



20 26

RATE CARD

DEPARTMENTAL EDITIONS

Oise - Paris
Seine et Marne - Yvelines
Essonne - Hauts de Seine
Seine Saint-Denis - Val de Marne
Val d'Oise



Le Parisien

RATE CARD 2026 - Commercial Advertising

SIMPLE STANDARD FORMATS

MONDAY TO SATURDAY

Premium	Full Page	Outside back cover	13 210 €
Standard			10 200 €
Premium	1/2 page	Outside back cover	7 800 €
Standard			6 040 €
Standard	Junior		4 480 €
	1/4 page		3 220 €
	1/6 page		2 500 €
	1/8 page		1 980 €
	Banner 40		2 400 €
	Banner 70		3 330 €
	Outside vertical banner		3 060 €

DOUBLE-PAGE STANDARD FORMATS

MONDAY TO SATURDAY

Double banner 70	6 660 €
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FRONT COVER FORMATS

MONDAY TO SATURDAY

Premium	Front cover banner	3 440 €
	Front cover box	2 080 €

SPECIAL FORMATS

MONDAY TO SATURDAY

Premium	Double banner top of a full page	6 660 €
	Double news	9 360 €
	Double 1/2 page	11 030 €
	Double Panoramic	14 670 €
	Outside vertical banner XL	11 130 €
	70 Banner Top of Page	4 900 €
	Front cover earpiece or front cover banner Le Parisien	6 860 €
	Front covert banner 70 Le Parisien	9 990 €

RATE CARD 2026 - Commercial Advertising

SIMPLE STANDARD FORMATS			MONDAY TO SATURDAY
Premium	Full Page	Outside Back cover	21 230 €
Standard			16 330 €
Premium	1/2 page	Outside Back cover	12 480 €
Standard			9 680 €
Standard	Junior		7 380 €
	1/4 page		5 000 €
	1/6 page		3 960 €
	1/8 page		3 220 €
	Banner 40		3 850 €
	Banner 70		5 300 €
	Outside vertical banner		5 000 €
DOUBLE-PAGE STANDARD FORMATS			MONDAY TO SATURDAY
	Double banner 70		10 720 €
FRONT COVER FORMATS			MONDAY TO SATURDAY
Premium	Front cover banner		5 410 €
	Front cover box		3 330 €
SPECIAL FORMATS			MONDAY TO SATURDAY
Premium	Double banner top of a full page		10 720 €
	Double junior page		14 880 €
	Double 1/2 page		17 580 €
	Double Panoramic		22 570 €
	Outside vertical banner XL		18 310 €
	Center banner 70		8 220 €
	Front cover earpiece or front cover banner Le Parisien		11 030 €
	Front covert banner 70 Le Parisien		16 230 €

RATE CARD 2026 - Commercial Advertising

SIMPLE STANDARD FORMATS

MONDAY TO SATURDAY

Premium	Full Page	Outside back cover	17 270 €
Standard			13 420 €
Premium	1/2 page	Outside back cover	10 200 €
Standard			7 800 €
Standard	Junior Page		6 040 €
	1/4 page		4 160 €
	1/6 page		3 330 €
	1/8 page		2 500 €
	Banner 40		3 120 €
	Banner 70		4 260 €
	Outside vertical banner		4 080 €

DOUBLE-PAGE STANDARD FORMATS

MONDAY TO SATURDAY

Double banner 70	8 530 €
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FRONT COVER FORMATS

MONDAY TO SATURDAY

Premium	Front cover banner	4 480 €
	Front cover box	2 810 €

SPECIAL FORMATS

MONDAY TO SATURDAY

Premium	Double banner top of a full page	8 530 €
	Double junior page	11 860 €
	Double 1/2 page	14 360 €
	Double Panoramic	19 250 €
	Outside vertical banner XL	14 670 €
	Center banner 70	6 560 €
	Front cover earpiece or front cover banner Le Parisien	9 050 €
	Front cover banner 70 Le Parisien	12 900 €

RATE CARD 2026 - Commercial Advertising

SIMPLE STANDARD FORMATS			MONDAY TO SATURDAY
Premium	Full Page	Outside back cover	13 730 €
Standard			10 510 €
Premium	1/2 page	Outside back cover	8 120 €
Standard			6 240 €
Standard	Junior Page		4 680 €
	1/4 page		3 330 €
	1/6 page		2 500 €
	1/8 page		1 980 €
	Banner 40		2 400 €
	Banner 70		3 330 €
	Outside vertical banner		3 160 €
DOUBLE-PAGE STANDARD FORMATS			MONDAY TO SATURDAY
	Double banner 70		6 660 €
FRONT COVER FORMATS			MONDAY TO SATURDAY
Premium	Front cover banner		3 540 €
	Front cover box		2 180 €
SPECIAL FORMATS			MONDAY TO SATURDAY
Premium	Double banner top of a full page		6 660 €
	Double junior page		9 260 €
	Double 1/2 page		11 340 €
	Double Panoramic		15 090 €
	Outside vertical banner XL		11 130 €
	Center banner 70		5 000 €
	Front cover earpiece or front cover banner Le Parisien		7 080 €
	Front cover banner 70 Le Parisien		9 880 €

RATE CARD 2026 - Commercial Advertising

SIMPLE STANDARD FORMATS			MONDAY TO SATURDAY
Premium	Full Page	Outside back cover	16 540 €
Standard			12 650 €
Premium	1/2 page	Outside back cover	9 780 €
Standard			7 490 €
Standard	Junior Page		5 620 €
	1/4 page		3 960 €
	1/6 page		3 120 €
	1/8 page		2 400 €
	Banner 40		3 020 €
	Banner 70		4 060 €
	Outside vertical banner		3 880 €
DOUBLE-PAGE STANDARD FORMATS			MONDAY TO SATURDAY
	Double banner 70		8 220 €
FRONT COVER FORMATS			MONDAY TO SATURDAY
Premium	Front cover banner		4 260 €
	Front cover box		2 600 €
SPECIAL FORMATS			MONDAY TO SATURDAY
Premium	Double banner top of a full page		8 220 €
	Double junior page		11 020 €
	Double 1/2 page		13 730 €
	Double Panoramic		17 950 €
	Outside vertical banner XL		13 840 €
	Center banner 70		6 240 €
	Front cover earpiece or front cover banner Le Parisien		8 640 €
	Front covert banner 70 Le Parisien		12 380 €

RATE CARD 2026 - Commercial Advertising

SIMPLE STANDARD FORMATS			MONDAY TO SATURDAY
Premium	Full Page	Outside back cover	14 360 €
Standard			11 030 €
Premium	1/2 page	Outside back cover	8 430 €
Standard			6 450 €
Standard	Junior Page		4 890 €
	1/4 page		3 440 €
	1/6 page		2 810 €
	1/8 page		2 080 €
	Banner 40		2 500 €
	Banner 70		3 540 €
	Outside vertical banner		3 470 €
DOUBLE-PAGE STANDARD FORMATS			MONDAY TO SATURDAY
	Double banner 70		7 080 €
FRONT COVER FORMATS			MONDAY TO SATURDAY
Premium	Front cover banner		3 740 €
	Front cover box		2 180 €
SPECIAL FORMATS			MONDAY TO SATURDAY
Premium	Double banner top of a full page		7 080 €
	Double junior page		9 680 €
	Double 1/2 page		11 860 €
	Double Panoramic		15 920 €
	Outside vertical banner XL		11 860 €
	Center banner 70		5 300 €
	Front cover earpiece or front cover banner Le Parisien		7 490 €
	Front covert banner 70 Le Parisien		10 610 €

RATE CARD 2026 - Commercial Advertising

SIMPLE STANDARD FORMATS			MONDAY TO SATURDAY
Premium	Full Page	Outside back cover	18 050 €
Standard			13 970 €
Premium	1/2 page	Outside back cover	10 820 €
Standard			8 430 €
Standard	Junior Page		6 220 €
	1/4 page		4 370 €
	1/6 page		3 540 €
	1/8 page		2 810 €
	Banner 40		3 330 €
	Banner 70		4 580 €
	Outside vertical banner		4 490 €
DOUBLE-PAGE STANDARD FORMATS			MONDAY TO SATURDAY
	Double banner 70		9 260 €
FRONT COVER FORMATS			MONDAY TO SATURDAY
Premium	Front cover banner		4 780 €
	Front cover box		2 960 €
SPECIAL FORMATS			MONDAY TO SATURDAY
Premium	Double banner top of a full page		9 260 €
	Double junior page		12 440 €
	Double 1/2 page		15 400 €
	Double Panoramic		19 990 €
	Outside vertical banner XL		15 610 €
	Center banner 70		6 970 €
	Front cover earpiece or front cover banner Le Parisien		9 680 €
	Front covert banner 70 Le Parisien		13 840 €

RATE CARD 2026 - Commercial Advertising

SIMPLE STANDARD FORMATS			MONDAY TO SATURDAY
Premium	Full Page	Outside back cover	15 810 €
Standard			12 170 €
Premium	1/2 page	Outside back cover	9 180 €
Standard			7 180 €
Standard	Junior Page		5 410 €
	1/4 page		3 850 €
	1/6 page		3 020 €
	1/8 page		2 400 €
	Banner 40		3 020 €
	Banner 70		4 060 €
	Outside vertical banner		3 770 €

DOUBLE-PAGE STANDARD FORMATS	MONDAY TO SATURDAY
Double banner 70	8 220 €

FRONT COVER FORMATS	MONDAY TO SATURDAY
Premium Front cover banner	4 160 €
Front cover box	2 600 €

SPECIAL FORMATS	MONDAY TO SATURDAY
Premium Double banner top of a full page	8 220 €
Double junior page	10 820 €
Double 1/2 page	13 210 €
Double Panoramic	17 580 €
Outside vertical banner XL	13 570 €
Center banner 70	6 240 €
Front cover earpiece or front cover banner Le Parisien	8 430 €
Front covert banner 70 Le Parisien	12 380 €

RATE CARD 2026 - Commercial Advertising

SIMPLE STANDARD FORMATS			MONDAY TO SATURDAY
Premium	Full Page	Outside back cover	17 580 €
Standard			11 340 €
Premium	1/2 page	Outside back cover	8 640 €
Standard			6 660 €
Standard	Junior Page		5 000 €
	1/4 page		3 540 €
	1/6 page		2 810 €
	1/8 page		2 180 €
	Banner 40		2 600 €
	Banner 70		3 740 €
	Outside vertical banner		3 570 €
DOUBLE-PAGE STANDARD FORMATS			MONDAY TO SATURDAY
	Double banner 70		7 380 €
FRONT COVER FORMATS			MONDAY TO SATURDAY
Premium	Front cover banner 40 or 70		3 850 €
	Front cover box		2 400 €
SPECIAL FORMATS			MONDAY TO SATURDAY
Premium	Double banner top of a full page		7 380 €
	Double junior page		9 990 €
	Double 1/2 page		12 170 €
	Double Panoramic		16 230 €
	Outside vertical banner XL		12 690 €
	Center banner 70		5 720 €
	Front cover earpiece or front cover banner Le Parisien		7 800 €
	Front cover banner 70 banner		11 240 €

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%	

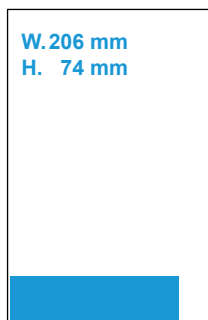
REBATE FOR PROFESSIONALS

- 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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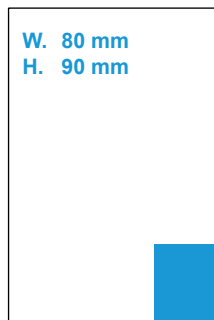
See General Terms and conditions of sale

Formats

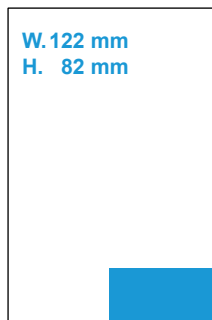
Front cover formats



Front cover banner

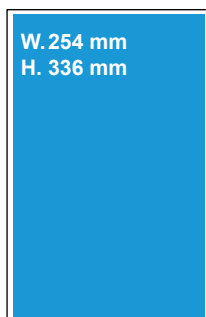


Front cover box
column

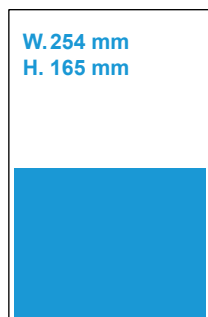


Front cover box
banner

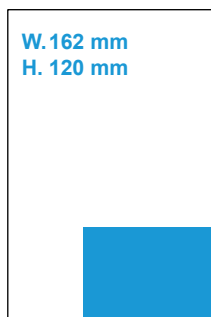
Standard Format



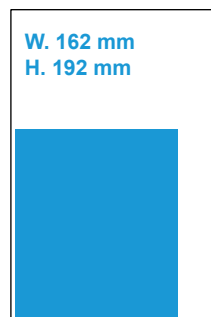
Full Page



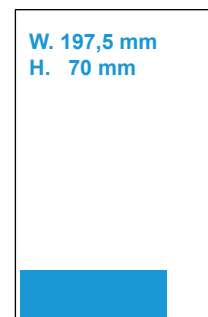
1/2 Page



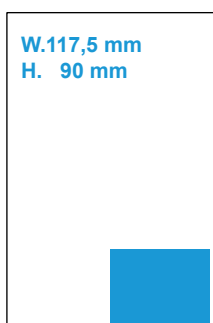
1/4 Page



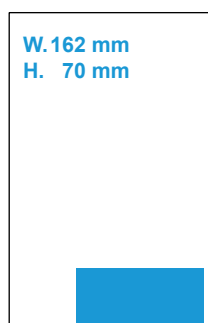
Junior page



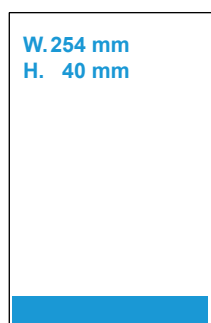
1/6 Page



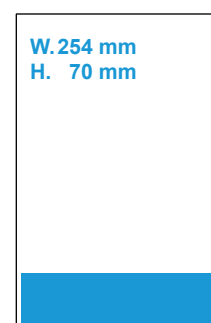
1/8 height



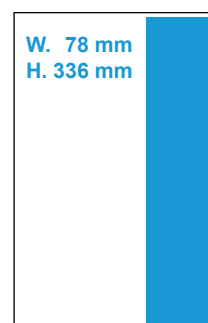
1/8 width



1/8 Banner

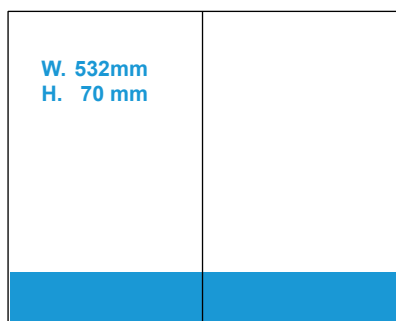


Banner 70

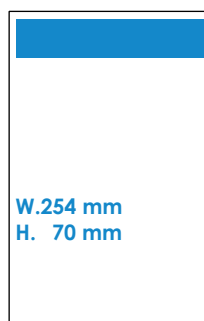


Outside Vertical
Banner

Formats



Double Banner 70

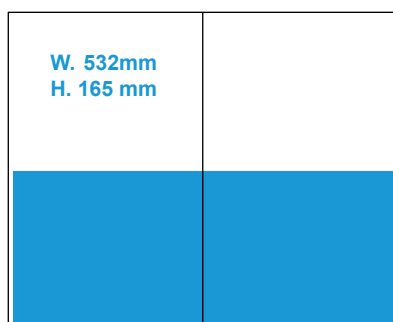


Center banner 70

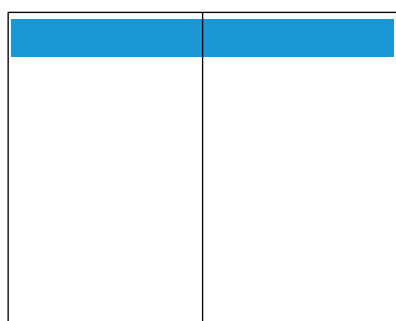
Special Format



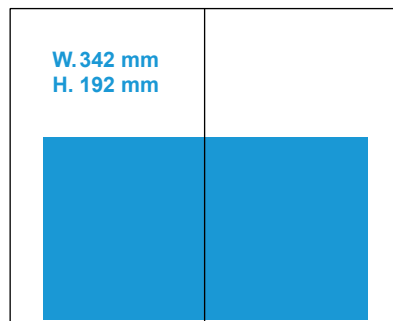
Double Page



Double 1/2 page



Panoramic banner
high page



Double junior page

***Make a request to planning or ADV for validation of the writing**

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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