

# 20 26 RATE CARD



Les Echos **SÉRIE LIMITÉE**

## 2026 Rate Card - Commercial Advertising

### Standard Formats

PAGE		DOUBLE PAGE	
<b>Premium</b>	C4/Outside Back Cover	46 800 €	Premium
	C3/Inside Back Cover	27 500 €	Double opening with flaps
	1st Left facing Editorial Letter	41 400 €	1st inside double page spread
	1st Left facing contents	40 400 €	2nd inside double page spread
	Facing «contributors»	40 400 €	3rd inside double page spread
	Opening «Désir»	36 600 €	4th inside double page spread
	Facing «Désir»	36 100 €	
	1st right hand page	32 300 €	
	2nd right hand page	29 700 €	<b>First</b>
	3rd, 4th right hand page	27 500 €	Center spread
<b>First</b>	5th, 6th right hand page	26 500 €	Between editorial letter and facing contents
	1st section, Special report & Eco Friendly	26 000 €	Between facing contents and contributors
		25 000 €	Between contributors and desirs
<b>Standard</b>			Inside fashion section
			1 <sup>st</sup> Double
			2 <sup>nd</sup> Double
			<b>Standard</b>
			Double 2nd section
			50 000 €

### OTHER FORMATS

<b>Standard</b>	Double 1/2 page	34 000 €
	1/2 page	17 200 €
	1/3 page	14 900 €
	1/4 page	12 400 €

Contact us for OPS formats



## 2026 Rate Card - Commercial Advertising

### PACKAGES (€ NET PLACEMENT EXCLUDING TAX)

#### TOP WEEK-END +

1 full page Série Limité  
 + 1 full page Les Echos Week-End 15 900 €

#### TOP WEEK-END + DIGITAL

1 full page Série Limité  
 + 1 full page Les Echos Week-End  
 + 1 day homepage + adbanner lesechos.fr 31 800 €

#### SO LIMITED

1 full page Série Limité  
 + 1 full page Connaissance des Arts 8 800 €

### INSERTS (€ GROSS EXCLUDING TAX)

Rates / 1 000 copies	2 pages	4-6 pages	8-14 pages	16 pages et +	Frais Tech.
10 000 to 20 000 copies	630 €	840 €	1 100 €	2 550 €	2 200 €
20 001 to 40 000 copies	320 €	420 €	820 €	1 530 €	2 600 €
40 001 to 74 000 copies	250 €	370 €	680 €	1 310 €	3 000 €
74 001 copies and +	215 €	315 €	580 €	1 100 €	3 700 €

Contact us for technical and mailing costs.



Eco-contribution costs linked to the ad inserts are included.



## 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%

Emplacement de rigueur + 20%

Succession + 20%

1st industry advertiser + 20%

Black and white - 20%

Industry rebate\* - 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).
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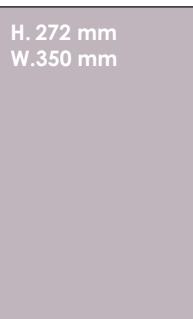
See General Terms and conditions of sale



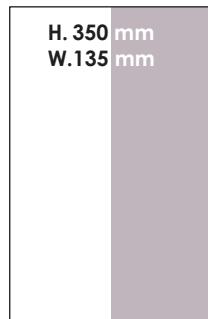
## Formats

### Standard Formats

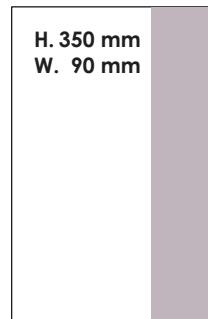
Full paper sizez in mm + 5 mm overhang



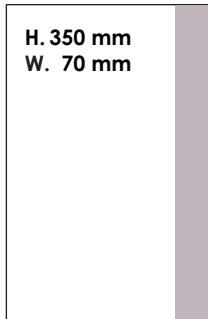
Full Page



1/2 Page column



1/3 Page column



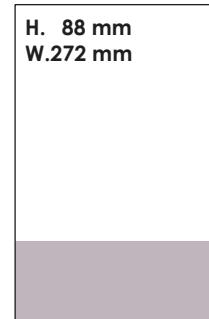
1/4 Page column



1/2 Page banner



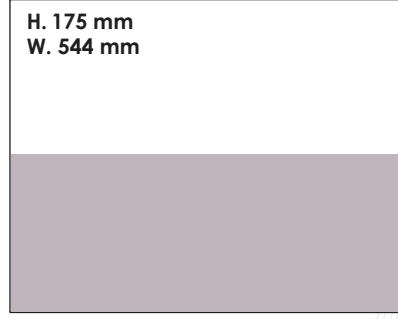
1/3 Page banner



1/4 Page Banner



Double Full Page



Double 1/2 Page



## Technical specifications

### MATERIALS TO PROVIDE

- HD 1.3 PDF normalised or certified to 1.4 on CD-Rom.
- Contractual digital color proofs from the file (same date, same time).
- It MANDATORY for us to receive a proof. Without one, no claims can be made on the results and we will be held responsible for the outcome.

### DELIVERY OF MATERIALS

4 weeks prior to publication

### IMAGES

- Images must be edited to 300 dpi
- Images in CMYK or simili
- For quadri images it is mandatory to perform color shrinkage. Under no circumstances must the overlay of 3 colors and black in the darker areas of the images be higher than 280%.
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### SEPARATE QUADRI

- Ink rate: 280% max
- Separation profile: we recommend using the following profiles:

**Coated Fogra 39** for cover ads

**Coated Fogra 45** for other ads

### FONTS

- Avoid fonts that are too skinny and small within black and white and color blocks.

### PROCESSING OF QUADRI B&W IMAGES

- Images must be processed and stabilised with light 3-color support (30% maximum for each main color).
- In no way must the images be processed in quadri (UR), which are very difficult to balance.

### GENERAL INFORMATION

#### Legal mentions

**In accordance with the different laws and decrees, please refer to the mandatory legal mentions**

- The Loi Toubon, relative to the usage of French language, all mentions written in a foreign language, must be translated into French.
- Sanitary measures (Loi Evin).
- The mention of "edited photography" in accordance with the decree n° 2017-738 dated May 4, 2017 refers to photography used for commercial purposes, of models whose physical appearance has been modified, put in application on 01.10.2017.

#### No PANTONE colors or direct tones

**Please include advertiser name in file name**

- We recommend using rotating blanks of 20 mm minimum to avoid a stitched back in case of a high volume of pages.
- Plan for 10 mm for the block line.

#### More information

[http://www.maury-imprimeur.fr/\\_Files/ccmaury.pdf](http://www.maury-imprimeur.fr/_Files/ccmaury.pdf)

[http://www.maury-imprimeur.fr/\\_Files/photograv.pdf](http://www.maury-imprimeur.fr/_Files/photograv.pdf)

### TECHNICAL CONTACTS

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## Contacts

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