

Les Echos  
Le Parisien

MÉDIAS

PARIS  
MATCH

MÉDIAS

POUR **L'ÉCO**

COMPRENDRE L'ÉCONOMIE N'A JAMAIS ÉTÉ AUSSI SIMPLE

**RATECARD 2025**

## RATES 2025 - Commercial Advertising

### Formats

PAGE	RATES
Premium (C2, C3, C4)	10 000 €
Standard	8 000 €
Double page	12 000 €
<b>Packs</b>	
6 pages / 6-issue thread	25 000 €
3 pages / 3-issue thread	18 000 €
SPECIAL FORMATS	RATES
<b>Sponsored section</b>	
«Au Scanner» / 2-page Brand Content	17 000 €
«Data Zoom» / 1-page Brand Content	11 000 €
<b>Interview</b>	
Page "3 questions à" + simple page	13 000 €
<b>Packs</b>	
«Antiseche» / 6-issue thread	30 000 €
Social	RATES
<b>All offers above can integrate 1 social media post ( +€ 3 500)</b>	
Content adaptation into a social media post (creative assets, carrou- sels). advertiser URL redirection	3 500 €
<b>KPI'S</b> 3 000 clicks (minimum)	

## Glossary and Rebates

### Glossary

<b>Gross Valued</b>	Gross value of potential placements
<b>Gross Base Purchase</b>	Gross amount paid by the Advertiser after any increase and/or adjustment
<b>Net Before Professional Discount</b>	Net amount paid by the Advertiser after deductions for volume discounts, bundled mandates, and other rebates, excluding the professional discount
<b>Net Amount Before Bundled Mandates</b>	Net amount paid by the Advertiser after deductions for volume discounts and other rebates, including the professional discount, but excluding bundled mandates
<b>Net Space</b>	Net amount paid by the Advertiser after deductions for volume discounts, bundled mandates, other rebates, and the professional discount

### Increases / Adjustments

Item	Discount	
Welcome (Advertiser absent in 2023)	-3%	These discounts cannot be combined but are added to the volume discount and applied to the Gross Base Purchase amount before the professional discount and bundled mandate.
Loyalty (Advertiser present in 2023)	-5%	
600 000 €	- 8%	

### Volume Discounts on Turnover

\* Exclu Radio classique & CDA

Turnover (€)	Discount	
9,000	-3%	The Volume Discount, calculated per order, applies to all advertisers (and not advertiser groups) on the annual cumulative investment made in "Pour L'Eco." It is calculated on the Gross Base Purchase. The volume discount is non-retroactive.
20,000	-6%	
30,000	-8%	
40,000	-10%	

### Professional Discount (Excluding technical costs)

- 15%

The professional discount applies to the Net amount before the professional discount. This discount is only granted to advertisers purchasing their space through an agent. Notification of the mandate, in accordance with the provisions of Law No. 93-122 of 01/29/93, must be sent to Les Echos Le Parisien Médias before the first publication (adv@lesechosleparisien.fr).

### Bundled Mandates

\* Exclu Radio classique & CDA

Starting From (€)		
21,000	-1%	The Bundled Mandate is based and calculated at the end of the year, upon closing of the accounts, on the Net HT space revenue collected (after volume discounts and professional discount). Minimum: 2 mandates.
41,000	-2%	
61,000	-3%	
40,000	-10%	

See General Terms and conditions of sale



## Formats

W. 390 mm  
H. 240 mm

Full page format  
5mm bleed + trim  
lines

Double Page

W. 195 mm  
H. 240 mm

Full page format  
5mm bleed + trim  
lines

Page

Texts and logos should not be positioned less than 5mm from the trim

### Technical Contact

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Send your files to : [print.magazines@lesechosleparisien.fr](mailto:print.magazines@lesechosleparisien.fr)



## Spécifications techniques

### PDF File Specifications

**Magazine Trim Size:** 195 x 240 mm (French Style)

**Interior Paper:** UPM 1.2 ULTRA MATT 70g (LWC recycled paper)

**Cover Paper:** AMBER GRAPHIC (uncoated offset paper) 150g

**Binding:** Saddle stitch; stitched with two metal staples

**File Format for Double Page Insertion:** L 390 x H 240 mm

**Single Page:** L 195 x H 240 mm

Texts and logos should not be positioned less than 5mm from the trim.

Image Chromatics:

**Colorimetric profile to use for photos in interior pages:** PSO\_LWC\_Improved\_eci.icc (FOGRA 45 L)

**Colorimetric profile to use for photos on cover:** PSO\_Uncoated\_ISO12647\_eci.icc (FOGRA 47L)

### PDF Creation:

#### Interior Pages:

In CMYK (no RGB, Pantone-direct colors, or registration black)

Acrobat 4 (PDF 1.3)

#### InDesign Settings for PDF Export:

##### General Tab:

**Adobe PDF Preset:** PDF/X-1a-2001

Compatibility: Acrobat 4 (PDF 1.3)

**Standard:** PDF/X-1a-2001

##### Compression Tab:

Resolution of 300 dpi for color and grayscale images.

Resolution of 1200 dpi for monochrome images.

##### Marks and Bleeds Tab:

**Trim marks offset 5 mm** (at 5 mm from the trim)

**Bleeds:** 5 mm

#### Output Tab:

**Color Conversion:** Convert to Destination (Pre-serve Numbers)

**Destination:** Use profile: PSO\_LWC\_Improved\_eci (FOGRA 45 L)

**Maximum Ink Coverage** 280% max

#### Cover Pages:

CMYK (no RGB, Pantone-direct colors, or registration black) Acrobat 4 (PDF 1.3)

InDesign Settings for PDF Export:

Same as for interior pages regarding the «general,» «compression,» and «marks and bleeds» tabs

#### Output Tab:

**Color Conversion:** Convert to Destination (Pre-serve Numbers)

**Destination:** Use profile: PSO\_Uncoated\_ISO12647\_eci.icc (FOGRA 47L)

**Maximum Ink Coverage** 260% max

#### Other recommendations:

In the case of 100% flat black, support the black with 40% cyan.

B&W images processed in quadri black must be stabilized with a dominant black and a balanced support of the other 3 colors. In general: K=100% C=35% M=30% Y=30%.

No UCR conversion

No excessively thin texts or small bodies in black or white and solid colors.

## Contacts

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