



20 26 RATE CARD



Rates for 2025 - gross, excluding tax 01/01/2025 - subject to change

RATE CARD 2026 - Commercial advertising

STANDARD FORMATS

		LE PARISIEN IDF + OISE	LE PARISIEN & AUJOURD'HUI EN FRANCE
PAGE			
Premium	Outside Back cover	159 200 €	180 000 €
	Page 5-7	129 000 €	150 900 €
	Page 9-11	122 800 €	144 600 €
	Section Sport / Leisure / Consumer/ Eco-friendly	121 000 €	140 500 €
Standard	Right hand page	121 000 €	140 500 €
Standard	Left Hand page	103 000 €	123 900 €
NEWS			
Premium	Page 5/7	83 200 €	96 800 €
	Page 9/11	80 000 €	93 600 €
	Section Sport / Leisure	78 000 €	90 500 €
Star	Right hand page	78 000 €	90 500 €
Standard	Left Hand page	66 600 €	80 000 €
1/2 Page			
Premium	Page 5-7	77 000 €	91 600 €
	Page 9-11	73 900 €	88 400 €
	Section Sport / Leisure	71 800 €	84 300 €
Standard	Right hand page	71 800 €	84 300 €
Standard	Left Hand page	62 400 €	72 800 €
1/3 Page			
Premium	Page 5/7	71 800 €	85 300 €
	Page 9/11	68 700 €	82 200 €
	Section Sport / Leisure	63 500 €	73 900 €
Star	Right hand page	63 500 €	73 900 €
Standard	Left Hand page	57 200 €	68 700 €

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STANDARD FORMATS

		LE PARISIEN IDF + OISE	LE PARISIEN & AUJOURD'HUI EN FRANCE
1/4 PAGE			
Premium	Page 5-7	55 200 €	64 500 €
	Page 9-11	48 900 €	58 200 €
	Section Sport / Leisure	45 800 €	54 000 €
Star	Right hand page	45 800 €	54 000 €
Standard	Left Hand page	39 600 €	46 800 €
1/8 PAGE			
Premium	Page 5-7	34 400 €	39 500 €
	Page 9-11	31 200 €	36 400 €
	Section Sport / Leisure / Consumer	29 700 €	34 900 €
Star	Right hand page	29 700 €	34 900 €
Standard	Left Hand page	25 500 €	30 700 €
FORMAT DOUBLE			
Premium	Double full page 1st double	211 200 €	239 300 €
	Double full page	201 900 €	228 900 €

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SPECIAL FORMATS

LE PARISIEN
IDF + OISE

LE PARISIEN &
AUJOURD'HUI EN FRANCE

FORMAT DOUBLE

Premium	Double junior page	169 600 €	197 700 €
	Double 1/2 Page*	159 200 €	187 300 €

PAGE XL

Premium	*	254 900 €	286 100 €
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PAVE & BANDEAUX

Premium	Front cover earpieces	30 700 €	37 400 €
	Cover banner	30 700 €	36 700 €
	Cover banner 70*	54 000 €	63 500 €
	Banner 70*	36 400 €	42 600 €
	Vertical banner ext S*	29 200 €	34 400 €
	Vertical banner ext M*	50 000 €	58 300 €
	Vertical banner ext L*	69 700 €	82 200 €
	Vertical banner ext XL*	76 000 €	89 500 €
	Weather box	17 100 €	19 300 €

*Contact us: subject to editor's validation

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%
Succession	+ 20%
1st industry advertiser	+ 20%

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

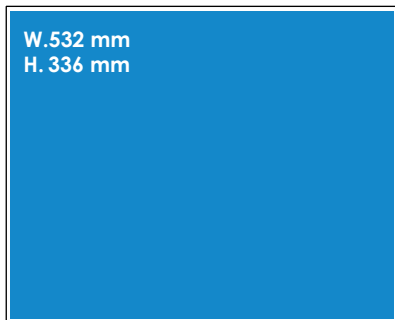
à partir de :		
5 000 000 €	- 1%	The total rate on consolidated orders applies to all orders. It is calculated according to the Gross Purchase Base. The agreed rate is subject to change every trimester according to the year-on-year investment. Minimum: 2 orders.
10 000 000 €	- 2%	
15 000 000 €	- 3%	

REBATE FOR PROFESSIONALS

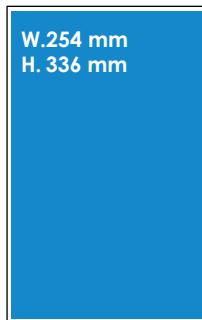
- 15%	The rebate for professionals applies to the net amount before all rebates are applied. This rebate is given only to advertisers buying their advertising placements via a third party. The order notification, in line with law n°93-122 of 29/01/93, must be made out to Les Echos Le Parisien prior to publication (adv@lesechos-leparisien.fr).
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See General Terms and conditions of sale

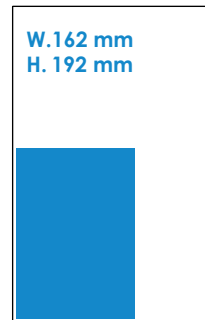
Formats



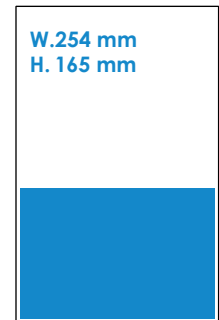
Double full Page



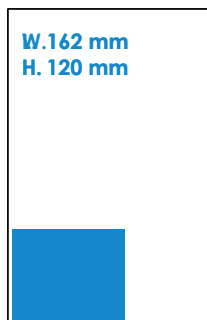
1 full page or outside back cover



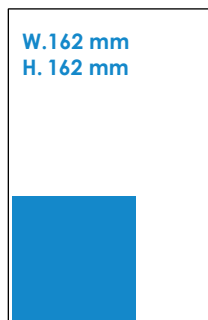
Junior page



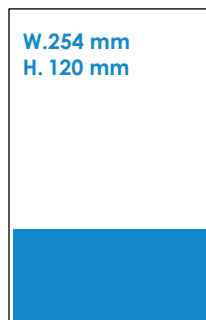
1/2 Page



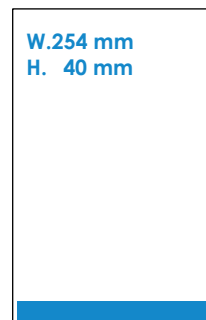
1/4 Page



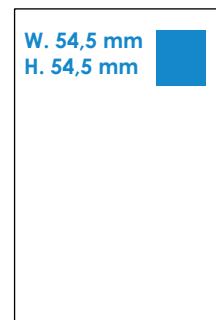
1/3 Page Square



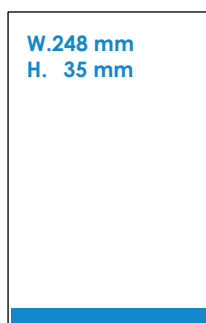
1/3 Page Banner



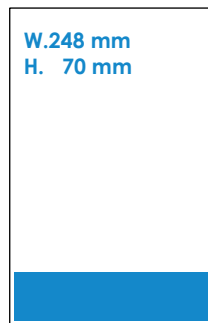
1/8 Page



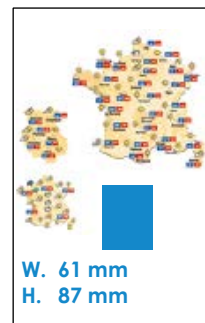
Front cover ear-piece



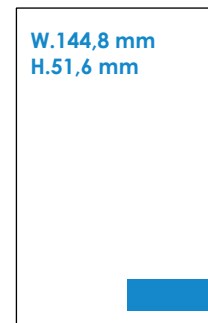
Cover banner



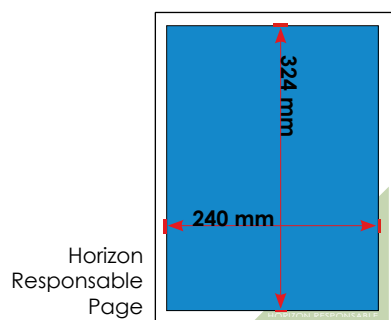
Cover banner 70



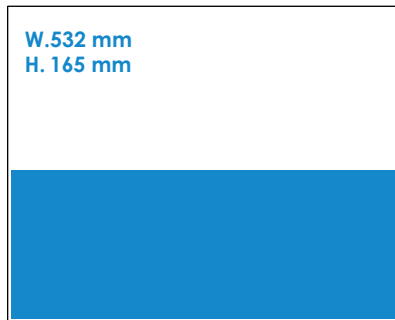
Weather Box



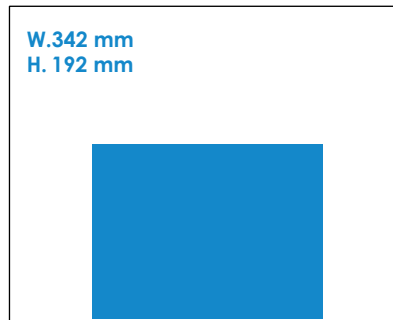
Games banner



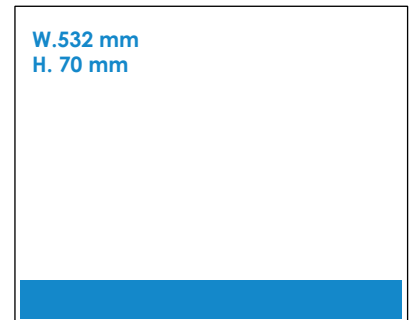
Formats



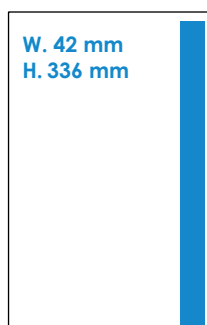
Double 1/2 Page



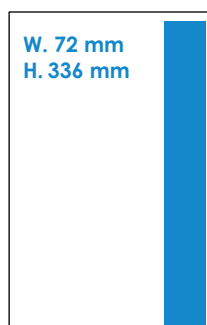
Double News



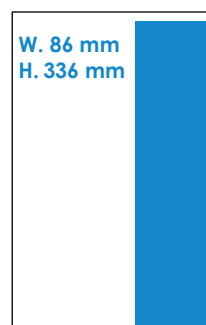
Banner 70 Double Page



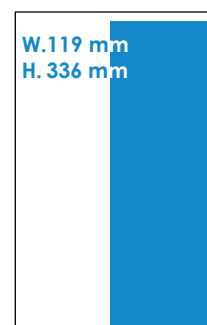
Vertical banner **S**



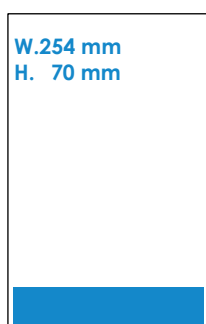
Vertical banner **M**



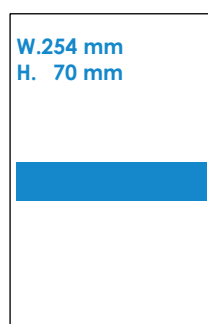
Vertical banner **L**



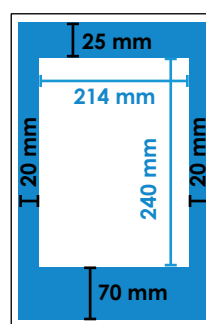
Vertical banner **XL**



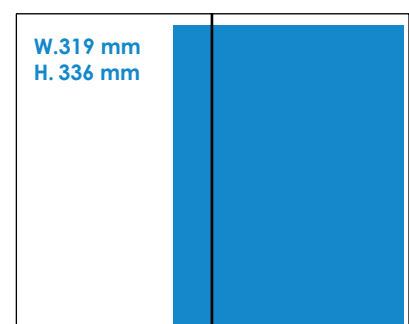
Banner 70



Centred banner 70



Simple jacket



Page **XL** - Double Page Jacket

Technical specifications

Deadline for sending your technical materials in

ready-to-use format

48 hours prior to publication

Digital PDF

Acrobat PDF 1.3 with TrimBox

No raw files

Output color mode: Profil ICC

ISOnewspaper26v.4.icc

Frame image with a 0.5-point minimum line in the color of your choice, except for the page format.

High-definition imports

240 dpi color image(s)

160 dpi grays

1 200 dpi monochrome

Underlay flattening

Encapsulated font

Photos in B&W or CMJN: 240 dpi

Ink overlay: 240%

Weave: 100

Weight: 42/49

ICC profile: ISO newspaper26v4.icc

Please do not send CROMALIN PROOFS, COLOR PROOFS etc

BLACK BACKGROUND

Our recommendation if you choose:

- Solid Black: 100% Black with 40% Cyan backing.
- Four-Color Black: Value variations between the 4 colors must be respected:
 - o Cyan % should be higher than Magenta and Yellow %.
 - o Magenta and Yellow % should be approximately equal.
 - o Black % should be higher than Cyan %.
 - o Total ink coverage should not exceed 240%.

ADVERTORIAL / OPEN LETTER

Editor approval is required before publication.

The word "(ADVERTISEMENT)" or "(PRESS RELEASE)" must be capitalized, in 10-point font, and bolded.

Place this horizontally, at the top right of the visual.

LEGAL NOTICES

In accordance with various laws and decrees, please ensure that mandatory notices are included:

- Toubon Law: Regarding the use of the French language, all text written in a foreign language must be translated into French.
- Health Warnings (Evin Law)
- "Retouched Photograph" notice: In accordance with decree n° 2017-738 of May 4, 2017, regarding commercially used photographs of models whose physical appearance has been modified. Decree implemented on 10/01/2017.

TEXTS

Avoid thin fonts or small font sizes in black-to-white and solid color areas.

No text smaller than 7 points.

Allow a minimum of 10 mm for the block line.

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