

Les Echos
Le Parisien
MÉDIAS

PARIS
MATCH
MÉDIAS

20
26

RATECARD
DIGITAL
ADVERTISING

Le Parisien

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

RATES 2026 - Digital Advertising

CLASSIC DISPLAY

FORMAT	SIZE (pixels)	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Square	300x250	X	X	X	X	50 €
Large Banner	300x600	X	X		X	60 €
Mobile Banner	320x50		X			40 €
Masthead	1000x200 / 970x250	X			X	60 €

DISPLAY PREMIUM

FORMAT	SIZE (pixels)	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Wallpaper	1800x1000	X				80 €
Social Display	300x250 / 300x600	X	X		X	60 €
Interstitial	320x480 / 640x960			X		70 €
Square Interscroller	300x600 / 320x480	X	X		X	90 €
Portrait Interscroller	300x600 / 320x480	X	X			90 €
Landscape Interscroller	540x800	X			X	90 €
Fullscreen Interscroller	414x896		X			90 €
Cover	Consult the technical specifications	X	X			100€

See General Terms and conditions of sale

RATES 2026 - Digital Advertising

VIDEO

FORMAT	SIZE (pixels)	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Inread	1280x720	X	X		X	110 €
Pre Roll Site	1280x720 px	X	X	X	X	110 €
Pre Roll Youtube	1280x720 px	X	X		X	110 €
Bumper Youtube	1280x720 px	X	X		X	80 €
Video Social Display	300x250 / 300x600	X	X		X	60 €
Square Video Interscroller	300x600 / 320x480	X	X		X	90 €
Portrait Video Interscroller	300x600 / 320x480	X	X			90 €
Landscape Interscroller	540x800	X			X	90 €
Fullscreen Interscroller	414x896		X			90 €
Cover	Consult the technical specifications	X	X			100 €

AUDIO

FORMAT	SIZE (pixels)	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Preroll Podcast	mp3	X	X		X	110 €

Dark post subject to publisher approval

«Communiqué par» mention included

[See General Terms and conditions of sale](#)



RATES 2026 - Digital Advertising

OTHERS FORMATS

FORMAT	FICHER	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Newsletter	native	X	X		X	50 €
Emailing	html					500 €

SOCIAL

FORMAT	LE PARISIEN	LE PARISIEN ECONOMIE, MA TERRE, TRANSPORTS, PSG	LE PARISIEN WEEK END	LE PARISIEN ETUDIANT	LE PARISIEN SORTIES	Flat Rate € Gross Excl. VAT.
Post Facebook	X	X	X	X	X	7 294 €
Post Instagram	X	PSG	X	X		7 294 €
Post Linkedin	X					14 118 €
Post Twitter		Economie Ma Terre				7294 €

Dark post subject to publisher approval

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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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