

Les Echos
Le Parisien

MÉDIAS

PARIS
MATCH

MÉDIAS



RATECARD 2025

Digital Advertising



RATES 2025 - Digital 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 €

PREMIUM DISPLAY

FORMAT	SIZE	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		100€
Interscroller square	300x600 / 320x480	X	X		X	90€
Landscape Interscroller	540x800	X			X	90€
Fullscreen Interscroller	414x896		X		X	90€
Cover	Consult technical specifications	X	X			100€

VIDEO

FORMAT	SIZE	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Inread	1280x720	X	X		X	120 €
Pre Roll Instream Site	1280x720	X	X		X	110 €
Social Display video	300x250 / 300x600	X	X		X	60 €
Interscroller video square	300x600 / 320x480	X	X	X	X	90 €
Interscroller video landscape	540x800	X			X	90 €
Interscroller Full Screen	414x896		X			90€
Cover	Consult technical specifications	X	X			100€

See General Terms and conditions of sale



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





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OTHER FORMATS

FORMAT	SIZE	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Newsletter	300x250	X	X		X	50 €

STATIC AND VIDEO SOCIAL

FORMAT	SIZE	PARIS MATCH	Package € gross (excl.VAT).
Facebook Post	Consult technical specifications	X	7 294 €
Instagram Post		X	7 294 €
TikTok Post		X	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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