

**Les Echos
Le Parisien**

MÉDIAS

**PARIS
MATCH**

MÉDIAS



RATECARD 2025

Digital Advertising



RATES 2025 - Music Advertising

DISPLAY PREMIUM

FORMAT	SIZE	DURATION	CPM € Gross Excl. Tax
Wallpaper	1800x1000 + 300x250	1 day	2 200 €
Wallpaper	1800x1000 + 300x250	1 week	6 000 €
Masthead	1000x200	1 day	1 200 €
Masthead	1000x200	1 week	2 200 €
Banner	300x250	1 day	1 200 €
Banner	300x250	1 week	2 200 €

VIDEO

FORMAT	SIZE	DURATION	CPM € Gross Excl. Tax
Pre-Roll Instream	1280x720 px	Exclusive 1 day	2000 €

SOCIAL

FORMAT	TAILLE	RADIO CLASSIQUE	CPM € Brut H.T.
Post Facebook	Consult the technical specifications	X	1 200 €
Post Twitter			1 200 €

See General Terms and conditions of sale





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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