

**Les Echos
Le Parisien**

MÉDIAS

**PARIS
MATCH**

MÉDIAS



Rate card 2025

Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	4 900 €
	C4 - Outside back cover	5 300 €
Standard	Page	4 100 €
	1/2 page	3 100 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer	2 300 €	500 €
	Cover wrap	7 800 €	1 000 €
	Cover wrap Star	Cover wrap + Outside back cover	1 000 €
	Gate Fold	Panoramic page	1 700 €
	French Door	Page with 2 cover wrap L/R	2 400 €
	Star front cover	Front cover page + infomercial	
	2 nd Start front cover	1/2 cover page + infomercial	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
22 071 ex.	1 100 €	1 370 €	1 920 €	2 210 €	2 760 €	3 180 €

Contact us for campaigns over 16 pages.
For technical and mailing costs contact us.

 Technical costs include eco-distribution of the ad inserts.

Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	7 100 €
	C4 - Outside back cover	7 700 €
Standard	Page	5 900 €
	1/2 page	4 800 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer	3 200 €	500 €
	Cover wrap	10 800 €	1 300 €
	Cover wrap Star Cover wrap + Outside back cover	16 000 €	1 300 €
	Gate Fold Panoramic page	14 400 €	2 200 €
	French Door Page with 2 cover wrap L/R	17 700 €	2 900 €
	Star front cover Front cover page + infomercial	16 000 €	
	2 nd Start front cover 1/2 cover page + infomercial	14 500 €	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
42 967 ex.	2 150 €	2 660 €	3 740 €	4 300 €	5 370 €	6 190 €

Contact us for campaigns over 16 pages.
For technical and mailing costs contact us.

 Technical costs include eco-distribution of the ad inserts.

Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	6 500 €
	C4 - Outside back cover	7 000 €
Standard	Page	5 000 €
	1/2 page	41000 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer	3 000 €	500 €
	Cover wrap	9 800 €	1 100 €
	Cover wrap Star Cover wrap + Outside back cover	14 600 €	1 100 €
	Gate Fold Panoramic page	13 300 €	1 900 €
	French Door Page with 2 cover wrap L/R	16 200 €	2 600 €
	Star front cover Front cover page + infomercial	14 600 €	
	2 nd Start front cover 1/2 cover page + infomercial	13 300 €	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
28 333 ex.	1 420 €	1 760 €	2 460 €	2 830 €	3 540 €	4 080 €

Contact us for campaigns over 16 pages.
For technical and mailing costs contact us.

 Technical costs include eco-distribution of the ad inserts.

Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	4 900 €
	C4 - Outside back cover	5 300 €
Standard	Page	4 100 €
	1/2 page	3 100 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer	2 300 €	500 €
	Cover wrap	7 500 €	1 000 €
	Cover wrap Star	Cover wrap + Outside back cover	1 000 €
	Gate Fold	Panoramic page	1 700 €
	French Door	Page with 2 cover wrap L/R	2 400 €
	Star front cover	Front cover page + infomercial	
	2 nd Start front cover	1/2 cover page + infomercial	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
23 771 ex.	1 190 €	1 470 €	2 070 €	2 380 €	2 970 €	3 420 €

Contact us for campaigns over 16 pages.
For technical and mailing costs contact us.

 Technical costs include eco-distribution of the ad inserts.

Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	6 100 €
	C4 - Outside back cover	6 600 €
Standard	Page	5 100 €
	1/2 page	3 900 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer		2 900 €	500 €
	Cover wrap		9 200 €	1 000 €
	Cover wrap Star	Cover wrap + Outside back cover	13 800 €	1 000 €
	Gate Fold	Panoramic page	12 400 €	1 700 €
	French Door	Page with 2 cover wrap L/R	15 800 €	2 500 €
	Star front cover	Front cover page + infomercial	13 800 €	
	2 nd Start front cover	1/2 cover page + infomercial	12 500 €	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
24 235 ex.	1 210 €	1 500 €	2 110 €	2 420 €	3 030 €	3 490 €

Contact us for campaigns over 16 pages.
For technical and mailing costs contact us.

 Technical costs include eco-distribution of the ad inserts.

Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	4 700 €
	C4 - Outside back cover	5 000 €
Standard	Page	3 900 €
	1/2 page	3 000 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer		2 200 €	500 €
	Cover wrap		7 200 €	1 000 €
	Cover wrap Star	Cover wrap + Outside back cover	10 500 €	1 000 €
	Gate Fold	Panoramic page	9 900 €	1 700 €
	French Door	Page with 2 cover wrap L/R	12 100 €	2 400 €
	Star front cover	Front cover page + infomercial	10 500 €	
	2 nd Start front cover	1/2 cover page + infomercial	9 500 €	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
23 166 ex.	1 160 €	1 440 €	2 020 €	2 320 €	2 900 €	3 340 €

Contact us for campaigns over 16 pages.
For technical and mailing costs contact us.

 Technical costs include eco-distribution of the ad inserts.

Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	5 500 €
	C4 - Outside back cover	6 000 €
Standard	Page	4 600 €
	1/2 page	3 500 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer		2 600 €	500 €
	Cover wrap		8 400 €	1 000 €
	Cover wrap Star	Cover wrap + Outside back cover	12 400 €	1 000 €
	Gate Fold	Panoramic page	11 400 €	1 700 €
	French Door	Page with 2 cover wrap L/R	14 000 €	2 400 €
	Star front cover	Front cover page + infomercial	12 400 €	
	2 nd Start front cover	1/2 cover page + infomercial	11 200 €	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
22 446 ex.	1 120 €	1 390 €	1 950 €	2 240 €	2 810 €	3 230 €

Contact us for campaigns over 16 pages.
For technical and mailing costs contact us.

 Technical costs include eco-distribution of the ad inserts.

Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	4 900 €
	C4 - Outside back cover	5 300 €
Standard	Page	4 100 €
	1/2 page	3 100 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer	2 300 €	500 €
	Cover wrap	7 500 €	1 000 €
	Cover wrap Star	Cover wrap + Outside back cover	11 000 €
	Gate Fold	Panoramic page	10 300 €
	French Door	Page with 2 cover wrap L/R	12 600 €
	Star front cover	Front cover page + infomercial	11 000 €
	2 nd Start front cover	1/2 cover page + infomercial	10 000 €

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
22 604 ex.	1 130 €	1 400 €	1 970 €	2 260 €	2 830 €	3 250 €

Contact us for campaigns over 16 pages.
For technical and mailing costs contact us.

 Technical costs include eco-distribution of the ad inserts.

Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	5 400 €
	C4 - Outside back cover	5 800 €
Standard	Page	4 500 €
	1/2 page	3 400 €
	1/4 Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer		2 600 €	500 €
	Cover wrap		8 00 €	1 000 €
	Cover wrap Star	Cover wrap + Outside back cover	12 100 €	1 000 €
	Gate Fold	Panoramic page	11 100 €	1 700 €
	French Door	Page with 2 cover wrap L/R	13 700 €	2 400 €
	Star front cover	Front cover page + infomercial	112 100 €	
	2 nd Start front cover	1/2 cover page + infomercial	11 000 €	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

INSERTS

Media cost	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
22 643 ex.	1 130 €	1 400 €	1 970 €	2 260 €	2 830 €	3 250 €

Contact us for campaigns over 16 pages.
For technical and mailing costs contact us.

 Technical costs include eco-distribution of the ad inserts.

Rate Card 2025 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Premium	C3 - Inside back cover	23 300 €
	C4 - Outside back cover	25 200 €
Standard	Page	19 400 €
	1/2 page	14 300 €
	1/4 Page - Double Page	Contact us

FRONT COVER FORMATS

Rates - incl. technical costs

Technical costs

Premium	Streamer	9 700 €	2 000 €
	Cover wrap	36 700 €	4 300 €
	Cover wrap Star	Cover wrap + Outside back cover	4 300 €
	Gate Fold	Panoramic page	4 200 €
	French Door	Page with 2 cover wrap L/R	4 900 €
	Star front cover	Front cover page + infomercial	52 000 €
	2 nd Start front cover	1/2 cover page + infomercial	47 900 €

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

INSERTS

	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
Media cost	12 000 €	15 000 €	21 000 €	24 000 €	30 000 €	34 000 €

Contact us for campaigns over 16 pages.
For technical and mailing costs contact us.

 Technical costs include eco-distribution of the ad inserts.

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.

MAJORATIONS / MODULATIONS

Multi-advertiser	+ 15%
Succession	+ 20%
1st industry advertiser I	+ 20%

BULK RATES

100 000 €	- 2%	Volume bulk rates, calculated per order, apply to all advertisers (and not a group of advertisers) according to the total annual investment made within Les Echos* and Le Parisien brands. It is calculated on the Gross Purchase Base. The bulk rate cannot be applied retroactively.
200 000 €	- 4%	
400 000 €	- 6%	
600 000 €	- 8%	

CONSOLIDATION OF ORDERS

* Excludes Radio classique & CDA

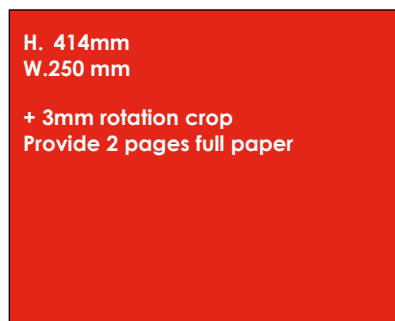
	from :	
5 000 000 €	- 1%	The total rate on consolidated orders applies to all orders. It is calculated according to the Gross Purchase Base. The agreed rate is subject to change every trimester according to the year-on-year investment. Minimum: 2 orders.
10 000 000 €	- 2%	
15 000 000 €	- 3%	

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).
-------	--

See General Terms and conditions of sale

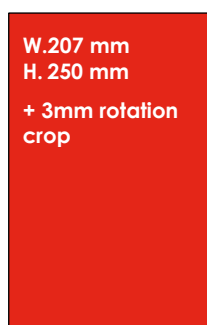
Formats



Double page
«Full paper»



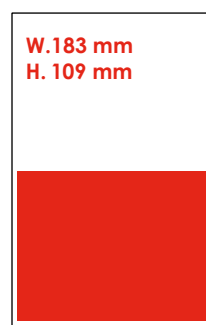
Double page
«Ready-to-use format»



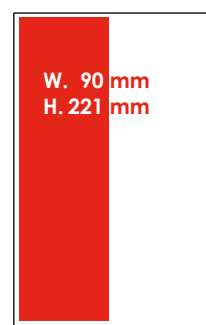
Full Page
«Full paper»



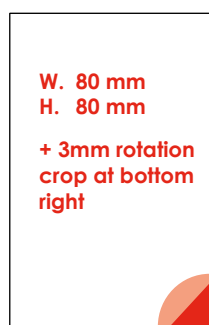
Full Page
«Ready-to-use format»



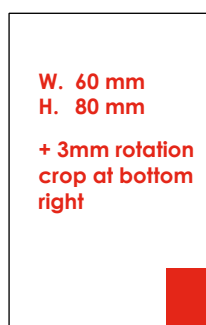
1/2 page banner



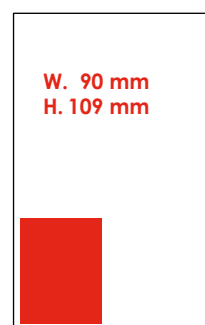
1/2 page column



Streamer triangle or
curved



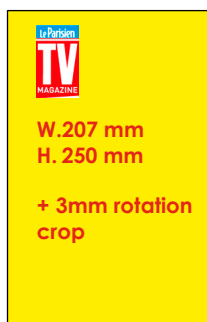
Streamer
Rectangle



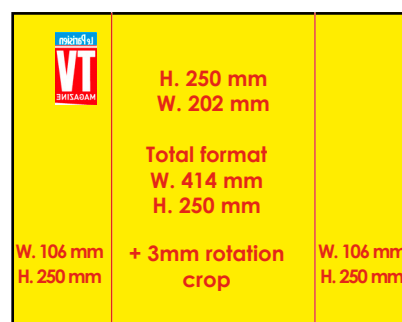
1/4 page square



Front Cover



Star front cover

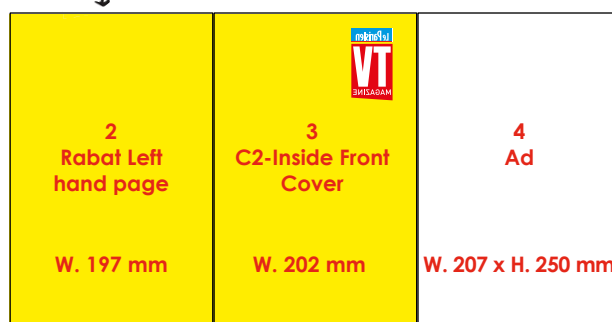


French door
full paper

1 - Rabat right hand
page



Cover wrap



1 & 2 - Gatefold RHP and LHP: W 197 mm x H 250 mm
+10 mm of rotation crop
3 - C2 - Inside front cover: W 202 mm x H 250 mm
+ 10 mm of rotation crop
4 - Ad page: W 207 mm x H 250 mm
+ 10 mm of rotation crop

ATTENTION

Please ensure that the layout for the cover formats includes
the elements that will be added by our team:

The Star: The Le Parisien TV Magazine logo (W 40 mm x H 77 mm) positioned 20 mm from the left edge

The red square with the publication date

The publication issue number line

The Cavalier: The Le Parisien TV Magazine logo (W 40 mm x H 75 mm) positioned 10 mm from the left edge

Example for the Star

Le Parisien
TV
LOGO
Placed by our
department
MAGAZINE

W 207 mm
H 250 mm

20 mm
H 77 mm
L 40 mm

VIANNEY
La foi en la musique

Le chanteur retrouve samedi son siège de coach dans « The Voice », sur TF1. Pour sa quatrième saison, il reste fidèle à son credo. Pour lui, la victoire compte moins que son soutien aux talents de demain.

FRONT COVER
full print format
W. 207mm x H 250 mm
+
5 mm rotation crop

3mm
90 mm
12 mm

Joint Commission Number
Assigned by Our Department

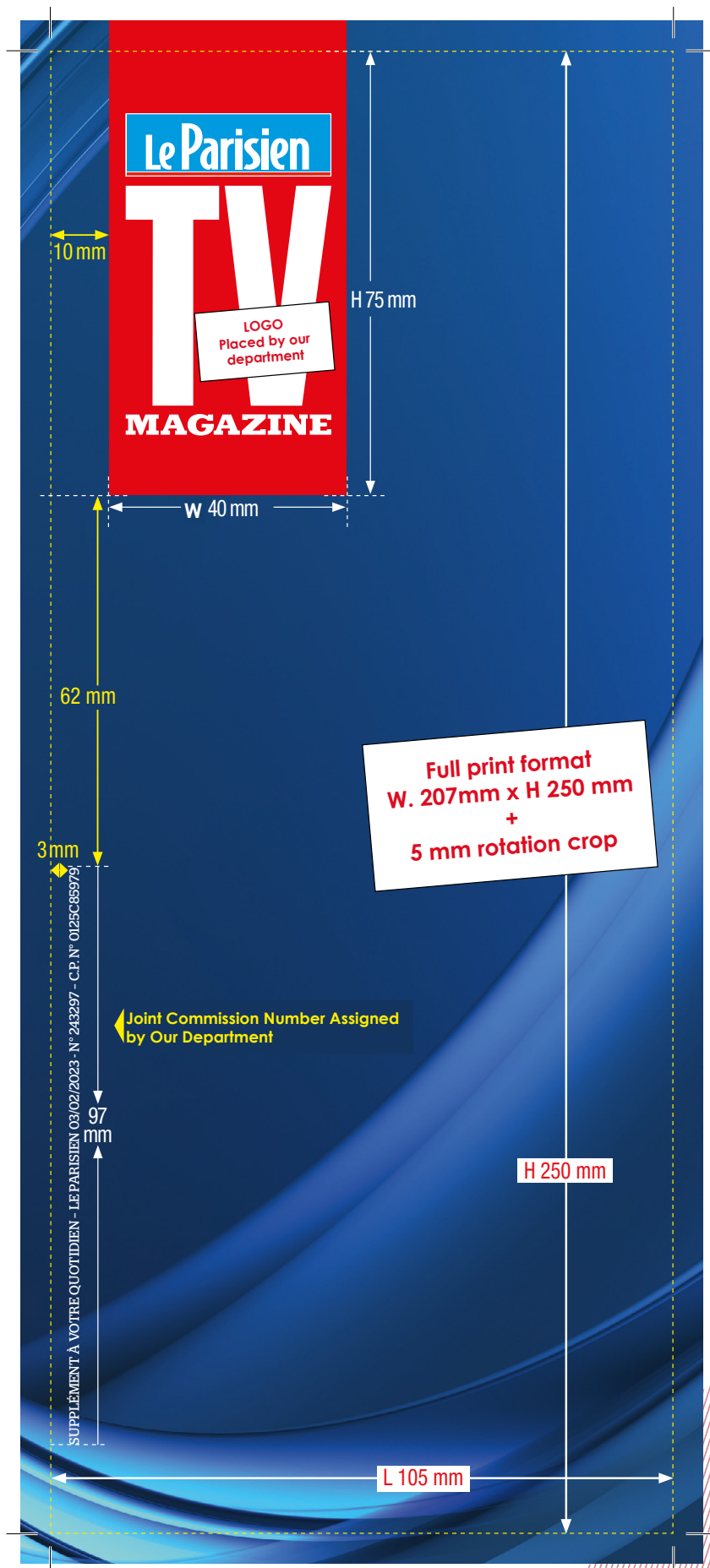
Date block assigned
by our department

W 40 mm
H 27 mm

PROGRAMMES
DU SAMEDI 21
AU VENDREDI 27
JANVIER 2025

09/02/2024 ET 10/02/2024 LE FIGARO MAGAZINE N° 2259 - CAHIER N° 2 NE PEUT ÊTRE VENDU SEPARÉMENT C.P. N°2000C830022

Example for cavalier



Technical Specifications

PDF/X 1a 2001

Cover must conform to PDF/X 1a 2001 norms

Destination profile PSO_LWC_

PDF/X 1a 2001 file

No raw files will be accepted

Color management:

Convert to destination with **profile of intention**.

Image editing according to the destination profile.

Ink overlay must be in line with destination profile.

No direct tones will be accepted.

Fonts smaller than 8 points must be **100% black** only.

Essential design elements must be more than **10 mm** from the edge of the page. Images must be in **300 dpi** format.

Images that must be at the page's edge must be within **5 mm of the page bleed**. **If you would like a border, please include it in your layout**. For the 3rd page from the cover, if this includes a voucher to cut out, please place it in the top half of the page.

Proofs:

Files: profiles in line with destination profile, proofs must be made from the print file with:

- Management range like MediaWedge, with a 5x5 mm minimum patch.

- Output profile of the proof, calibration date, date of output profile proof, name of printed file and reference of the type of printer used and proofing system used.

In case it needs to be reworked, please send as many proof versions as there are publications.

Unless you specifically ask for us to keep them, proofs won't be kept after one month following publication.

PDF processing:

- Once we receive your files, we will proceed to check they comply with the following rules:

We will transform files that do not comply, without client feedback, if there are no colorimetry changes.

You will be contacted if:

- Materials aren't positioned properly and therefore can't be printed.

- Errors have been detected and can only be rectified by you.

- Legal mentions are missing (English text not translated, mandatory mentions)

- The file does not comply and cannot be amended by us.

Technical materials must be received on the Friday 15 days prior to publication.

If technical constraints are not respected or there are no contractual proofs, we will not be held responsible for any error related to the reproduction of the image.

Technical contacts

Sandrine BAILLEUL

sbailleul@lesechosleparisien.fr - +33 1 87 39 83 13

Marie DUCROCQ

mducrocq@lesechosleparisien.fr - +33 1 87 39 83 10

Catherine LEFEVRE

clefevre@lesechosleparisien.fr - +33 1 87 39 82 98

print.quotidiens@lesechosleparisien.fr



Contacts

Corinne Mrejen

Director General of the Group
Les Echos Le Parisien Partners Department
cmrejen@lesechosleparisien.fr

Pascale Luca

Deputy Executive Director
pluca@lesechosleparisien.fr

Nicolas Danard

Deputy Executive Director
ndanard@lesechosleparisien.fr

ASSOCIATE DIRECTOR IN CHARGE OF
CONSULTING & BRANDSTUDIO • SPECIAL OPERATIONS

Vincent Ficarelli +33 1 87 39 75 17
vficarelli@lesechosleparisien.fr

ASSOCIATE DIRECTOR IN CHARGE OF
INTERNATIONAL & TERRITORIES

Nicolas Grivon +33 1 87 39 75 26
ngrivon@lesechosleparisien.fr

LE PARISIEN • AUJOURD'HUI-EN-FRANCE

Emmanuelle Astruc +33 1 87 39 83 19
eastruc@lesechosleparisien.fr

DIGITAL

DIGITAL CORE BUSINESS

Laurent Laventure +33 1 87 39 75 34
llaventure@lesechosleparisien.fr

VIDEO & AUDIO

Sabri Meddouri +33 1 87 39 75 34
smeddouri@lesechosleparisien.fr

PROGRAMMATIC

Bilel Ben Asker +33 1 87 39 78 52