

Les Echos
Le Parisien
MÉDIAS

PARIS
MATCH
MÉDIAS

20 26

RATE CARD

POUR **L'ÉCO**

2026 Gross Rates (excluding tax), effective January 1st, 2026 - subject to changes
medias.lesechosleparisien.fr

RATES 2026 - Commercial Advertising

Formats

PAGE	RATES
Premium (C2, C3, C4)	10 200 €
Standard	8 200 €
Double page	12 200 €
Packs	
6 pages / 6-issue thread	25 500 €
3 pages / 3-issue thread	18 400 €
SPECIAL FORMATS	RATES
Sponsored section	
«Au Scanner» / 2-page Brand Content	17 500 €
«Data Zoom» / 1-page Brand Content	11 500 €
Interview	
Page "3 questions à" + simple page	13 500 €
Packs	
«Antiseche» / 6-issue thread	30 500 €
Social	RATES
All offers above can integrate 1 social media post (+€ 3 500)	
Content adaptation into a social media post (creative assets, carrou- sels). advertiser URL redirection	3 500 €
KPI'S 3 000 clicks (minimum)	

Glossary and Rebates

Glossary

Gross Valued	Gross value of potential placements
Gross Base Purchase	Gross amount paid by the Advertiser after any increase and/or adjustment
Net Before Professional Discount	Net amount paid by the Advertiser after deductions for volume discounts, bundled mandates, and other rebates, excluding the professional discount
Net Amount Before Bundled Mandates	Net amount paid by the Advertiser after deductions for volume discounts and other rebates, including the professional discount, but excluding bundled mandates
Net Space	Net amount paid by the Advertiser after deductions for volume discounts, bundled mandates, other rebates, and the professional discount

Increases / Adjustments

Item	Discount	
Welcome (Advertiser absent in 2023)	-3%	These discounts cannot be combined but are added to the volume discount and applied to the Gross Base Purchase amount before the professional discount and bundled mandate.
Loyalty (Advertiser present in 2023)	-5%	
600 000 €	- 8%	

Volume Discounts on Turnover

* Exclu Radio classique & CDA

Turnover (€)	Discount	
9,000	-3%	The Volume Discount, calculated per order, applies to all advertisers (and not advertiser groups) on the annual cumulative investment made in "Pour L'Eco." It is calculated on the Gross Base Purchase. The volume discount is non-retroactive.
20,000	-6%	
30,000	-8%	
40,000	-10%	

Professional Discount (Excluding technical costs)	- 15%	The professional discount applies to the Net amount before the professional discount. This discount is only granted to advertisers purchasing their space through an agent. Notification of the mandate, in accordance with the provisions of Law No. 93-122 of 01/29/93, must be sent to Les Echos Le Parisien Médias before the first publication (adv@lesechosleparisien.fr).
--	-------	--

Bundled Mandates

* Exclu Radio classique & CDA

Starting From (€)		
21,000	-1%	The Bundled Mandate is based and calculated at the end of the year, upon closing of the accounts, on the Net HT space revenue collected (after volume discounts and professional discount). Minimum: 2 mandates.
41,000	-2%	
61,000	-3%	
40,000	-10%	

See General Terms and conditions of sale

Formats

W. 390 mm
H. 240 mm

Full page format
5mm bleed + trim
lines

Double Page

W. 195 mm
H. 240 mm

Full page format
5mm bleed + trim
lines

Page

Texts and logos should not be positioned less than 5mm from the trim

Technical Contact

Catherine LEFEVRE

clefevre@lesechosleparisien.fr - +33 1 87 39 82 98

Send your files to : print.magazines@lesechosleparisien.fr

Spécifications techniques

PDF File Specifications

Magazine Trim Size: 195 x 240 mm (French Style)

Interior Paper: UPM 1.2 ULTRA MATT 70g (LWC recycled paper)

Cover Paper: AMBER GRAPHIC (uncoated offset paper) 150g

Binding: Saddle stitch; stitched with two metal staples

File Format for Double Page Insertion: L 390 x H 240 mm

Single Page: L 195 x H 240 mm

Texts and logos should not be positioned less than 5mm from the trim.

Image Chromatics:

Colorimetric profile to use for photos in interior pages: PSO_LWC_Improved_eci.icc (FOGRA 45 L)

Colorimetric profile to use for photos on cover: PSO_Uncoated_ISO12647_eci.icc (FOGRA 47L)

PDF Creation:

Interior Pages:

In CMYK (no RGB, Pantone-direct colors, or registration black)

Acrobat 4 (PDF 1.3)

InDesign Settings for PDF Export:

General Tab:

Adobe PDF Preset: PDF/X-1a-2001

Compatibility: Acrobat 4 (PDF 1.3)

Standard: PDF/X-1a-2001

Compression Tab:

Resolution of 300 dpi for color and grayscale images.

Resolution of 1200 dpi for monochrome images.

Marks and Bleeds Tab:

Trim marks offset 5 mm (at 5 mm from the trim)

Bleeds: 5 mm

Output Tab:

Color Conversion: Convert to Destination (Pre-serve Numbers)

Destination: Use profile: PSO_LWC_Improved_eci (FOGRA 45 L)

Maximum Ink Coverage 280% max

Cover Pages:

CMYK (no RGB, Pantone-direct colors, or registration black) Acrobat 4 (PDF 1.3)

InDesign Settings for PDF Export:

Same as for interior pages regarding the «general,» «compression,» and «marks and bleeds» tabs

Output Tab:

Color Conversion: Convert to Destination (Pre-serve Numbers)

Destination: Use profile: PSO_Uncoated_ISO12647_eci.icc (FOGRA 47L)

Maximum Ink Coverage 260% max

Other recommendations:

In the case of 100% flat black, support the black with 40% cyan.

B&W images processed in quadri black must be stabilized with a dominant black and a balanced support of the other 3 colors. In general: K=100% C=35% M=30% Y=30%.

No UCR conversion

No excessively thin texts or small bodies in black or white and solid colors.

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

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 – «POUR L'ÉCO»

Muriel Petit +33 1 87 39 82 82 / mpetit@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