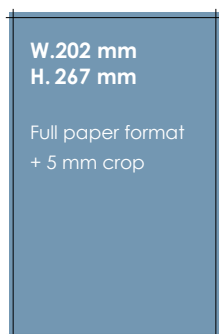
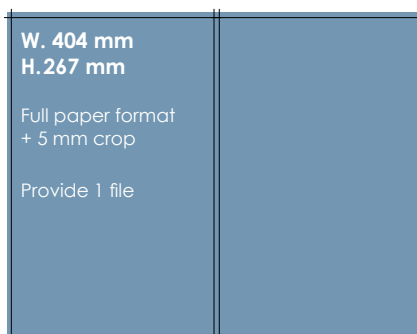


Formats

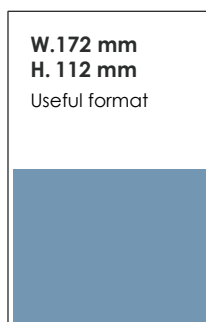


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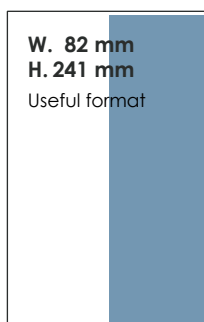


Double Page

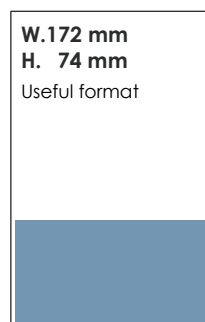
Full paper format = 5 mm bleed + trim marks. Texts and logos 10 mm from the minimum cut



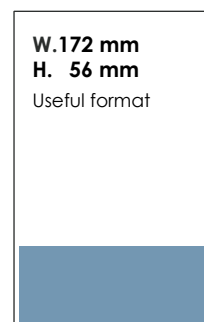
1/2 Page



1/2 Page column

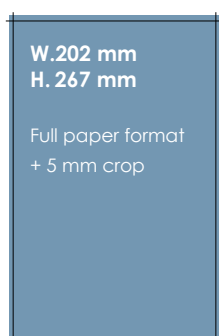


1/3 Page Banner



1/4 Page Banner

Special Issue



Page

Full paper format = 5 mm bleed + trim marks. Texts and logos 10 mm from the minimum cut

Technical Specifications

Provide 1 file PDF/X-1a 2001

COVER + INNER PAGES

In accordance with the standard: PDF/X-1a 2001
Destination profile: **ISO_coated_V2_300 (FOGRA 39L)**

REQUIREMENT STANDARD

PDF 1.3 with Trim Box

- ISO PDF/X-1a: **2001 standard**
- **PROFIL ICC ISO_Coated_V2_300 (Fogra 39L)**
- CMYK and BW Images: **300 dpi**
- Inking rate: **260% in inner pages. 300% in COVER**
- Transparencies prohibited

COLORS

- In CMYK (Forbidden: RGB, DIRECT TONES, LAB)
- Solid black surface: support the black with a screen of 40% maximum (cyan and/or magenta)
- (B&W images processed in four-color black: stabilize with a dominant black and a balanced support of the other 3 colors. No UCR conversion)
- No texts too thin or bodies too small in black to white and solid colors.
- Texts below 8 points should only be in 100% black

PDF

- File: 1 PDF per visual
- PDF format Full Paper / bleed 5 mm + trim marks (page, double page)
- Images at the edge of the page: 5 mm overhang in the bleed
- Texts and logos 10 mm from the minimum cut
- If you want a outline, consider incorporating it into your layout.

GENERAL INFORMATION

LEGAL NOTICES

In application of the various laws and decrees, please ensure the required information.

- Toubon Law, relating to the use of the French language, all written statements in a foreign language must be translated into French.
- Health information (Evin Law)
- The words «retouched photograph» in accordance with Decree No. 2017-738 of 4 May 2017 on photographs for commercial use of mannequins whose body appearance has been modified. Decree put into effect on 01.10.2017.

IMPORTANT

- If the file does not meet these standards, we reserve the right to request compliant items. In the absence of a contractual proof, no claim on the color will be accepted. In all cases, non-compliance by the advertiser (or its agent) manufacturing standards communicated by Les Echos Le Parisien Médias / Paris Match Médias for the insertion of advertisements releases Les Echos Medias any technical responsibility.

FILE DELIVERY

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

TECHNICAL CONTACTS

Eric DAVID +33 1 87 39 75 12 edavid@lesechosleparisien.fr
Laurence NICOLAS +33 1 87 39 83 12 lnicholas@lesechosleparisien.fr
or print.magazines@lesechosleparisien.fr

Delivery address

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

