

Les Echos  
Le Parisien  
MÉDIAS

PARIS  
MATCH  
MÉDIAS

20

26

DIGITAL  
RATES

COMMERCIAL ADVERTISING

**BOURSIER.COM**

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

### VIDEO

FORMAT	TAILLE (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	X	X		X	50 €
Square Video Interscroller	300x600 / 320x480	X	X		X	90 €
Fullscreen Interscroller	414x896		X			90 €
Cover	Consult the technical specifications	X	X			100€

See General Terms and conditions of sale

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## RATES 2026 - Digital Advertising

### OTHERS FORMATS

FORMAT	SIZE (pixels)	DESKTOP	WEB MOBILE	APP	WEB TABLET	Package/CPM € Gross excl. VAT
Newsletter Package	468x60 + 120x600	X	X		X	1 500 €
Emailing	html					470 €

### SOCIAL

FORMAT	FICHIER	BOURSIER	Package € Gross excl. VAT
Post Facebook	Consult the technical specifications	X	7 294 €
Post Instagram			7 294 €

Dark post subject to publisher approval

«Communiqué par» mention included

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## Glossary and Rebates

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### Glossary

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**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

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

### REBATE FOR PROFESSIONALS

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- 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

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