



**Les Echos
Le Parisien**

MÉDIAS

**PARIS
MATCH**

MÉDIAS

Le Parisien

RATECARD 2025

Digital Advertising

RATES 2025 - Digital Advertising

CLASSIC DISPLAY

FORMAT	SIZE WxH	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Banner	300x250	X	X	X	X	50 €
Large Banner	300x600	X	X		X	60 €
Mobile Banner	320x50		X			40 €
Masthead	1000x200 / 970x250	X			X	60 €

PREMIUM DISPLAY

FORMAT	SIZE WxH	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Wallpaper	1800x1000	X				80 €
Social Display	300x250 / 300x600	X	X		X	60 €
Interstitial	320x480 / 640x960			X		70 €
Interscroller square	300x600 / 320x480	X	X	X	X	90 €
Portrait Interscroller	300x600 / 320x480	X	X			90 €
Landscape Interscroller	540x800	X			X	90 €
Fullscreen Interscroller	414x896		X			90 €

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RATES 2025 - Digital Advertising

VIDEO

FORMAT	SIZE WxH	DESKTOP	WEB MOBILE	APP	WEB TABLETTE	CPM € gross (excl. VAT)
Inread	1280x720 px	X	X		X	110 €
Pre-Roll Site	1280x720 px	X	X		X	110 €
Pre-Roll Youtube	1280x720 px	X	X		X	110 €
Bumper Youtube	1280x720 px	X	X		X	80 €
Social Display video	300x250 / 300x600	X	X		X	60 €
Square video Interscroller	300x600 / 320x480	X	X	X	X	90 €
Portrait video Interscroller	300x600 / 320x480	X	X			90 €
Interscroller Landscape	540x800	X			X	90 €
Fullscreen Interscroller	414x896		X			90 €
Ad Header Roll	1024x576 px		X			60 €

AUDIO

FORMAT	FILE	DESKTOP	WEB MOBILE	APP	WEB TABLETTE	CPM € gross (excl. VAT)
Preroll Podcast	mp3	X	X		X	110 €

Dark post subject to Edition approval. «Sponsored by» mention integrated

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OTHER FORMATS

FORMAT	FILE	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Emailing	html					400 €

SOCIAL

FORMAT	LE PARISIEN	LE PARISIEN ECONOMIE, MA TERRE, TRANSPORTS, PSG	LE PARISIEN WEEK END	LE PARISIEN ETUDIANT	SORTIR AVEC LE PARISIEN	Package € gross (excl.VAT).
Facebook Post	X	X	X	X	X	7 294 €
Instagram Post	X	PSG	X	X		7 294 €
Linkedin Post	X					14 118 €

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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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