

Les Echos
Le Parisien
MÉDIAS

PARIS
MATCH
MÉDIAS

20
26

RATECARD
DIGITAL
ADVERTISING



Les Echos

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	50 €
Mobile Banner	320x50		X			40 €
Masthead	1000x200	X			X	70 €

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	50€
Interstitial	320x480 / 640x960			X		100€
Square Interscroller	300x600 / 320x480	X	X		X	90€
Landscape Interscroller	540x800	X			X	90€
Interscroller Fullscreen	414x896		X			90€
Cover	Consult the technical specifications	X	X			100€

VIDEO

FORMAT	SIZE (pixels)	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Inread	1280x720	X	X		X	120 €
Pre Roll Instream Site	1280x720	X	X	X	X	110 €
Social Display video	300x250 / 300x600	X	X		X	50 €
Square Video Interscroller	300x600 / 320x480	X	X		X	90 €
Landscape Interscroller	540x800	X			X	90 €
Interscroller Fullscreen	414x896		X			90€
Cover	Consult the technical specifications	X	X			100€



AUDIO

FORMAT	FILES	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Preroll Podcast	mp3	X	X		X	120 €

AUTRES FORMATS

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

SOCIAL

FORMAT	TAILLE	LES ECHOS	LES ECHOS WEEK-END	SÉRIE LIMITÉE	LES ECHOS ENTREPRENEURS	CPM € gross (excl. VAT)
Post Facebook	Consult the technical specifications	X	X	X	X	7 294 €
Post Instagram		X	X	X		7 294 €
Post LinkedIn		X			X	14 118 €

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).*



Les Echos

Contacts

Corinne Mrejen

President Les Echos Le Parisien Médias /
Paris Match Médias
cmrejen@lesechosleparisien.fr

Pascale Luca

Deputy Chief Executive Officer
pluca@lesechosleparisien.fr

Nicolas Danard

Deputy Chief Executive Officer
ndanard@lesechosleparisien.fr

DIGITAL

HEAD OF DIGITAL

Olivier Coissac +33 1 87 39 75 07
ocoissac@lesechosleparisien.fr

SALES DIRECTOR – DIGITAL CORE BUSINESS

Laurent Laventure +33 1 87 39 75 34
llaventure@lesechosleparisien.fr

Technical contact: traffic-adops@lesechosleparisien.fr

CLIENT DIRECTOR – PROGRAMMATIC

Bilel Ben Asker +33 1 87 39 78 52
bbenasker@lesechosleparisien.fr

SALES DIRECTOR – VIDEO & AUDIO

Sabri Meddouri +33 1 87 39 75 34
smeddouri@lesechosleparisien.fr

EXECUTIVE DIRECTOR, CONSULTING & TAILOR-MADE SOLUTIONS • SPECIAL OPERATIONS

Vincent Ficarelli +33 1 87 39 75 17
vficarelli@lesechosleparisien.fr

EXECUTIVE DIRECTOR PARIS MATCH

Constance Paugam +33 1 34 35 65 01
constance.paugam@parismatchmedias.com

EXECUTIVE DIRECTOR, INTERNATIONAL, TERRITORIES & SPORTS

Nicolas Grivon +33 1 87 39 75 26
ngrivon@lesechosleparisien.fr

CULTURE & LEISURE • RETAIL & FOOD • AUTOMOTIVE • DEPARTMENTAL & LOCAL EDITIONS • INDEPENDENT MEDIA AGENCIES

Emmanuelle Astruc +33 1 87 39 83 19 / eastruc@lesechosleparisien.fr

FINANCIAL INSTITUTIONS • INSURANCE • REAL ESTATE • FINANCIAL COMMUNICATION • ENERGY • AUDIT, CONSULTING & LAWYER • CONSTRUCTION, TRANSPORT & LOGISTICS

Emmanuelle Denis +33 1 87 39 75 13 / edenis@lesechosleparisien.fr

EMPLOYER BRANDING • EMPLOYMENT • EDUCATION • PUBLIC SECTORS • HEALTHCARE • PERSONAL SERVICES

Muriel Petit +33 1 87 39 82 82 / mpetit@lesechosleparisien.fr

LUXURY • AGENCES: PUBLICIS, GROUP M, HAVAS, DENTSU, OMG

Virginie Roche +33 1 87 39 75 50 / vroche@lesechosleparisien.fr

