



Les Echos  
Le Parisien  
MÉDIAS

PARIS  
MATCH  
MÉDIAS

# 2026 RATE CARD



## HISTORIA

2026 Gross Rates (excluding tax), effective January 1<sup>st</sup>, 2026 - subject to changes  
[medias.lesechosleparisien.fr](https://medias.lesechosleparisien.fr)

# HISTORIA

## Rate Card 2026 - Commercial Advertising

### Standard Formats

#### PAGE et 1/2 PAGE

<b>Premium</b>	C4- outside back cover	16 800 €
	C2- Inside front cover or Facing Editorial Letter	13 100 €
	1st Right Hand Page	12 700 €
	Special Report	12 700 €
	2nd Right Hand Page	12 400 €
	3rd Right Hand Page	12 000 €
	4th Right Hand Page	11 400 €
	C3- Inside back cover	15 000 €
<b>First</b>	Right Hand Page	10 400 €
<b>Standard</b>	Left Hand Page	7 900 €
<b>1/2 Page</b>	Right Hand Page	7 300 €
<b>1/4 Page</b>	Right Hand Page	4 200 €

#### DOUBLE FORMAT

<b>Premium</b>	1st inside double page spread	24 500 €
	1st double page	20 800 €
<b>Standard</b>	Double page	19 600 €

#### SPECIAL FORMATS

<b>Premium</b>	Supplement (advertiser)	}	Please consult us
	Special Reprints		
	Poster		
	Bookmark		
	Back Fold		
	Gate Fold		
	Literary Banner		

#### INSERTS

	2 Pages	4 Pages	8 Pages
<b>Right of asylum / 1,000 copies</b>	210 €	230 €	340 €

Technical insertion costs and possible surcharges: Right of asylum / 1,000 copies  
(i) €30 for every 4 additional pages



# Glossary and Rebate

## Glossary

<b>Gross value</b>	Gross revenue value of ad placements
<b>Gross purchase base</b>	Gross revenue paid by the advertiser after mark-up and/or modulation
<b>Net before professional rebate</b>	Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates excluding rebate for professionals.
<b>Net avant Cumul de Mandats</b>	CA net payé par l'Annonceur déduction faite du dégressif volume et autres rabais y compris la remise professionnelle et à l'exception du cumul de mandats
<b>Net Space</b>	Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates including rebates for professionals.

## MARK-UP / MODULATIONS

<b>Welcome rate</b> (Non-advertiser in 2020)	- 3%	Rebate offers are not valid individually but they will be applied to the bulk rate and to the Gross Purchase Base before the rebate for professionals and the total of all orders.
<b>Loyalty</b> (Advertiser 2020)	- 5%	

## BULK RATES ON REVENUE

9 000 €	- 3%	Volume bulk rates, calculated per order, apply to all advertisers (and not a group of advertisers) according to the total annual investment made with Connaissance des Arts. It is calculated on the Gross Purchase Base. The bulk rate cannot be applied retroactively.
20 000 €	- 6%	
30 000 €	- 8%	
40 000 €	- 10%	

## REBATE FOR PROFESSIONALS (excludes technical costs)

- 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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## CONSOLIDATION OF ORDERS

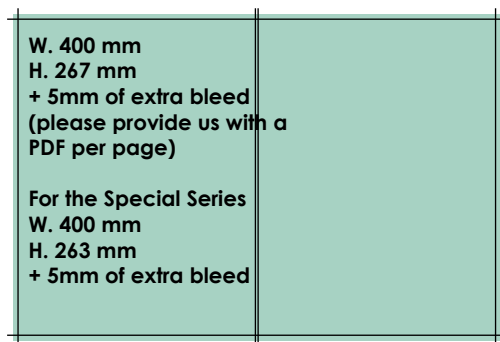
	from :	
21 000 €	- 1%	The total rate on consolidated orders is based and calculated at the end of the year during the closing of accounts, on the Net Revenue excluding tax of all paid ad placements (after the bulk rate and rebates for professionals have been applied). Minimum of 2 orders.
41 000 €	- 2%	
61 000 €	- 3%	



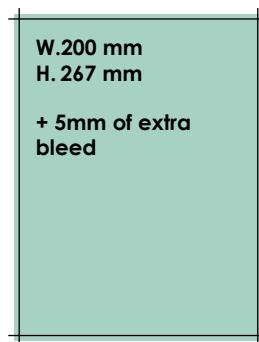
See General Terms and conditions of sale

# HISTORIA

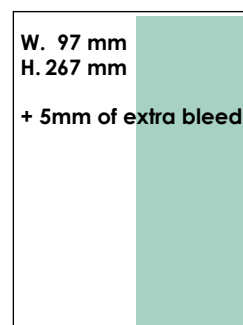
## Formats



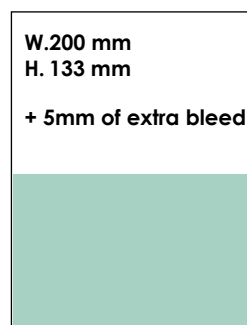
Double Page



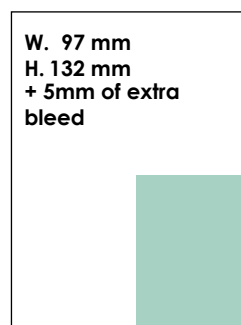
Page



1/2 Page column



1/2 Page banner



1/4 Page

# HISTORIA

## Technical specifications

### File characteristics to send us!

- CMYK (no RGB or Pantone colors or direct tones). In the case of flat black surface, support the black with a screen of 40% maximum (cyan and/or magenta). B&W images processed in four-color black must be stabilized with a dominant black and balanced support of the other 3 colors. No UCR conversion No excessively thin texts or bodies that are too small in black on white and color flats.

- PDF 1.3 High Definition 300 Dpi

- Maximum inking rate of 280% and 300% for the cover.

- Color proof certified compliant with ISO 1264 standard from the PDF file transmitted (same date same time)

- Please check that the trim area of the PDF is well defined at 215 x 285 mm for a full page • Profile Destination: PSO\_LWC\_Improved\_eci (Fogra 45 L) For the cover: Standard Fogra 39L Iso Coated V2 300% (ECI)

- Legal notices: In application of the various laws and decrees, please ensure that the mandatory information is included. The Toubon Law, relating to the use of the French language, all written mentions in foreign language, must be translated into French.

- Health warnings (Evin Law)

- The mention «retouched photograph» in accordance with decree n° 2017-738 of May 4, 2017 relating to photographs for commercial use of mannequins whose body appearance has been modified. Implemented on 01.10.2017.

For a **DOUBLE PAGE** running on the 2nd of cover and p.3, allow a shift of 4 mm on each page (i.e. a material transfer of 8 mm between the two pages) in order to anticipate the glued bit. Texts and various elements (logo...) must be more than 15 mm from the cutting edge, i.e. be contained in a useful format of L 185 x H 255 mm.

### IMPORTANT-PLEASE NOTE

In the event that the file does not meet these standards, we reserve the right to request compliant elements or to correct them where possible. In the absence of contractual proof, no claim on the chromaticity will be accepted. In all cases, non-compliance by the advertiser (or by its agent) with the manufacturing standards communicated by Les Echos Médias for the insertion of advertisements, releases Les Echos Médias from all technical responsibility.

### File submission

**No later than 2 weeks before publication.**

### TECHNICAL CONTACTS

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**Thank you for sending your files to**

Delivery address : Les Echos Le Parisien 5-7, rue Nélaton 75015 Paris





# Contacts

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