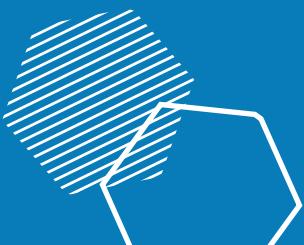


Les Echos  
Le Parisien  
MÉDIAS

PARIS  
**MATCH**  
MÉDIAS

20  
26

**RATE CARD**  
COMMERCIAL ADVERTISING



**investir**

# 2026 Rate Card - Commercial Advertising

## STANDARD FORMATS

FULL PAGE		
Premium	Outside Back Cover	52 000 €
	1 <sup>st</sup> Right Hand page	47 300 €
	Page 5, 7, 9	44 700 €
First	Special Report	41 000 €
Standard		37 100 €

1/2 PAGE		
Premium	1 <sup>st</sup> Right Hand page	34 300 €
	Page 5, 7, 9	31 800 €
First	Special Report	29 000 €
Standard		26 400 €

JUNIOR PAGE		
Premium	1 <sup>st</sup> Right Hand page	35 000 €
	Page 5, 7, 9	32 400 €
First	Special Report	29 700 €
Standard		27 000 €

OTHERS		
Standard	1/3 page	21 500 €
	1/4 page	18 900 €
	1/6 page	12 500 €
	1/8 page	9 500 €

## 2026 Rate Card - Commercial Advertising

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### SPECIAL FORMATS

DOUBLE		FRONT COVER		
<b>Double Page</b>	<b>90 000 €</b>	Premium	<b>Front Cover Ear-pieces</b>	<b>9 600 €</b>
<b>Double News</b>	<b>64 800 €</b>		<b>Medium, Premium</b>	<b>15 700 €</b>
<b>Double 1/2 page</b>	<b>63 500 €</b>		<b>Banner C2 (side)</b>	<b>10 100 €</b>
			<b>Banner C2 (side)</b>	<b>14 800 €</b>



## 2026 Rate Card - Commercial Advertising

### INSERTS

#### MEDIA COST\*

	2 Pages	4-6 Pages	8-12 Pages	+ 12 Pages
<b>Rates / 1 000 copies</b>	<b>520 €</b>	<b>780 €</b>	<b>940 €</b>	<b>1 560 €</b>

\*Contact us for technical and mailing costs.  
Technical costs include eco-contribution fees of 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.

## SURCHARGES / MODULATIONS

Specific Placement \* + 30% Requested page, centered format, or top of page

Consecutive Runs + 20%

Exclusive Industry Advertiser + 20%

Les Echos Combination \* - 15% Same format & creative for both publications

Black and white - 20%

Industry Discount \* - 30% \* Publishing, Education, Culture & Leisure, Real Estate

Charitable Cause - 50%

## 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 with 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

\* Excluding 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 (excludes technical costs)

- 15%

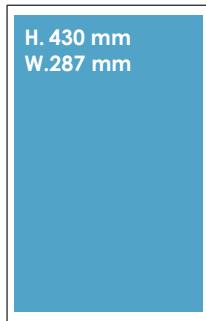
The rebate for professionals applies to the net amount before all rebates are applied. This rebate is given only to advertisers buying their advertising placements via a third party. The order notification, in line with law n°93-122 of 29/01/93, must be made out to Les Echos Le Parisien prior to publication (adv@lesechos-leparisien.fr).

See General Terms and  
conditions of sale

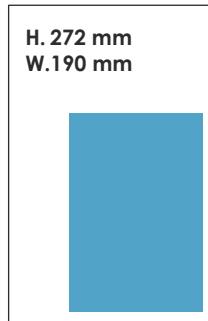
## Formats

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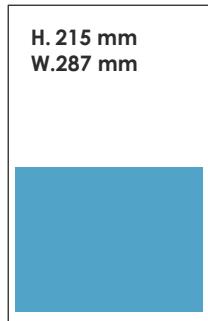
### STANDARD FORMATS



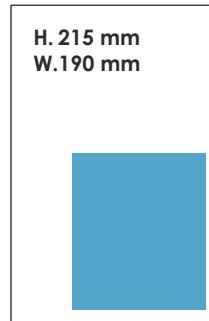
Full Page



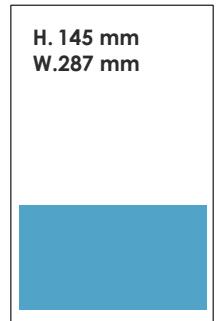
Junior Page



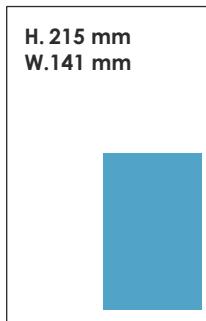
1/2 page full banner



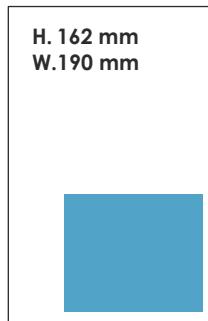
1/3 page square



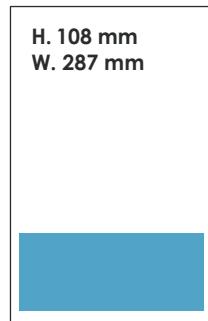
1/3 Page banner



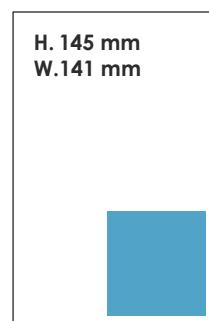
1/4 page height



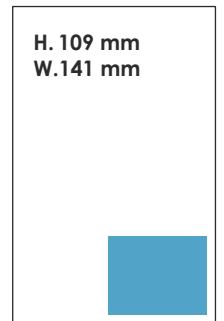
1/4 page square



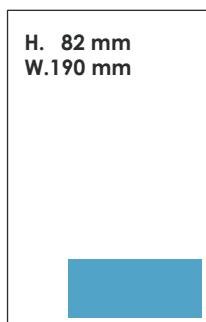
1/4 page banner



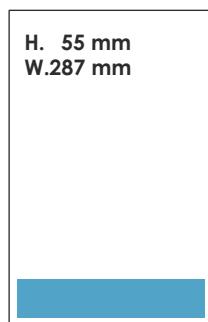
1/6 Page



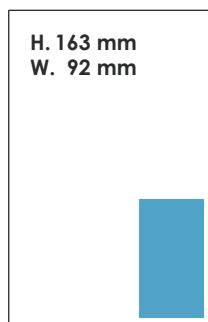
1/8 Page square



1/8 Page square



1/8 Page Banner

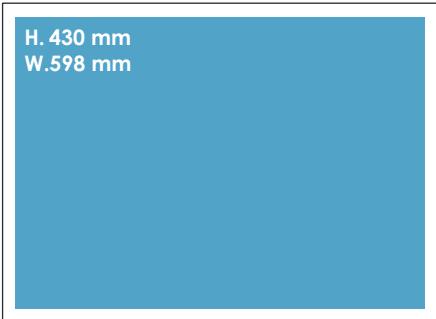


1/8 Page column

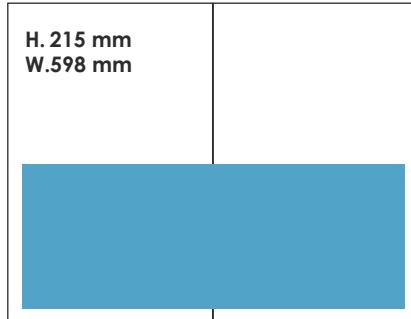
## Formats

### SPECIAL FORMATS

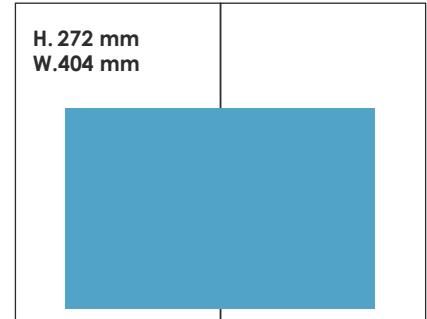
#### DOUBLE FORMAT



Double full page

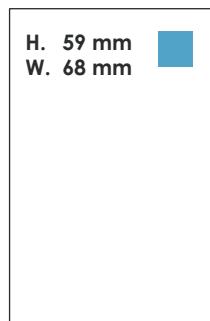


Double half page

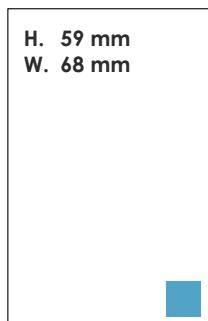


Double junior

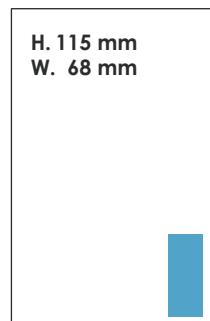
#### COVER



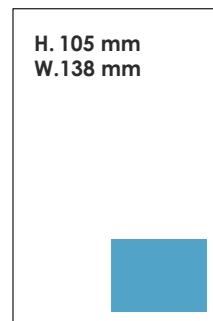
top earpiece



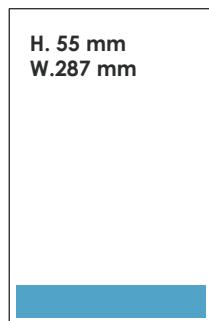
Side earpiece



Premium

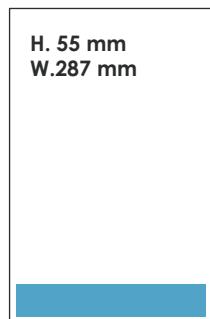


Medium



Side banner  
general section  
and side

#### INSIDE FRONT COVER



Medium banner

# Technical Specifications

## MATERIALS TO PROVIDE

**PDF (1.3 or 1.4)** with TrimBox fonts included

No OPI links

## DELIVERY OF MATERIALS

3 working days prior to publication.

For all documents from outside of Paris or abroad, please be aware there is an additional duration of 72 hours.  
Include the name of the advertiser in the file name.

## IMAGES

Image resolution 300 dpi

No RVB

Please crop images to ad size

## QUADRI SEPARATION

- 5% to 90% repeated tones

- 50% gray thickness: 22%

- Ink ratio: from 220% max

- Include the separation pattern

We recommend that you use the pattern **Isonews-paper26v4.icc** available on (URL)

No Pantone colors or direct tones.

## FONTS

No fonts that are too skinny or too small in blocks of black, white and color.

No fonts < 6

Plan for a 10 mm block row

## FILE TRANSFERS

For files that are bigger than 2 Mo, please send via an online transfer (WeTransfer, Yousendit...)

For files inferior to 2 Mo, please send to:  
(adresse email)

**print.magazines@lesechosleparisien.fr**

## SPONSORED CONTENT / OPEN LETTER

All editorial ad content must:

- Include the mention "Advertisement" "Press Release" in bold in the top margin and in the body of the text >10
- The font used must differ visibly to the one used in the rest of the paper (for example, use stick fonts)
- There must be less columns and they must be larger than the ones in the paper (e.g. for news, split the text in 2 or 3 columns instead of 4).

All ads in this format must be approved by the editor prior.

## LEGAL MENTIONS

In accordance with the different laws and decrees, please refer to the mandatory legal mentions

- The Loi Toubon, relative to the usage of French language, all mentions written in a foreign language, must be translated into French.
- Sanitary measures (Loi Evin).
- The mention of "edited photography" in accordance with the decree n° 2017-738 dated May 4, 2017 refers to photography used for commercial purposes, of models whose physical appearance has been modified, put in application on 01.10.2017.

## CONTACTS (FOR ALL TECHNICAL MATTERS)

### Eric DAVID

or [print.magazines@lesechosleparisien.fr](mailto:print.magazines@lesechosleparisien.fr)

+33 1 87 39 75 12

[edavid@lesechosleparisien.fr](mailto:edavid@lesechosleparisien.fr)

### Delivery address

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





## Contacts

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### Corinne Mrejen

President Les Echos Le Parisien Médias /  
Paris Match Médias  
cmrejen@lesechosleparisien.fr

### Pascale Luca

Deputy Chief Executive Officer  
pluca@lesechosleparisien.fr

### Nicolas Danard

Deputy Chief Executive Officer  
ndanard@lesechosleparisien.fr

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EXECUTIVE DIRECTOR, CONSULTING & TAILOR-MADE SOLUTIONS • SPECIAL OPERATIONS

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

EXECUTIVE DIRECTOR, INTERNATIONAL, TERRITORIES & SPORTS

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

SALES DIRECTOR - INVESTIR

**Armelle Bedouin** +33 1 87 39 72 81 / abedouin@lesechosleparisien.fr

SALES DIRECTOR – LE PARISIEN WEEK-END

**Gérald Couvey** +33 1 87 39 83 17 / gcouvey@lesechosleparisien.fr

SALES DIRECTOR – DIGITAL CORE BUSINESS

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

SALES DIRECTOR – VIDEO & AUDIO

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

CLIENT DIRECTOR – PROGRAMMATIC

**Bilel Ben Asker** +33 1 87 39 78 52 / bbenasker@lesechosleparisien.fr