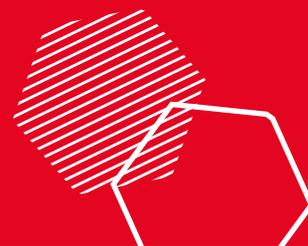


Les Echos
Le Parisien
MÉDIAS

PARIS
MATCH
MÉDIAS

20
26

RATECARD
DIGITAL
ADVERTISING





RATE 2026 - Music Advertising

DIGITAL CAMPAIGNS

FORFAIT DISPLAY PREMIUM

Formats	Size (pixels)	Impressions	Duration	Gross package price excl. VAT (€).
Skin	1800x1000 + 300x250	Homepage exclusivity	1 day	2 200 €
Skin	1800x1000 + 300x250	Homepage exclusivity	1 week	6 000 €
Masthead	1000x200	100 000	1 week	1 000 €
Masthead	1000x200	200 000	2 weeks	1 900 €
Square	300x250	100 000	1 week	1 200 €
Square	300x250	200 000	2 weeks	2 200 €

VIDEO

Formats	Size (pixels)	Duration	Gross package price excl. VAT (€).
Pre-Roll Instream (Audio Player)	1280x720	1 whole day - exclusive	2 000 €
Pre-Roll Instream (Audio Player)	1280x720	5 days - exclusive	7 000 €

SOCIAL

Formats	Size (pixels)	Radio Classique	Gross package price excl. VAT (€).
Post Facebook	See technical specifications	X	1 200 €

CONTENT

Formats	Size (pixels)	Duration	Gross package price excl. VAT (€).
Article (content + photo + video)	See technical specifications	X	5 000 €





Glossary and Rebates

GLOSSARY

Gross purchase base	Gross revenue paid by the advertiser after mark-up and/or modulation
Net before consolidation of orders	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.

MAJORATIONS / MODULATIONS

Multiple advertisers	+ 25%	Mark-ups don't apply to: game or competition campaigns that cite the prize brands (without presentation of product).
Advertisers "Art et Classique" * (excluding barter)	- 65%	*"Culture" rates only for "Arts and Classic" advertisers, including those within arts, music, instruments, HI-Fi and HI-Fi sales, museums and art market. those within arts, music, instruments, HI-Fi and HI-Fi sales, museums and art market.

BULK RATES

6 000 €	- 5%	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.
18 000 €	- 10%	
48 000 €	- 15%	
84 000 €	- 20%	
120 000 €	- 25%	

CONSOLIDATION OF ORDERS

	from :	
> 100 000 €	- 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.
> 200 000 €	- 2%	
> 300 000 €	- 3%	

PRODUCTION COSTS

1 classic Spot	1 500 €	Creation of a classic spot or sponsor billboard including rental of the studio, recording, post-production, creation or rewriting of text, sound creation, music rights, voice casting, to be broadcasted only on Radio Classique. No discount on production costs.
----------------	---------	---

Consulter les CGV





Contacts

Corinne Mrejen

Président 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

SALES DIRECTOR
RADIO CLASSIQUE
Stéphanie Gaillard +33 1 87 39 75 18
sgaillard@lesechosleparisien.fr

