

Les Echos  
Le Parisien  
MÉDIAS

PARIS  
MATCH  
MÉDIAS

# 20 26

## RATE CARD



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



## Rate Card 2026 - commercial advertising

### FULL PAGE

|          |                                                            |          |
|----------|------------------------------------------------------------|----------|
| Premium  | C4 / Outside Back Cover                                    | 74 400 € |
|          | C2 / Inside Front cover / 1st Left facing Editorial Letter | 61 400 € |
|          | C3 / Inside Back Cover                                     | 53 000 € |
|          | 1st Left facing contents                                   | 56 200 € |
|          | 1st Right Hand Page                                        | 55 200 € |
|          | 2nd Right Hand Page                                        | 54 000 € |
|          | 3th Right Hand Page                                        | 53 000 € |
|          | 4th Right Hand Page                                        | 52 000 € |
|          | Opening Page                                               | 51 000 € |
| First    | Special Report / Right Hand Page                           | 50 000 € |
|          | RHP section                                                | 50 000 € |
| Standard |                                                            | 35 900 € |

### DOUBLE FULL PAGE

|          |                               |           |
|----------|-------------------------------|-----------|
| Premium  | 1st inside double page spread | 104 000 € |
|          | Double opener bis             | 102 000 € |
|          | 1st double                    | 97 800 €  |
|          | 2nd double                    | 96 800 €  |
| Standard |                               | 72 300 €  |





## Rate Card 2026 - commercial advertising

### OTHER FORMATS

|          |                 |          |
|----------|-----------------|----------|
| Standard | Double 1/2 page | 43 700 € |
|          | 1/2 page        | 23 500 € |
|          | 1/3 page        | 20 300 € |

Contact us for other formats, literary rates

### INSERTS

| Rates per thousand | 2 pages | 4 pages | 6 pages | 8 pages | 12 pages | 16 pages | 20 pages | 24 pages | 32 pages | 36 pages | 64 pages |
|--------------------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|
| Media Cost         | 97 €    | 117 €   | 143 €   | 179 €   | 214 €    | 255 €    | 290 €    | 300 €    | 316 €    | 326 €    | 673 €    |

Contact us for technical and mailing costs.



The technical fees include the eco-conception related to advertising inserts.



## Glossary and Rebates

### GLOSSARY

|                                            |                                                                                                                                                     |
|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Gross value</b>                         | Gross revenue value of ad placements.                                                                                                               |
| <b>Gross purchase base</b>                 | Gross revenue paid by the advertiser after mark-up and/or modulation.                                                                               |
| <b>Net before rebate for professionals</b> | Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates excluding rebate for professionals. |
| <b>Net space</b>                           | 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-advertiser        | + 15% |                                                  |
| First-choice placement  | + 20% |                                                  |
| Succession              | + 20% |                                                  |
| 1st industry advertiser | + 20% |                                                  |
| Black & White           | -20%  |                                                  |
| Industry discount*      | -30%  | *Publishing, Training, Arts & 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

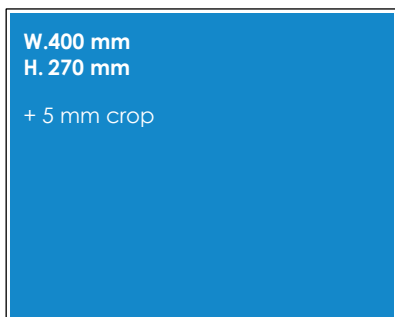
|              |        |                                                                                                                                                                                                                                       |
|--------------|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|              | from : |                                                                                                                                                                                                                                       |
| 5 000 000 €  | - 1%   | 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). |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



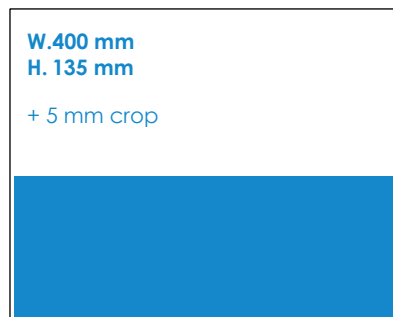
## Formats



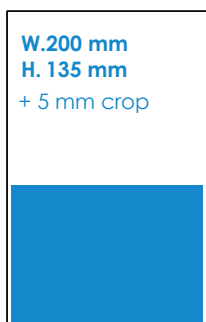
Double Page



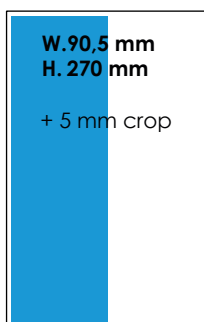
Full Page



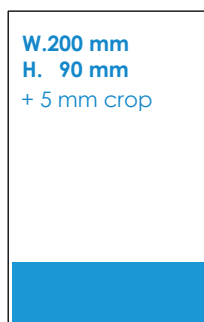
Double 1/2 page



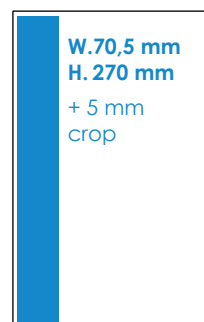
1/2 page



1/2 page column



1/3 page banner



1/3 page column

## Technical Specifications

### Please provide a X-1/PDF

#### INDESIGN CS3/CS6 :

Creation of a postscript and preferably distilled file.

#### QUARKXPRESS :

Direct exports are strongly discouraged.

#### PREREQUISITE STANDARDS

##### PDF 1.3 with Trim Box :

ISO PDF/X-1a: 2001 norm

CMYK and BW images: 300 dpi compression JPEG

Bitmap images: 1200 dpi compression CCITT-group4

Ink overlay: 280% MAX inside pages

Ink overlay: 300% max for the cover

File: 1 image per page

#### ICC PROFIL :

Cover : Fogra 39L

Inside : 41L PSO\_MFC\_Paper\_eci

#### BLACK SETTINGS :

100% black overlay

#### COLORS :

PANTONE - SUPPORT - RVB - LAB

Forbidden - transparencies forbidden - True type fonts are forbidden

Transfer curves are forbidden - file protection forbidden.

#### ARTBOX ZONE :

5 mm from the TrimBox zone. 5 mm bleedbox zone

#### CONTROL PROOF FROM FOGRA 39 FILE :

With a control change. In the absence of contract proofs, a non-calibrated CANON printer output proof will be created.

#### FLOW CONTROL :

Asura-Acrobat X PRO

#### NAMING OF FILES :

MAG\_AA\_MM\_JJ\_image name (same for schedule bookings)

No special symbols in the naming of files.

### Technical contacts

Laurence NICOLAS

[Inicolas@lesechosleparisien.fr](mailto:Inicolas@lesechosleparisien.fr) - 01 87 39 83 12

Isabelle NASSOY

[inassoy@lesechosleparisien.fr](mailto:inassoy@lesechosleparisien.fr) - 01 87 39 75 43

Please send your files to :

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

See General Terms and  
conditions of sale



## 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

LE PARISIEN • AUJOURD'HUI-EN-FRANCE

**Emmanuelle Astruc** +33 1 87 39 83 19 / eastruc@lesechosleparisien.fr

SALES DIRECTOR – LE PARISIEN WEEK-END

**Gérald Couvey** +33 1 87 39 83 17 / gcouvey@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

