

LesEchos
LeParisien
MÉDIAS

PARIS
MATCH
MÉDIAS

20 26

RATE CARD
COMMERCIAL ADVERTISING



Les Echos

Rates for 2026 - gross, excluding tax 01/01/2026 - subject to change



Les Echos

Rate Card 2026 - Commercial Advertising

STANDARD FORMATS

FULL PAGE

Premium	Oustide Back Cover	100 900 €
	1st Right Hand Page / 1st RHP in Special Report	91 600 €
	Premium Right Hand Page	80 000€
	Special Report & Eco-Friendly	77 500 €
Standard	Right hand Page	72 800 €
	Left hand Page	64 000 €

JUNIOR PAGE

Premium	1st Right Hand Page / 1st RHP in Special Report	66 500 €
	premium front	57 700 €
First	premium front	56 200 €
	Right hand Page	52 000 €
Standard	Left hand Page	45 300 €

1/2 PAGE

Premium	1st Right Hand Page / 1st RHP in Special Report	71 300 €
	Premium Premium right hand page	59 900 €
First	Special Report	58 200 €
	Right hand Page	55 200 €
Standard	Left hand Page	47 800 €

1/3 PAGE

First	Special Report	44 700 €
	Right hand Page	42 400 €
Standard	Left hand Page	36 100 €

1/4 PAGE

Premium	Premium Right Hand Page	35 000 €
First	Special Report	34 000 €
	Right hand Page	31 800 €
Standard	Left hand Page	27 500 €

1/6 PAGE

First	Special Report	22 800 €
	Right hand Page	21 200 €
Standard	Left hand Page	18 600 €

1/8 PAGE

First	Special Report: Arts & Entertainments	19 000 €
	Right hand Page	17 000 €
Standard	Left hand Page	14 900 €



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SPECIAL FORMATS

DOUBLE FULL PAGE

Premium	Double page	132 700 €
	Double full page	95 700 €
	Double junior page	103 000 €
	Double 1/4 page	58 200 €

BOX

Premium	Front (Cover Earpieces)	8 600 €
	Front (Cover Box)	23 500 €
	Back page (Entreprises & Marchés)	9 600 €

COVER WRAP

Premium	1/2 Page	89 900 €
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Premium ad placements must be confirmed 1 month (20 working days) prior to publication. All ad bookings with extra options must respect the 48-hour rule

PACKAGES (€ Net placement, excluding tax)

TOP REPETITION*

3 junior pages over a 15-day duration	56 100 €
4 junior pages over a 3-week duration	70 300 €

* For non-captive sectors only (including all sectors except Finance, Industry, Services, Telecommunications and Transport).





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CLASSIFIED ADS

REAL STATE		PRESS RELEASES		
1 module (45 x 92)	2 500 €	Mm / col Premium Right Hand Page	B&W	34 €
2 modules (95 x 92)	3 600 €	Mm/ col Recto Right hand Page	B&W	31 €
3 modules (95 x 141 or 145 x 92)	4 900 €	Mm/ col premium left right page	B&W	28 €
4 modules (95 x 191 or 195 x 92)	6 100 €	Mm/ col left right page	B&W	26 €
6 modules (145 x 190 or 195 x 141)	8000 €	Logo	QUADRI	870 €





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INSERTS

MEDIA COST

	2 FULL PAGES	4-6 full Pages	8-12 full Pages	14 full Pages et +
Tarif / 1000 ex	510 €	770 €	970 €	1 590 €

TECHNICAL AND DISTRIBUTION COSTS

	QUANTITY	Technical costs	Postage costs	TOTAL
ZONE 1 (Paris + suburbs, delivered and mailed)				
Insert up to 50g	30 000 copies	1 700 €	655 €	2 355 €
Insert from 51 to 100g*	30 000 copies	1 700 €	1 300 €	3 000 €
ZONE 2 (NORTH: entire distribution zone from Tremblay)				
Insert up to 50g	43 800 copies	2 300 €	1 500 €	3 800 €
Insert from 51 to 100g*	43 800 copies	2 300 €	2 900 €	5 200 €
ZONE 3 (SUD: entire distribution zone from MIDI-LIBRE)				
Insert up to 50g	11 900 copies	600 €	700 €	1 300 €
Insert from 51 to 100g*	11 900 copies	600 €	1 300 €	1 900 €
ZONE 4 (SUD: distribution across all of FRANCE)				
Insert up to 50g	55 700 copies	2 900 €	2 100 €	5 000 €
Insert from 51 to 100g*	55 700 copies	2 900 €	4 100 €	7 000 €

* Contact us for inserts of more than 200g.

Contact us for technical and mailing costs.
Technical costs include eco-distribution for ad inserts.





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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 rebate for professionals.

MARK-UP / MODULATIONS

Multi-advertisers	+ 15%	
Chosen placement	+ 20%	
Successive	+ 20%	
1st section advertiser	+ 20%	
Black and white	- 20%	
Industry rebate*	- 30%	*Publishing, Training, Culture & Leisure, Property

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%	All purchasers can consolidate their orders. The rate is calculated according to the Gross Base Revenue rate at the time of the order. The agreed rate is subject to amends each trimester according to the evolution of the year-on-year investment made. Minimum of 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 for professionals 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@lesechosleparisien.fr).
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See General Terms and
conditions of sale

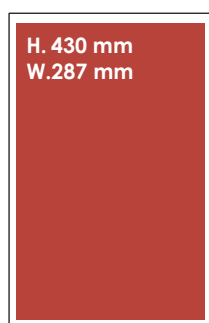




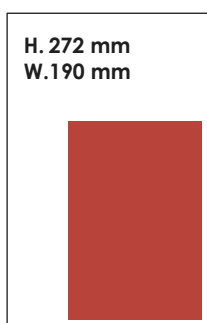
Les Echos

Formats

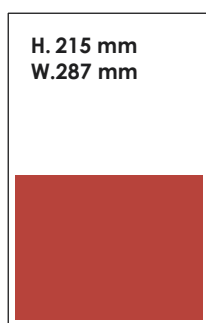
FORMATS STANDARDS



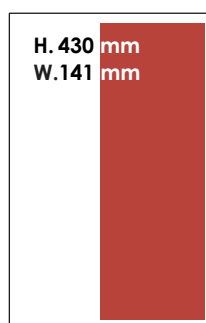
Full Page



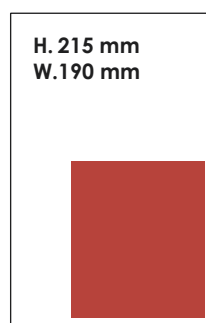
News



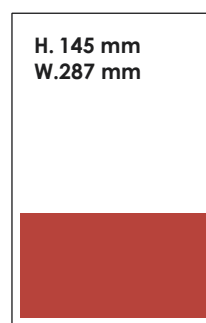
Half page, banner



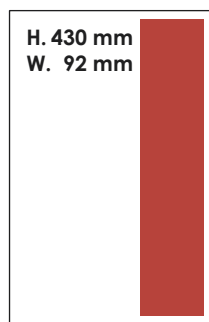
Half page, column



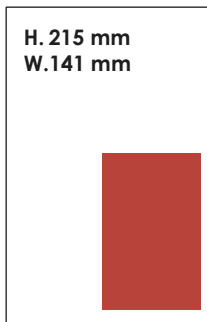
1/3 Page, square



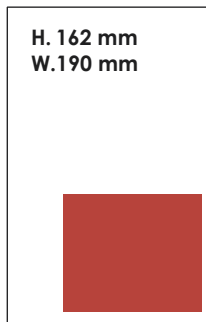
1/3 Page, banner



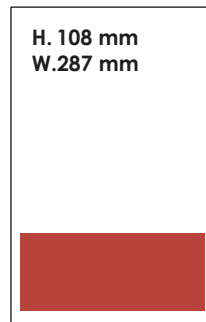
1/3 Page, column



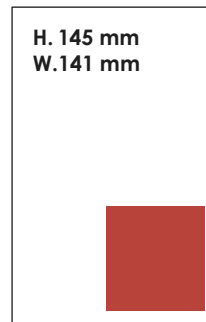
1/4 Page, column



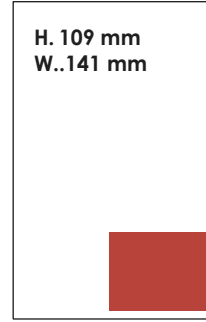
1/4 Page, square



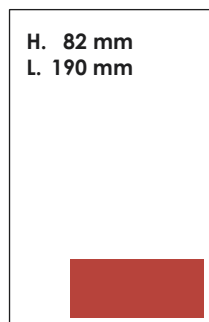
1/4 Page, banner



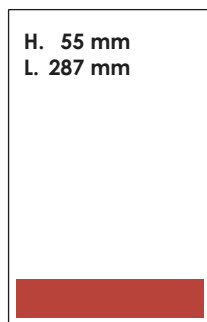
1/6 Page



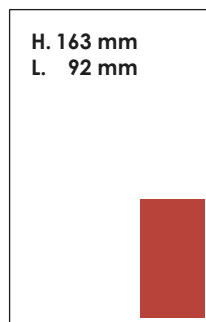
1/8 Page, square



1/8 Page, rectangle



1/8 Page, banner



1/8 Page, column

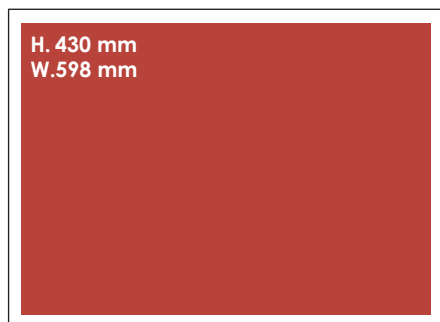


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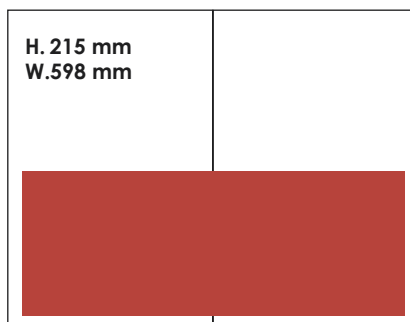
Formats

SPECIAL FORMATS

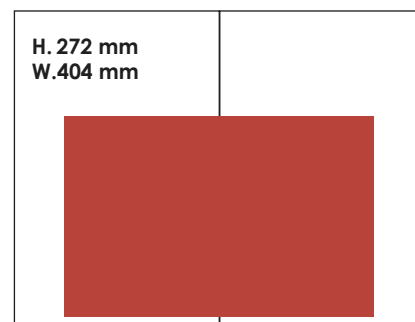
FORMATS DOUBLE



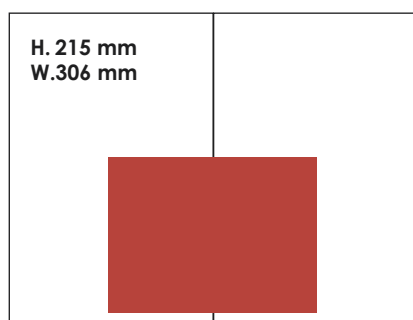
Double Full Page



Double 1/2 Full Page

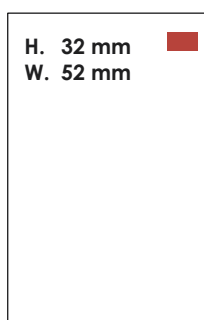


Double Junior Page



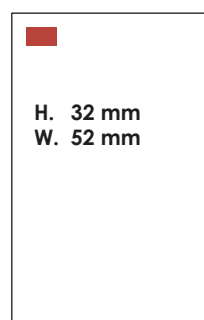
Double 1/4 Page

UNE Cahier 1

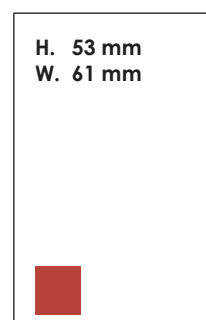


Earpiece general section

UNE Cahier 2 Entreprises et Marchés

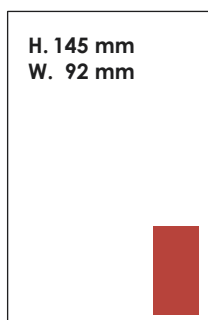


Earpiece

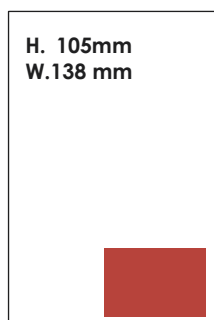


Mini

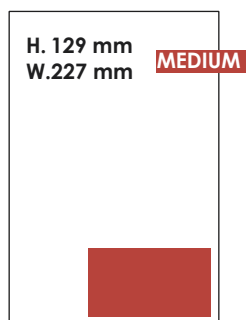
Back Page



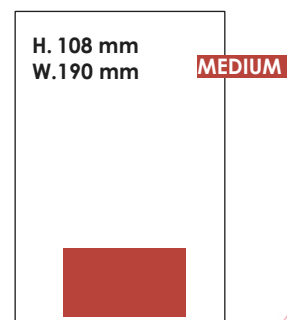
Premium general section



Premium general section



Medium
«Entreprises & Marchés» Section



Medium
«Entreprises & Marchés» Section





Les Echos

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 http://www.ifra.com/WebSite/ifra.nsf/html/CONT_ISO_DOWNLOADS
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)

maquette@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 Evrin).
- 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)

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Les Echos

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