

Les Echos  
Le Parisien  
MÉDIAS

PARIS  
MATCH  
MÉDIAS

# 20 26 DIGITAL RATES COMMERCIAL ADVERTISING

**connaissance  
des arts**

Rates for 2026 - gross, excluding tax 01/01/2026 - subject to change

## RATES 2026 - Digital Advertising Arts & Classic

### DISPLAY PREMIUM

FORMAT	SIZE (pixels)	DESKTOP	WEB MOBILE	WEB TABLET	DURATION / IMPRESSIONS	Package € Gross excl. VAT
Wallpaper	"1800x1000 + 300x250 + 320x50"	X	X	X	1 week / 50 000	8 000 €
Masthead + Banner	1000x250 + 320x50	X	X	X	1 week / 50 000	6 000 €
Square	300x250	X	X	X	1 week / 50 000	5 000 €

### VIDEO

FORMAT	SIZE (pixels)	DESKTOP	WEB MOBILE	WEB TABLET	DURATION	Package € Gross excl. VAT
Video	4 minutes	X	X	X	1 week	6 000 €
Video teaser	1-2 minutes	X	X	X	1 week	4 500 €

### SOCIAL

FORMAT	SIZE (pixels)	DESKTOP	WEB MOBILE	WEB TABLET	DURATION	Package € Gross excl. VAT
Post Facebook	Consult the technical specifications	X	X	X		2 000 €
Post Instagram Story		X	X	X		3 500 €

Dark post subject to publisher approval

«Communiqué par» mention included

See General Terms and conditions of sale



## 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.

### INCREASE

**Data Targeting** + 2 € on the Net Net CPM

### 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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