

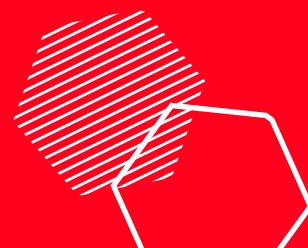


LesEchos  
LeParisien  
MÉDIAS

PARIS  
MATCH  
MÉDIAS

# 20 26

## RATE CARD



# LesEchos

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## WEEK-END

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

### 2026 Rate Card - Commercial Advertising

#### Standard Formats

PAGE			OTHER FORMATS	
Premium	C4- outside back cover	41 300 €	Double 1/2 page	31 700 €
	C2- Inside front cover	37 000 €	2/3 page	20 100 €
	C3- Inside back cover	35 000 €	1/2 page	16 300 €
	1st Left facing contents	36 000 €	1/3 page	12 700 €
	1st Left facing Editorial Letter	34 500 €	1/4 page	9 300 €
	RHP Esprit Week-End	33 900 €		
	LHP Facing Opening Section	33 400 €		
First	RHP section, Special Report & Eco friendly	31 800 €		
Standard		24 000 €		

#### SPECIFIC RATES for Arts sections

Literary, Publishing, Music and Property sector ad

Page	16 900 €
1/2 page	11 600 €
1/3 page	8 400 €
1/4 page	6 300 €

#### DOUBLE FULL PAGE

Premium	1st inside double page spread*	59 600 €
	Cover double bis	58 300 €
	Cover double 3	56 200 €
	Cover double 4	55 200 €
	Centre Spread	54 000 €
	Isolated double	53 000 €
First	1st double	52 000 €
	2nd double	51 000 €
	3rd double	48 900 €
Standard		46 800 €



### 2026 Rate Card - Commercial Advertising

#### Packages (€ Net excluding taxes)

##### TOP WEEK-END +

1 full page Série Limitée  
+ 1 full page Les Echos Week-End

15 900 €

##### TOP WEEK-END + DIGITAL

1 full page Série Limitée  
+ 1 full page Les Echos Week-End  
+ 1 day homepage + ad banner Lesechos.fr

31 800 €

##### SO WEEK-END

1 full page Connaissance des Arts  
+ 1/2 page Les Echos Week-End

6 700 €

#### INSERTS (gross, excluding tax)

Rates/1000 copies	2 pages	4-6 pages	8-14 pages	16 pages et +	Technical costs
10 000 to 20 000 copies	630 €	840 €	1 100 €	2 550 €	2 200 €
20 001 to 40 000 copies	320 €	420 €	820 €	1 530 €	2 600 €
40 001 to 74 000 copies	250 €	370 €	680 €	1 310 €	3 000 €
74 001 copies and +	215 €	315 €	580 €	1 100 €	3 700 €



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.

#### MARK-UP / MODULATIONS

Multi-advertiser + 15%

Placement of choice + 20%

Succession + 20%

1st industry advertiser + 20%

Black and white - 20%

Industry rebate\* - 30%

\*Publishing, Training, Culture and Leisure, Property

#### BULK RATES

100 000 € - 2%

200 000 € - 4%

400 000 € - 6%

600 000 € - 8%

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.

#### CONSOLIDATION OF ORDERS

\*Excludes Radio classique & CDA

from :

5 000 000 € - 1%

10 000 000 € - 2%

15 000 000 € - 3%

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.

#### RREBATE 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).

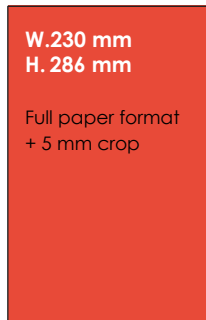
See General Terms and conditions of sale



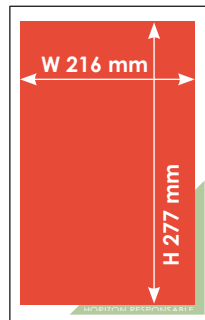
# LesEchos

WEEK-END

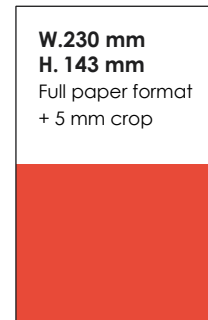
## Formats



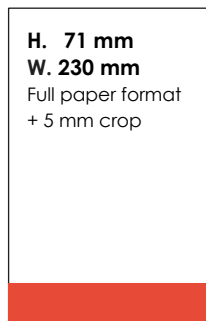
full Page



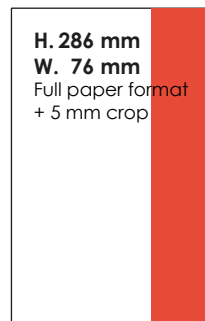
Full Page  
Eco-Friendly



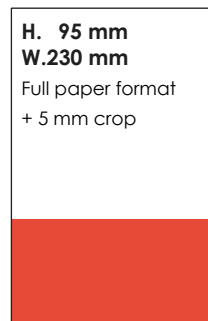
1/2 Page



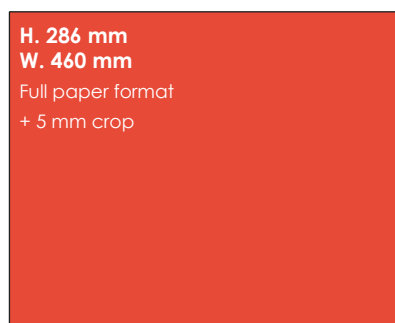
1/4 Page Banner



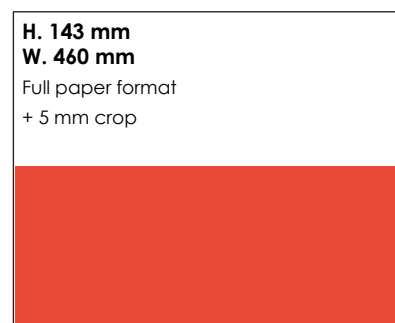
1/3 page column



1/3 page banner



Double Page



Double 1/2 Page

### Technical Specifications

#### FORMAT

- Format of the edition: W 230 x H 286 mm (French)
- Insert file format:
  - double page: W 460x H 286 mm
  - 1 page: W 230 x W 286 mm
- Other formats: see details attached + 7 mm bleed on all sides for all formats.
- Text and materials including logos must be positioned within 5 mm of the crop.

#### CRITERIA OF THE FILES

- In CMJN (no RVB, no Pantone, no direct tones)
- A 1.3 high-definition, 300 Dpi PDF
- 280% rate of anchor overlay for inside 300% for the cover.
- We recommend you use the following:  
For the cover:  
**Norme Fogra 39L** Iso Coated V2 300% (ECI)  
Inside :  
**Norme Fogra 45L** PSO LWC Improved (ECI)  
And a certified color proof according to the ISO 12647 norms, from a PDF sent to us (same date and time)

#### GENERAL INFORMATION

##### 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.

##### No PANTONE colors or direct tones

- Where there are black color blocks, highlight the black with a 40% maximum weave (cyan and/or magenta).
- Black and white images edited in black quadri must be fixed with a black dominant and balanced with 3 other colors. No UCR conversion.
- No fonts that are too skinny in body or too small within black to white and color blocks.

#### DELIVERY OF FILES

- **2 weeks** prior to publication at the latest.

#### IMPORTANT

If a file doesn't respect these norms, we reserve the right to send a request for new materials that abide by these norms or to amend them directly where possible. In the absence of contractual proofs, no chromium complaints will be accepted. In any case, if the production criteria given by Les Echos Médias for the insertion of advertising are not respected by the advertiser (or third parties), then Les Echos Médias refuses to accept any technical responsibility for the outcome.

#### TECHNICAL CONTACTS

**Isabelle NASSOY**

+33 1 87 39 75 43

inassoy@lesechosleparisien.fr

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

Delivery address

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





# LesEchos

**WEEK-END**

## Contacts

### **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 – LES ECHOS WEEK-END

**Sophie Chartier** +33 1 87 39 75 01 / schartier@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

