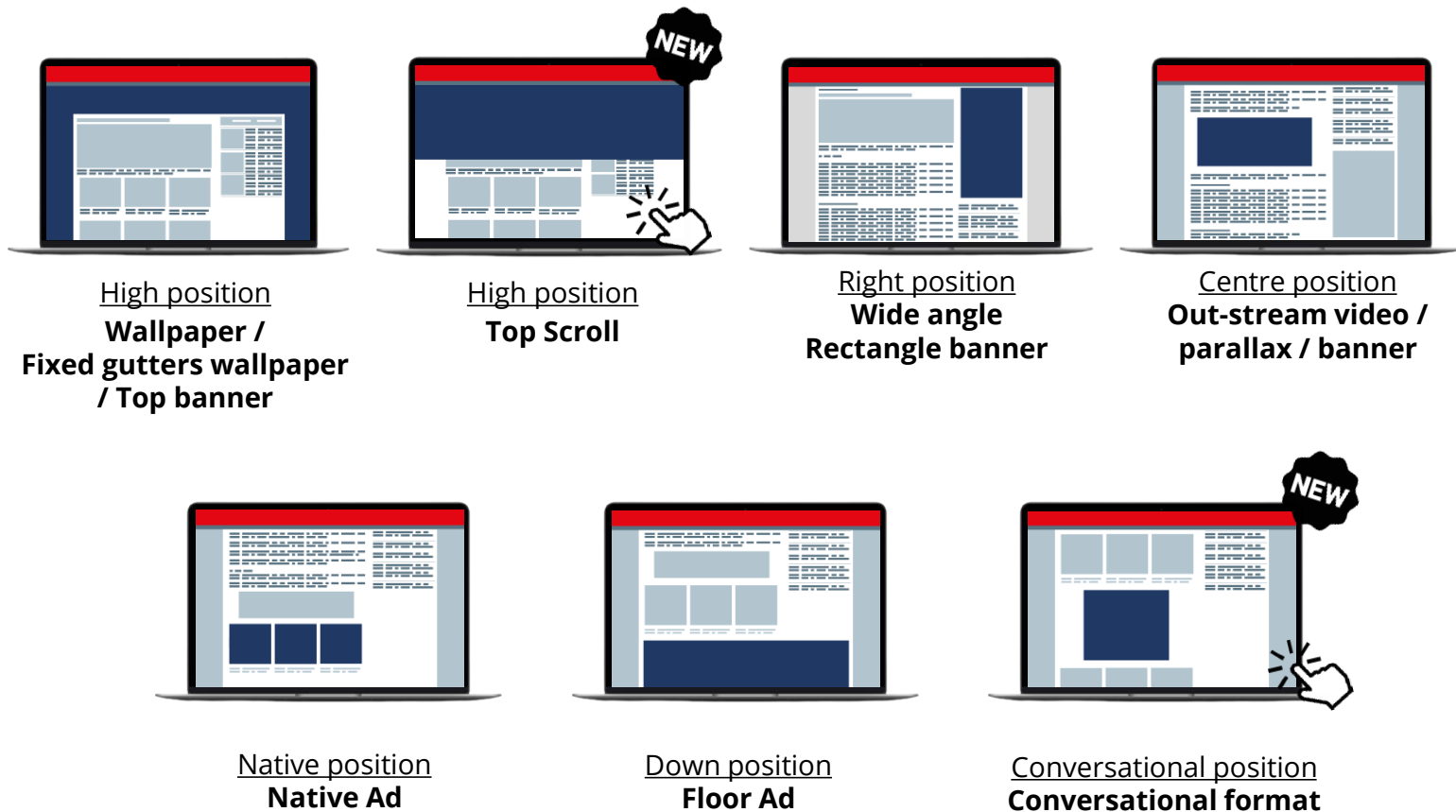


DISPLAY & NEWSLETTERS RATES

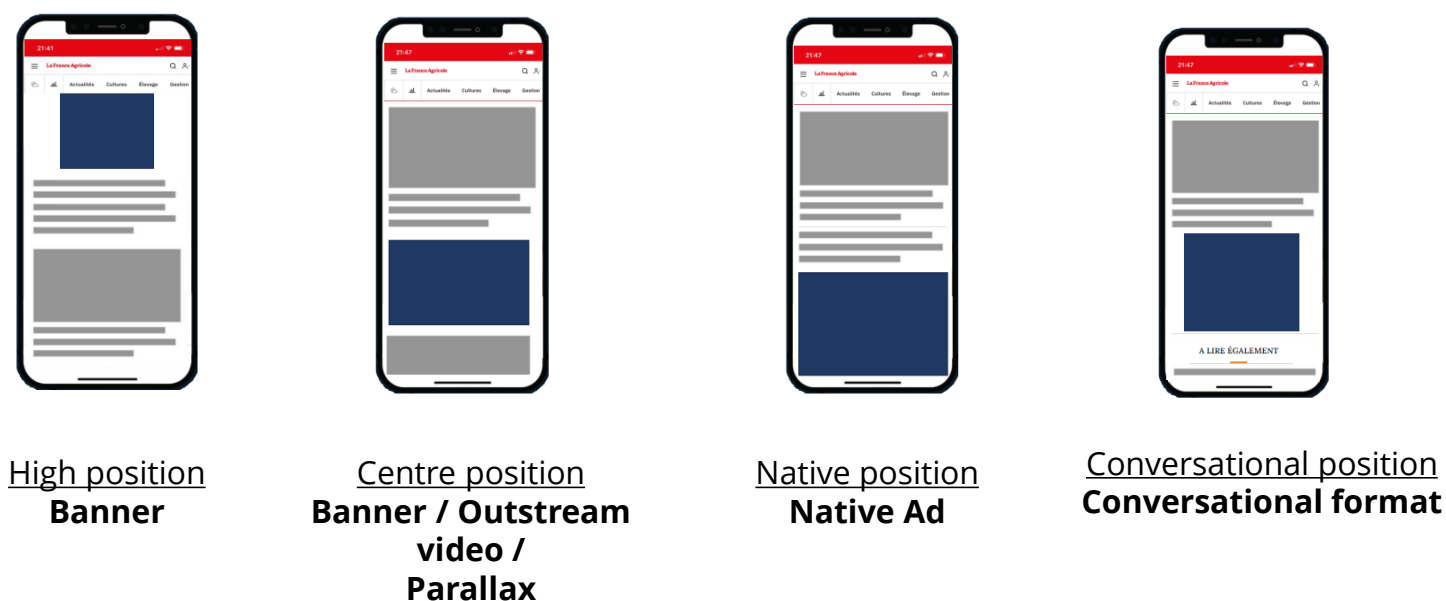
2025

FORMATS

DESKTOP



MOBILE



FLAT RATE

■ Two-week (gross rates)

Rotation générale	LaToque.fr
Wallpaper	1 800 €
Wallpaper + companion format (300 x 600) NEW	2 520 €
Fixed gutters wallpaper NEW	2 160 €
Top Scroll NEW	2 160 €
Top banner	1 200 €
Banner	1 400 €
Wide angle	1 000 €
Native Ad	1 200 €
Parallax	1 500 €
Outstream video	1 800 €
Floor Ad	1 000 €
Conversational format* NEW	1 000 €

*Technical costs: 250 €

Possibility of device targeting: desktop/tablet or mobile > **+10%**

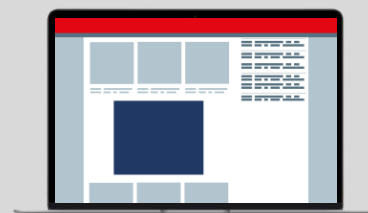


For your information :

The **conversational format** is an advertising integration that identifies an audience receptive to the message.

Questions create an opportunity to direct the arguments.

Powerful engagement following a "find out more" click



NEWSLETTERS



Premium

480 x 170 px



Classic

480 x 90 px



Native Ad

480 x 170 px

Newsletters		Number of sending	PREMIUM	CLASSIC	NATIVE AD
LA TOQUE magazine La Toque	Bi-monthly	1 mailing	1 800 €	1 400 €	1200 €