

Les Echos
Le Parisien

MÉDIAS

PARIS
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MÉDIAS



Les Echos

RATECARD 2025

Digital Advertising



Les Echos

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	50 €
Mobile Banner	320x50		X			40 €
Masthead	1000x200	X			X	70 €

DISPLAY PREMIUM

FORMAT	SIZE WxH	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Wallpaper	1800x1000	X				80€
Social Display	300x250 / 300x600	X	X		X	50€
Interstitial	320x480 / 640x960			X		100€
Sqaure Interscroller	300x600 / 320x480	X	X		X	90€
Landscape Interscroller	540x800	X			X	90€
Cover	Consult the technical specifications	X	X			100€

VIDEO

FORMAT	SIZE WxH	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 / 300x600	X	X		X	50 €
Square Video interscroller	300x600 / 320x480	X	X	X	X	90 €
Landsapte Video inter-scroller	540x800	X			X	90 €
Cover	Consult the technical specifications	X	X			100€

See General Terms and conditions of sale





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AUDIO

FORMAT	FILES	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Preroll Podcast	mp3	X	X		X	120 €

OTHER FORMATS

FORMAT	SIZE WxL / FILE	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Newsletter	300x250	X	X		X	50 €
Emailing	html					500 €

SOCIAL

FORMAT	SIZE	LES ECHOS	LES ECHOS WEEK-END	SÉRIE LIMITÉE	CPM € gross (excl. VAT)
Facebook Post	Consult the technical specifications	X	X	X	7 294 €
Instagram Post		X	X	X	7 294 €
Linkedin Post		X	X		14 118 €

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



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
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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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Les Echos

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