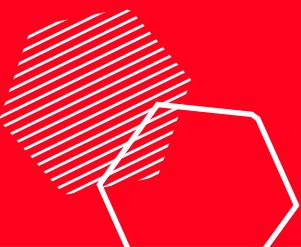


Les Echos
Le Parisien
MÉDIAS

PARIS
MATCH
MÉDIAS

20
26
RATE CARD



Rate Card 2026 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

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

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 2026 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

Standard Page	6 000 €
1/2 page	4 500 €
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 €
Gate Fold	Panoramic page	14 400 €
French Door	Page with 2 cover wrap L/R	17 700 €
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

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 2026 - Commercial Advertising

STANDARD FORMATS

		Rates - incl. technical costs
Standard	Page	5 400 €
1/2 page		4 100 €
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 €
	Gate Fold	Panoramic page	13 300 €
	French Door	Page with 2 cover wrap L/R	16 200 €
	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

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 2026 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

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	7 600 €	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

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 2026 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

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	13 800 €	1 000 €
	Gate Fold	12 400 €	1 700 €
	French Door	15 300 €	2 500 €
	Star front cover	13 800 €	
	2 nd Start front cover	12 600 €	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

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 2026 - Commercial Advertising

STANDARD FORMATS

		Rates - incl. technical costs
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	7 300 €	1 000 €
	Cover wrap Star	10 500 €	1 000 €
	Gate Fold	9 900 €	1 700 €
	French Door	12 100 €	2 400 €
	Star front cover	10 500 €	
	2 nd Start front cover	9 500 €	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

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 2026 - Commercial Advertising

STANDARD FORMATS

		Rates - incl. technical costs
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	12 400 €	1 000 €
	Gate Fold	11 400 €	1 700 €
	French Door	14 000 €	2 400 €
	Star front cover	12 500 €	
	2 nd Start front cover	11 200 €	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

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 2026 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

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	7 600 €	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

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 2026 - Commercial Advertising

STANDARD FORMATS

		Rates - incl. technical costs
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	8 200 €	1 000 €
	Cover wrap Star	12 100 €	1 000 €
	Gate Fold	11 100 €	1 700 €
	French Door	13 700 €	2 400 €
	Star front cover	12 100 €	
	2 nd Start front cover	11 000 €	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

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 2026 - Commercial Advertising

STANDARD FORMATS

Rates - incl. technical costs

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	36 800 €	4 300 €
Cover wrap Star	52 000 €	4 300 €
Gate Fold	49 000 €	4 200 €
French Door	57 100 €	4 900 €
Star front cover	52 000 €	
2 nd Start front cover	48 000 €	

DIGITAL EXTENSION OFFER

Add online advertising to your print campaign

20% off online package

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%

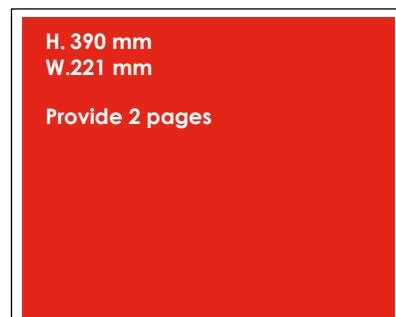
The rebate for professionals applies to the net amount before all rebates are applied. This rebate is given only to advertisers buying their advertising placements via a third party. The order notification, in line with law n°93-122 of 29/01/93, must be made out to Les Echos Le Parisien prior to publication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

See General Terms and conditions of sale

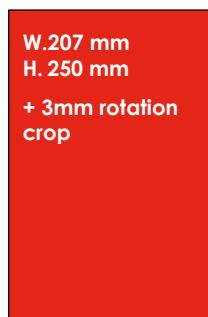
Formats



Double page
«Full paper»



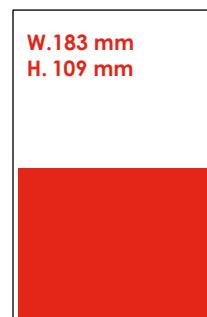
Double page
«Ready-to-use format»



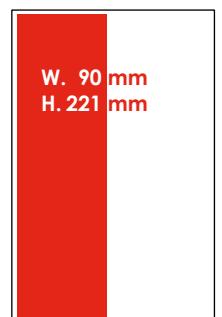
Full Page
«Full paper»



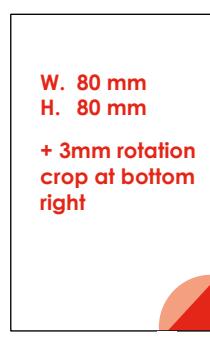
Full Page
«Ready-to-use format»



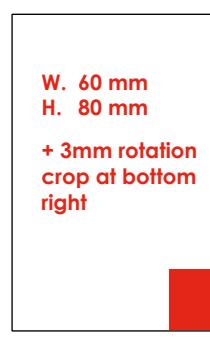
1/2 page banner



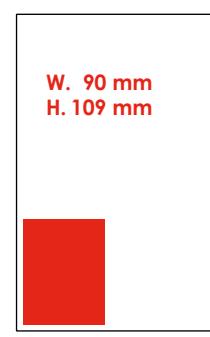
1/2 page column



Streamer triangle or
curved

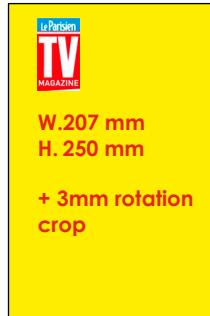


Streamer
Rectangle

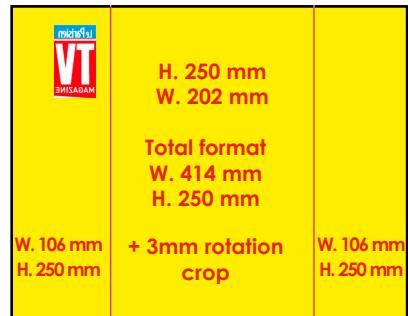


1/4 page square

Front Cover



Star front cover



French door
full paper



Cover wrap

1 - Rabat right hand page



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

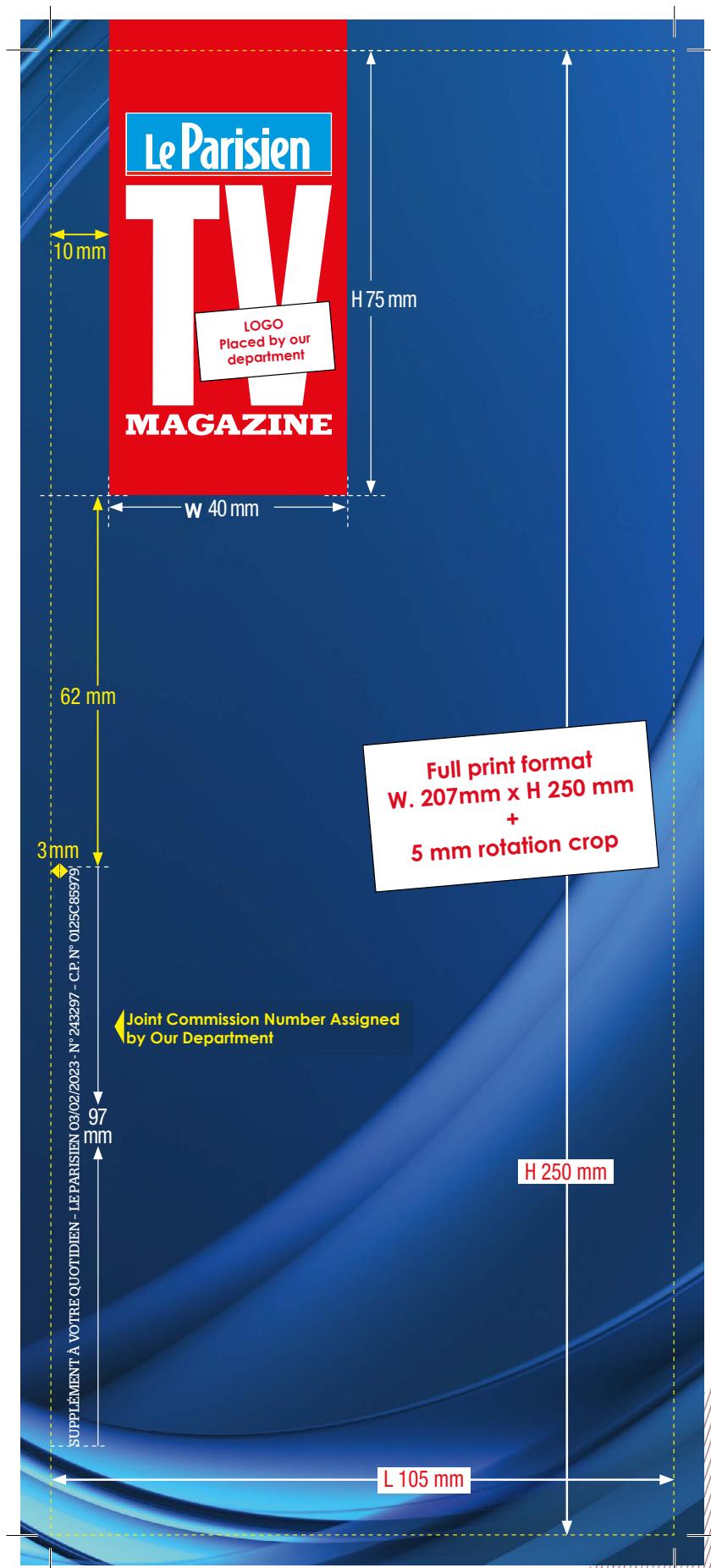
The publication issue number line

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



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 DUCROQ

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

Catherine LEFEVRE

clefrevre@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