



20

26

RATECARD  
DIGITAL  
ADVERTISING



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	60€
Interstitial	320x480 / 640x960			X		100€
Square Interscroller	300x600 / 320x480	X	X		X	90€
Landscape Interscroller	540x800	X			X	90€
Fullscreen Interscroller	414x896		X		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	110 €
Video Social Display	300x250 / 300x600	X	X		X	60 €
Square Video Interscroller	300x600 / 320x480	X	X	X	X	90 €
Landscape Interscroller	540x800	X			X	90 €
Fullscreen Interscroller	414x896		X			90€
Cover	Consult the technical specifications	X	X			100€





## RATES 2026 - Digital Advertising

### AUTRES FORMATS

FORMAT	SIZE (pixels)	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Newsletter	native	X	X		X	50 €

### SOCIAL

FORMAT	TAILLE	PARIS MATCH	Package € Gross ex. VAT.
Post Facebook	Consult the technical specifications	X	7 294 €
Post Instagram		X	7 294 €
Post TikTok		X	14 118 €

Dark post subject to publisher approval

«Communiqué par» mention included

See General Terms and conditions of sale



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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).





## 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

### ASSET MANAGEMENT • ASSURANCE PLACEMENT • ONLINE BANKS, STOCKBROKERS, AND REITS (SCPI) • FINANCIAL COMMUNICATION

**Armelle Bedouin** +33 1 87 39 72 81 / abedouin@lesechosleparisien.fr

### FINANCIAL INSTITUTIONS • INSURANCE • REAL ESTATE • 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

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