMALIN PROOFS, COLOR PROOFS etc

BLACK BACKGROUND

Our recommendation if you choose:

- Solid Black: 100% Black with 40% Cyan backing.
- Four-Color Black: Value variations between the 4 colors must be respected:
 - o Cyan % should be higher than Magenta and Yellow %.
 - o Magenta and Yellow % should be approximately equal.
 - o Black % should be higher than Cyan %.
 - o Total ink coverage should not exceed 240%.

ADVERTORIAL / OPEN LETTER

Editor approval is required before publication.

The word "(ADVERTISEMENT)" or "(PRESS RELEASE)" must be capitalized, in 10-point font, and bolded.

Place this horizontally, at the top right of the visual.

LEGAL NOTICES

In accordance with various laws and decrees, please ensure that mandatory notices are included:

- Toubon Law: Regarding the use of the French language, all text written in a foreign language must be translated into French.
- Health Warnings (Evin Law)
- "Retouched Photograph" notice: In accordance with decree n° 2017-738 of May 4, 2017, regarding commercially used photographs of models whose physical appearance has been modified. Decree implemented on 10/01/2017.

TEXTS

Avoid thin fonts or small font sizes in black-to-white and solid color areas.

No text smaller than 7 points.

Allow a minimum of 10 mm for the block line.

Technical contacts

Sandrine BAILLEUL

sbailleul@lesechosleparisien.fr - +33 1 87 39 83 13

Eric DAVID

edavid@lesechosleparisien.fr - +33 1 87 39 75 12

Marie DUCROCQ

mducrocq@lesechosleparisien.fr - +33 1 87 39 83 10

Catherine LEFEVRE

clefevre@lesechosleparisien.fr - +33 1 87 39 82 98

Please send your files to : print.quotidiens@lesechosleparisien.fr



Contacts

Corinne Mrejen

President Les Echos Le Parisien Médias /
Paris Match Médias
cmrejen@lesechosleparisien.fr

Pascale Luca

Deputy Chief Executive Officer
pluca@lesechosleparisien.fr

Nicolas Danard

Deputy Chief Executive Officer
ndanard@lesechosleparisien.fr

EXECUTIVE DIRECTOR, CONSULTING & TAILOR-MADE SOLUTIONS • SPECIAL OPERATIONS

Vincent Ficarelli +33 1 87 39 75 17 / vficarelli@lesechosleparisien.fr

EXECUTIVE DIRECTOR, INTERNATIONAL, TERRITORIES & SPORTS

Nicolas Grivon +33 1 87 39 75 26 / ngrivon@lesechosleparisien.fr

LE PARISIEN • AUJOURD'HUI-EN-FRANCE

Emmanuelle Astruc +33 1 87 39 83 19 / eastruc@lesechosleparisien.fr

SALES DIRECTOR – DIGITAL CORE BUSINESS

Laurent Laventure +33 1 87 39 75 34 / llaventure@lesechosleparisien.fr

SALES DIRECTOR – VIDEO & AUDIO

Sabri Meddouri +33 1 87 39 75 34 / smeddouri@lesechosleparisien.fr

CLIENT DIRECTOR – PROGRAMMATIC

Bilel Ben Asker +33 1 87 39 78 52 / bbenasker@lesechosleparisien.fr