

Le Figaro

Print Pricing

*Public 2026 print rates in EUR + USD.
Digital & social quoted on request.*

PRICING

Le Figaro · 2026 Rate Card

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

Contact

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