

MULTITUDE ONE MEDIA

U.S. MEDIA KIT · 2026

Le Figaro

*France's leading premium media group,
represented in the United States by
Multitude One Media.*

OVERVIEW

France's leading premium media group

Media Figaro is the advertising arm of Groupe Figaro — France's leading premium media group. With 30+ brands across 100+ editorial themes, our newsrooms reach more than 35 million readers each month: nearly two in three French citizens.

Metric	Value
Monthly readers (all platforms)	35M
International unique users	60M
Journalists & content creators	500
Social followers (group)	50M

Why brands choose us

Trusted Media Brands

Embodying the values brands seek: seriousness, rigor, quality, longevity, exclusivity.

Strong Editorial Contexts

Engaging, high-quality environments built to be inherently brand-safe.

Powerful & Engaged Communities

Qualified, loyal audiences with highly granular first-party data.

Creativity Across Touchpoints

Coherent creative ecosystems across print, digital, social, and live events.

Guaranteed Performance

Measurement-led campaigns with audited KPIs and proof of delivery.

PORTFOLIO

Eight publications. One contract.

Each title below is available to U.S. advertisers via Multitude One Media. Pricing is shown later in this kit in both EUR and USD.

INFLUENCE

Le Figaro

France's oldest national daily (founded 1826). The reference for politics, business, culture, and the country's decision-makers.

Metric	Value
Print readers / issue	1.9M
Print circulation	387K
Digital monthly UU	24.9M
Social followers	11M+

PLEASURE

Le Figaro Magazine

The unmissable weekend appointment — large-format weekly combining current affairs, culture, grand reportage and art de vivre.

Metric	Value
Print readers / issue	1.4–1.5M
Circulation	381K
Premium readers / week	445K
Travel pages / week	10

CREATION

Madame Figaro

The premium women's lifestyle magazine. Beauty, fashion, wellness and culture for affluent, urban, taste-making women 35+.

Metric	Value
Print circulation	395K
Print readership	830K
Monthly brand reach	6.1M
TikTok followers	1.2M

HERITAGE

Le Figaro Histoire

Quarterly print and podcast destination for history, heritage and long-form cultural narratives — the natural home for legacy storytelling.

Metric	Value
Format	Print + Podcast
Saga podcast plays	10K+ guaranteed
Frequency	Quarterly

DECODING

Le Figaro TV

A lifestyle and decoding channel — culture, documentaries, art-de-vivre, news analysis. Distributed OTT, IPTV, Samsung TV Plus, and online.

Metric	Value
Monthly unique viewers	2.6M
YoY growth	+41%
Vs 2023	×4

DECISION-MAKERS

Le Figaro Tech with JDN

Three special print editions a year, anchored to a major tech industry event (WAICF, VivaTech, Les Assises).

Metric	Value
Copies / edition	375K
Readers / edition	1.8M
IT decision-maker reach	60% (1.6M)
CIO profiles (1PlusX)	6.9M

ART DE VIVRE

Le Figaro Style

Social-first art-of-living sub-brand on Instagram and Facebook. Hedonistic, cultured, aimed at lovers of beauty and craft.

Metric	Value
Followers	200K+
Format	News capsules
Guaranteed impressions / 2 capsules	1.8M

COMPLICITY

Gala

Weekly celebrity-and-lifestyle title with the largest social footprint in the group: 19M followers — 1st European media, 2nd worldwide on TikTok.

Metric	Value
Print readers / issue	1M
Circulation	124K
Social followers	19M

PRICING — EUR + USD

Rate cards

Print-only gross rates (€HT) as published by Media Figaro for 2026. USD figures use a working rate of 1 EUR = 1.08 USD. Successivity surcharge +15% from the second insertion; first sectoral advertiser surcharge +20%. Digital, native, social, podcast, LinkedIn and TV-sponsorship pricing is quoted on request.

Le Figaro (daily) — Cahier Actu

Format	EUR	USD	Placement
Full page — 1er recto (Premium)	€261,000	\$281,880	Cahier Actu
Full page — Dernière (Premium)	€242,000	\$261,360	Cahier Actu
Full page — Standard recto	€150,000	\$162,000	Cahier Actu
Full page — Standard verso	€122,000	\$131,760	Cahier Actu
1/2 page — Standard recto	€88,000	\$95,040	Cahier Actu
1/4 page — Standard recto	€56,000	\$60,480	Cahier Actu
Double page — Premium	€244,000	\$263,520	Cahier Actu
Double ouverture	€400,200	\$432,216	Cahier Actu

Le Figaro Magazine

Format	EUR	USD	Placement
Full page — Standard	€38,300	\$41,364	Single page
4ème de couverture (C4)	€90,000	\$97,200	Premium
3ème de couverture (C3)	€72,500	\$78,300	Premium
Face Édito / Sommaire	€67,000	\$72,360	Premium
1er recto	€65,000	\$70,200	Premium
Double page — Standard	€76,500	\$82,620	Spread
Double d'ouverture	€133,500	\$144,180	Premium spread
1/2 page	€31,700	\$34,236	Other format
1/3 page	€28,600	\$30,888	Other format

1/4 page €26,600 \$28,728 Other format

Madame Figaro

Format	EUR	USD	Placement
Full page — Standard	€37,000	\$39,960	Single page
4ème de couverture (C4)	€106,600	\$115,128	Premium
3ème de couverture (C3)	€55,100	\$59,508	Premium
Face Sommaire / Face Édito	€65,600	\$70,848	Premium
1er recto	€59,400	\$64,152	Premium
Double page — Standard	€74,000	\$79,920	Spread
Double d'ouverture	€135,700	\$146,556	Premium spread

Gala

Format	EUR	USD	Placement
Full page — Standard	€22,700	\$24,516	Single page
4ème de couverture (C4)	€53,000	\$57,240	Premium
3ème de couverture (C3)	€34,300	\$37,044	Premium
1er recto « À la Une »	€34,600	\$37,368	Premium
Double page — Standard	€45,400	\$49,032	Spread
Double d'ouverture	€76,500	\$82,620	Premium spread
Double centrale	€76,500	\$82,620	Premium spread
1/2 page	€19,300	\$20,844	Other format

TV Magazine

Format	EUR	USD	Placement
Full page — Standard	€22,500	\$24,300	Single page

Double page — Standard	€45,000	\$48,600	Spread
Double ouverture	€65,000	\$70,200	Premium spread
4ème de couverture (C4)	€44,000	\$47,520	Premium
2ème de couverture (C2)	€40,000	\$43,200	Premium
3ème de couverture (C3)	€37,500	\$40,500	Premium
1er recto	€33,500	\$36,180	Premium
1/2 page largeur	€12,000	\$12,960	Other format
1/3 page hauteur	€13,000	\$14,040	Other format

Le Particulier

Format	EUR	USD	Placement
Full page — Standard	€37,600	\$40,608	Single page
4ème de couverture (C4)	€58,800	\$63,504	Premium
2ème de couverture (C2)	€53,600	\$57,888	Premium
3ème de couverture (C3)	€44,300	\$47,844	Premium
1er recto	€45,700	\$49,356	Premium
Double page — Standard	€75,200	\$81,216	Spread
Double d'ouverture	€87,000	\$93,960	Premium spread

EDITORIAL CALENDAR

2026 anchors at a glance

Month	Le Figaro	Le Figaro Magazine	Madame Figaro	Le Figaro Tech
January	Davos / Year ahead	Travel: Far-off escapes	Wellness & detox	—
February	Awards season culture	Architecture & Design	Spécial Mode	Edition 1 — WAICF (Feb 11): Industrial AI
March	Spring fashion	City escapes	Spécial Accessoires · Dresscode	—
April	Art Paris / Galleries	Gardens & art de vivre	Beauty heritage	—
May	Cannes Film Festival	Riviera & Mediterranean	Spécial Cannes	—
June	Summer reads	Mountain & nature	Beauty 360°	Edition 2 — VivaTech (Jun 17–20)
July	America 250 / Figaro 200	USA travel special	Travel & lifestyle	—
August	Back-to-school preview	Heritage & memory	Spécial Mode autumn	—
September	Paris Fashion Week	Wine & gastronomy	Spécial Accessoires	—
October	FIAC / Art season	Cultural capitals	Spécial Beauty	Edition 3 — Les Assises (Oct 28)
November	Holiday gift guides	Watches & jewellery	Holiday gifting	—
December	Year in review	Best of the year	Hors-Série Style	—

PRODUCTION

Technical specifications

Print formats

Unit	Trim size	Bleed	Safe area
Le Figaro — Full page	289 × 380 mm	+5 mm	279 × 370 mm
Le Figaro — Half page (H)	289 × 188 mm	+5 mm	279 × 178 mm
Le Figaro Magazine — Full page	230 × 297 mm	+5 mm	220 × 287 mm
Madame Figaro — Full page	230 × 297 mm	+5 mm	220 × 287 mm
Le Figaro Histoire — Full page	210 × 285 mm	+5 mm	200 × 275 mm

Print requirements

- Format: PDF/X-1a:2003 or PDF/X-4:2010
- Color profile: ISO Coated v2 (ECI) for coated stock; PSO Uncoated for newsprint
- Resolution: 300 dpi minimum at final size
- Total ink coverage: ≤ 300% (newsprint), ≤ 320% (coated)
- Fonts: embedded or vectorized
- Black text: 100% K only — no rich black

Digital formats

Unit	Desktop (px)	Mobile (px)	Weight
Wide Angle	1800 × 1000	750 × 1000	≤ 200 KB
Half Page	300 × 600	300 × 500	≤ 150 KB
Megabanner / Cover	1800 × 250	320 × 100	≤ 150 KB
Native dossier card	1200 × 675	750 × 1000	≤ 200 KB
In-read video	1920×1080 (16:9)	1080×1920 (9:16)	≤ 10 MB / ≤ 30s

Digital requirements

- Formats: JPG, PNG, GIF, HTML5 (IAB), MP4 (H.264)
- Click-tracker: third-party tags accepted (Sizmek, DCM, Adform, Flashtalking)

- Animation: ≤ 15 sec total · max 3 loops · CPU $\leq 30\%$
- Audio: muted by default; user-initiated only
- SSL: HTTPS-compliant creatives only
- Lead time: 5 business days before launch

CONTACT

Talk to us

Multitude One Media is the U.S. advertising sales representative for Le Figaro. Brief us on your category, target market and timing — we respond to every inquiry within one business day.

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