

FROM 8 SEPTEMBER TO 28 OCTOBER 2023



**EVENT**  
**RUGBY IN FRANCE**

AMAURY  
MEDIA  
*dépassez vos limites*

# 1998

## FRENCH FOOTBALLERS WIN THEIR 1ST WORLD TITLE IN FRANCE

AMAURYMEDIA



# 2023

## FRENCH RUGBY PLAYERS AWAIT THEIR 1ST VICTORY IN FRANCE

Annis Chevalier-Boucher, Émilien Jacquelin, Julia Simon et Quentin Filion Maillet.

**PEKIN 2022** Biathlon Relais mixte

### De l'argent pour se lancer

PAGES 30 ET 31

# L'ÉQUIPE

2,10 € dimanche 6 février 2022 76<sup>e</sup> année N° 24 649 France métropolitaine

@lequipe

Ski freestyle Bosses femmes

## Le grand jour de Laffont

PAGES 34 ET 35

**RUGBY** Tournoi des Six Nations  
France **16h** Italie

À plus d'un an et demi du début de la Coupe du monde en France, les Bleus attaquent le Tournoi 2022 avec de grandes ambitions. Face aux Italiens, ils devront soigner la manière et le score.

PAGES 7 À 9

# TAPER FORT VISER LOIN

Melvin Jureit

**FOOTBALL** Ligue 1 Monaco **2-0** Lyon

### Monaco dans le bon wagon

PAGES 14 ET 15

**CAN 2022** Finale Sénégal 20 h Égypte

### MANÉ-SALAH LE DUEL DES TALENTS

PAGES 30 ET 31

**FOOTBALL** Ligue 1 Paris SG

### En habit de gala

Fin de série pour l'OM

# L'ÉQUIPE

LES ÉQUIPES DE FOOTBALL

**RUGBY** Coupe de France France **22h** Argentine

## PREMIÈRE MARCHÉ

Formez-vous à la lecture de la presse écrite

Leclerc, force 5 - La vague bleue

**RUGBY** Tournoi des Six Nations France **21h** Italie

## LES CINQ VIES D'ANTONIO

De ses premiers pas inattendus sous Philippe Saint-André en 2014 à son retour en force, le plus droit rochelois a traversé les épreuves en équipe de France.

ANTONIO DI MARCO

**RUGBY** Tournoi des Six Nations France **21h** Angleterre

## Partout les premiers, partout

D'abord au sein, puis à l'extérieur, la première France s'est tournée vers ces trois forces pour dominer le Tournoi de bout en bout.

LES MUTANTS

**RUGBY** Tournoi des Six Nations France **21h** Angleterre

## L'ÈRE DES MUTANTS

L'équipe de France a remporté le dernier Grand Chelem en son histoire, hier, devant l'Angleterre, dans une authentique démonstration de puissance.

LES MUTANTS



**A SPORT WHICH EVERYONE  
CAN IDENTIFY WITH**

# FRENCH RUGBY ON TOP OF THE WORD

6 **RUGBY** **TOURNOI DES SIX NATIONS** 5<sup>e</sup> et dernière journée France 25-13 Angleterre



**DUPONT**  
Super  
patron

**2021**

**ANTOINE  
DUPONT**  
The best of the best  
players in the world

La joie d'Antoine Dupont, au moment de marquer le troisième essai, lors de la victoire face aux Anglais, hier (25-13).



**MAY 2021**

**TOULOUSE**

European Cup Winner



**MAY 2022**

**LA ROCHELLE**

European Cup Winner

**90%**

**OF FRENCH PEOPLE HAVE  
A GOOD OPINION OF  
THE NATIONAL TEAM**

**66%**

**THINK SHE CAN WIN  
THE WORLD TITLE**

# A POPULAR CRAZE



9 STADIUMS



9 CITIES

OVER **2M** TICKETS  
ALREADY SOLD<sup>(1)</sup>

AMAURYMEDIA

Source: (1) Le Point - Rugby World Cup 2023: ticket sales to start on Tuesday



# RUGBY, A CONTINUING SUCCESS

**+10%** **+12%**

**STADIUM ATTENDANCE**

SEASON 2022-23 VS 2021-22<sup>(1)</sup>

**TV AUDIENCE**

SEASON 2022-23 VS 2021-22<sup>(2)</sup>



# TV RATINGS THAT ARE A HIT

la chaine **L'EQUIPE**



**8.2M**

4+ VIEWERS  
19 March 2022  
SIX NATIONS TOURNAMENT  
*(France 2)*



**5.5M**

4+ VIEWERS  
12 November 2022  
AUTUMN NATIONS CUP  
*(France 2)*



**1.4M**

4+ VIEWERS  
27 November 2022  
AUTUMN NATIONS CUP

# A CRAZE CONFIRMED OVER THE YEARS

FRANCE - ENGLAND MATCH  
SIX NATIONS TOURNAMENT

# X2

NUMBER OF VIEWERS 4+  
2018 EDITION VS. 22 EDITION

**L'ÉQUIPE**

la chaîne

ENGLAND - NEW ZEALAND MATCH  
AUTUMN NATIONS CUP



BEST AUDIENCE FOR A  
RUGBY MATCH ON THE  
CHANNEL



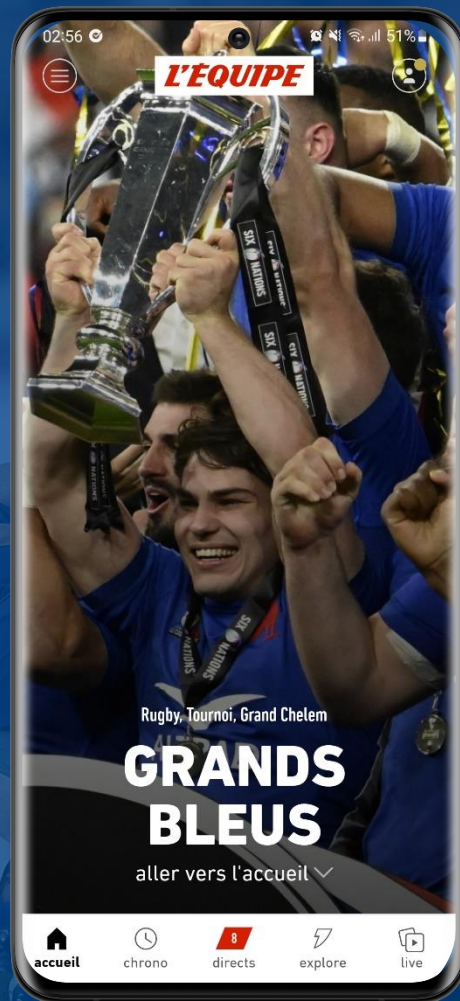
IN THE CHANNEL'S TOP  
10 AUDIENCE RATINGS  
IN 2022

# RUGBY NEWS IN YOUR POCKET

# 2<sup>ND</sup>

most consulted  
section

le site **L'ÉQUIPE** l'appli **L'ÉQUIPE**



# X2

page views on the Rugby  
section during the  
VI Nations 2022

# RUGBY IN PRINT

# 20%

OF *L'ÉQUIPE* HEADLINES  
DEDICATED TO RUGBY

# +20%

ADDITIONAL BROADCASTING  
ON CURRENT EVENTS  
OF THE FRENCH SELECTION



AMAURYMEDIA

42,2 MILLION  
FRENCH  
PEOPLE  
PER MONTH

le journal **L'ÉQUIPE** le magazine **L'ÉQUIPE** la chaîne **L'ÉQUIPE** le digital **L'ÉQUIPE**



# AN OPENING MATCH WORTHY OF A FINAL

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# AN EVENT STARTING IN AUGUST 2023

08/09



NEW ZEALAND

14/09



URUGUAY

21/09



NAMIBIA

06/10



ITALY

Preparatory  
Matches

Pool phase

Quarter  
finals

Semi-finals

Bronze  
Final

Final

AUGUST 2022

8 SEPTEMBER TO 8 OCTOBER

14-15 OCTOBER

20-21 OCTOBER

27 OCTOBER

28 OCTOBER

la chaine

**L'ÉQUIPE**

IN THE THICK OF THE ACTION



## 12 PREPARATORY MATCHES

From 29 July to 26 August  
4 WEEKEND AFTERNOONS



# EMOTIONS FOR LONGER THAN 80 MINUTES

ON la chaine **L'ÉQUIPE**

## DOCUMENTARY



### 1 L'ÉQUIPE ENQUÊTE

Special on a French rugby player  
AT 9pm

## EXPERTISE



### 7 L'ÉQUIPE DU SOIR

From 8 September to 28 October  
FROM 11PM  
(pool phase EDF match days + final phases)



### 30 SPECIALS

« Le Journal du Rugby » (\*)  
7.45-8 PM

# TWO DIGITAL STORIES TO GET OUT OF THE FRAY

1

## THE 100 GREATEST FRENCH PLAYERS

Publication early August 2023

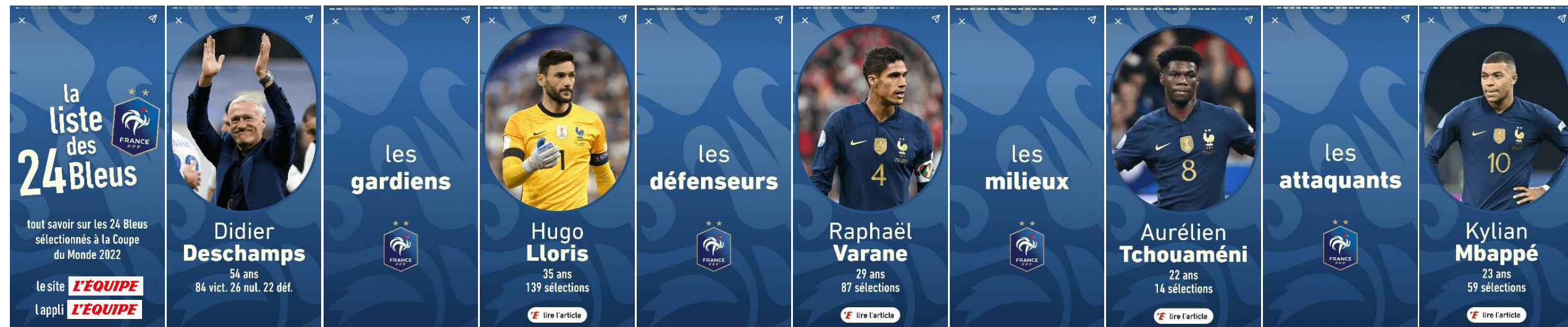
*Highlight on the Homepage*

2

## THE LIST OF 33 PLAYERS

Publication week of 28 August 2023

*Highlight on the Homepage*

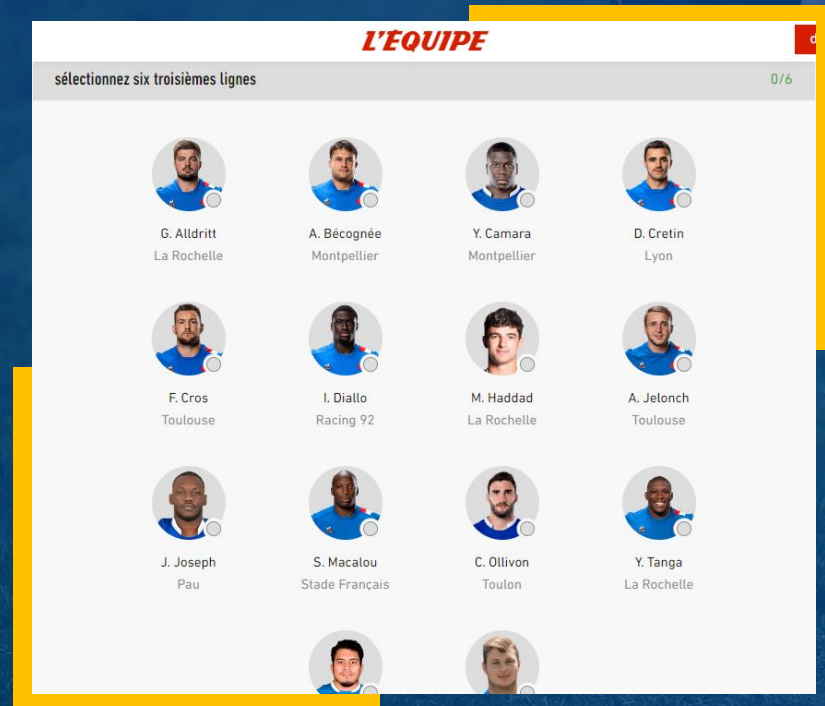


Example of an editorial on the 2022 World Football Championship

# KEY DEVICES TO CONVERT THE TRY

ON le site **L'ÉQUIPE** l'appli **L'ÉQUIPE**

## CREATE YOUR LIST OF 33



Put yourself in the shoes of the coach  
to select the 33 players who will take part in the competition

## FORECASTING MODULE



Predict the outcome of each match in the  
competition and guess who will win



# BREAKING NEWS

## le journal **L'ÉQUIPE** FRONT PAGES DEDICATED TO THE BIGGEST EVENTS

- > 10 pages minimum on France match days
- > 5 to 7 pages per day throughout the competition
- > Extra dedicated rugby focus section

## le magazine **L'ÉQUIPE** ANOTHER LOOK AT THE COMPETITION

- > 9 issues over the period
- > 02/09: **World Cup Guide** (paper and digital versions)
- > 09/09: **World Cup special issue**

EXTRA médias

Calendrier de la Coupe du monde de rugby (du 6 septembre au 28 octobre 2023)

Stades	Vendredi 8 sept.	Samedi 9 sept.	Dimanche 10 sept.	Mardi 12 sept.	Mercredi 13 sept.	Vendredi 15 sept.	Samedi 16 sept.	Dimanche 18 sept.	Mardi 19 sept.	Mercredi 20 sept.	Vendredi 22 sept.	Samedi 23 sept.	Dimanche 24 sept.	Mardi 26 sept.	Mercredi 27 sept.	Vendredi 29 sept.	Samedi 30 sept.	Dimanche 1 <sup>er</sup> oct.	Mardi 3 oct.	Mercredi 4 oct.	Vendredi 6 oct.	Samedi 7 oct.	Dimanche 8 oct.
Bordeaux Stade de Bordeaux	16 h 30 France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine
Lille Stade Pierre-Mauroy	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine
Lyon G. Stade	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine
Marseille Stade Vélodrome	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine
Nantes Stade de la Beaujoire	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine
Nice Stade de Nice	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine
Saint-Denis Stade de France	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine
Saint-Étienne Stade Geoffroy-Guichard	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine	21 h France Argentine



# **A UNIQUE EVENT NOT TO BE MISSED**

PRINT-DIGITAL SCHEDULE OPENINGS (CLASSIC PURCHASE) AND COMMERCIAL OFFERS

# SCHEDULES OPEN: PRINT & DIGITAL

RESERVE CLASSIC SPACES FROM 8 SEPTEMBER TO 28 OCTOBER 2023\*

le journal **L'ÉQUIPE** le magazine **L'ÉQUIPE** le site **L'ÉQUIPE** l'appli **L'ÉQUIPE**

One email address  
for applications:  
[planningevent@amaurymedia.fr](mailto:planningevent@amaurymedia.fr)

Thursday 2 February 2023	Publication of offers
Monday 6 February 2023	Schedules open (10 AM)
Friday 3 March 2023	Schedules close (5 PM)
Friday 10 March 2022	Schedule return by Amaury Media
Tuesday 14 March 2022 (inclusive)	Customer confirmation by email (before 5 PM)

A photograph of a rugby scrum in progress, overlaid with a semi-transparent blue filter. The players are wearing blue and white kits. One player's jersey has the number '12' and a 'BT' logo. Another player's jersey has the number '22'. The scrum is centered in the frame, with players from both teams pushing against each other. The background is a blurred stadium.

# OUR CROSS MEDIA OFFERS

# ENTRY TO THE FIELD

Your presence at the final  
preparations for the  
sporting event of 2023



Classic



From 29 July  
to 7 September 2023

Reserved for 2 advertisers

AMAURYMEDIA



la chaine **L'ÉQUIPE**

**12 preparatory matches**  
in the afternoon every weekend  
(from 29 July to 26 August)

**1 L'Équipe Enquête**  
"French rugby  
player special"

30s spot in pre-cut or post each  
match or show

40 MESSAGES  
18 GRP MEN AGED 25-49



le journal **L'ÉQUIPE**

**6 banners**  
on the day itself or day after

**Rugby section**

6  
INSERTS



le site **L'ÉQUIPE**

l'appli **L'ÉQUIPE**

Over the entire period

**Desktop**  
Masthead in RG  
with extra exposure Rugby and  
General Home context  
+ Inread articles

**Mobile**  
Top article in RG  
with extra exposure Rugby and  
General Home context  
+ Inread articles

4.9M  
VIEWS

15.2M contacts with men aged 25-49

116 000 NET

Subject to programming changes

As of the publication of this document, offers will be awarded to the first 2 advertisers (1 Advertiser per Kantar sector) who make a firm and definitive commitment (no options possible)

TV: Net amount based on 30 seconds - Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media

Print: L'Équipe newspaper: Maximum of 1 inside banner per week

Sources: TV: Médiamétrie Médiamat bimestrial audiences- Print and Digital, One Next 2022 S2 // Net net prices excluding taxes and technical costs - For all other formats contact Amaury Media

See Terms and Conditions and Priority of offer allocation (confirmed purchase) on page 40



# THE GRAND SLAM

Follow this great competition in its entirety



Classic



From 8 September  
to 29 October 2023

Reserved for 2 advertisers



## Classic campaign

30 episodes "Le journal du rugby" (\*)  
30s spot in pre & post broadcast

7 L'Equipe du Soir rugby special  
30s spot in pre-cut & post broadcast

81 MESSAGES  
44 GRP MEN AGED 25-49



## 6 pages in the Le Quotidien

1 page of context per week during the pool stages

2x1 page from quarter finals

1 page in the Guide (02/09)

1 page in the Magazine  
"World Cup Special" (09/09)

8 INSERTS



## Desktop & Mobile - Rugby context

### Desktop

Arche + Masthead Homepage  
and Inread articles

### Mobile

Top Article and Inread articles

3.7M VIEWS

18M contacts with men aged 25-49

€270000 NET

Partners of the competition have a priority purchase period until 17 February 2023 at 11 am.

After this deadline, offers will be awarded to the first 2 advertisers (1 Advertiser per Kantar sector) who make a firm and definitive commitment (no options possible)

Print: L'Équipe newspaper: 1 insertion per week, no more than 2 times for a French team match and 2 insertions for quarter-finals, semi-finals and finals, 1 insertion in the Competition Guide on 2 September 2023, 1 insertion in the special World Cup Mag on 9 September 2023

(\*) Name subject to change - TV: Net amount based on 30 seconds - Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media

Sources: TV: Médiamétrie Médiamat bimestrial audiences - Print and Digital, One Next 2022 S2 // Net net prices excluding taxes and technical costs - For all other formats contact Amaury Media  
See Terms and Conditions and Priority of offer allocation (confirmed purchase) on page 40

# THE FRENCH PACK

Presence around France's  
matches  
(day before, day of, day  
after)



From 8 September  
to 29 October 2023

Reserved for 2 advertisers

AMAURYMEDIA



le journal **L'ÉQUIPE**



**7 pages in context**  
On the day itself or day after  
France's matches

**7 INSERTS**



le site **L'ÉQUIPE**  
l'appli **L'ÉQUIPE**



**Desktop & Mobile**  
On day before, day of AND day after French matches  
Desktop: Masthead in RG  
with extra exposure Rugby and General Home context  
Mobile: Top article in RG  
with extra exposure Rugby and General Home context

**6M VIEWS**

**13.8M contacts with men aged 25-49**

**UP TO €242 000 NET**

Partners of the French team have a priority purchase period until 17 February 2023 at 11am.  
After this deadline, offers will be awarded to the first 2 advertisers (1 Advertiser per Kantar sector) who make a firm and definitive commitment (no options possible)  
The offer and the net fee of €242,000 are based on the assumption that the French team reaches the final  
This offer and the associated net rate may vary depending on how the French team play (contact Amaury Media)  
Sources: Print- Digital: One Next 2022 S2 // Net net prices excluding taxes and technical costs - For all other formats contact Amaury Media  
See Terms and Conditions and Priority of offer allocation (confirmed purchase) on page 40

# PLAY ON ALL SCREENS

Find out the latest competition news



Classic

From 8 September  
to 29 October 2023

Reserved for 2 advertisers

AMAURYMEDIA



la chaine **L'ÉQUIPE**

30 episodes of "le journal du rugby" (\*)  
30s spot  
Pre & post broadcast

7 L'Équipe du Soir special rugby  
30s spot  
Pre-break & post-broadcast

81 MESSAGES  
44 GRP MEN AGED 25-49



le site **L'ÉQUIPE**

l appli **L'ÉQUIPE**

Desktop & Mobile  
The whole period

Pre-roll Video  
La Chaîne player at the time of broadcast  
+ Espace TV replay  
+ RG

1.5M  
VIEWS

4.2M contacts with men aged 25-49

€80 000 NET

Subject to programming changes

As of the publication of this document, offers will be awarded to the first 2 advertisers (1 Advertiser per Kantar sector) who make a firm and definitive commitment (no options possible)

TV: Net amount based on 30 seconds - Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media

(\*) Name subject to change - Sources: TV: bimestrial audiences Médiamétrie Médiamat-Digital: One Next 2022 S2 - For all other formats contact Amaury Media

See Terms and Conditions and Priority of offer allocation (confirmed purchase) on page 40

# PLAN OF ATTACK

Sponsor the  
competition guide



From 2 September 2023

Reserved for 1 advertiser

AMAURYMEDIA



le magazine **L'ÉQUIPE**



**1 page**

Guide to the World Cup  
Publication date 02 September 2023



le site **L'ÉQUIPE**  
l'appli **L'ÉQUIPE**



**Desktop & Mobile**

**Desktop:** Exclusive Design of the Home of the guide  
+Pavilion (team pages)

**Mobile:** Exclusive Banner

**1.9M** contacts with men aged 25-49

**€35 000 NET**

Subject to programming changes - Digital 1M estimated page views

As of the publication of this document, offers will be awarded to the first advertiser that who makes a firm and definitive commitment (no options possible)

Sources: Print and Digital audiences, One Next 2022 S2 // Net net prices excluding taxes and technical costs

See Terms and Conditions and Priority of offer allocation (confirmed purchase) on page 40

A background image of a rugby match, overlaid with a semi-transparent blue filter. The image shows several players in action, with one player in a white jersey (England) running with the ball while being tackled by players in orange and blue jerseys (Australia).

# OUR SPONSORSHIP OFFERS

BIDS NOT SUBMITTED BY THE SCHEDULE CLOSING DATE (03/03/2023 BEFORE 5 PM)

# IN THE SCRUM

Get up close and personal  
with the teams'  
final preparations



Sponsorship

From 29 July  
to 26 August 2023

Reserved for 3 advertisers

AMAURYMEDIA



la chaîne **L'EQUIPE**

**12 preparatory matches**  
In the afternoon every weekend

#### Billboard

6 seconds in pre-cuts, post-match replays  
of each match

#### Trailers

6 seconds in the trailers before each match

152 MESSAGES  
56 GRP MEN AGED 25-49



le site **L'EQUIPE**  
l'appli **L'EQUIPE**

**Desktop & Mobile –  
Rugby context**  
Over the entire period

#### Pre-roll Video

La Chaîne player at the time of match  
broadcast  
+  
Replay Espace TV

400K  
VIEWS

4.8M contacts with men aged 25-49

**€40 000 NET**

*Subject to programming changes*

*As of the publication of this document, offers will be awarded to the first 3 advertisers (1 Advertiser per Kantar sector) who make a firm and definitive commitment (no options possible)*

*TV: 3 advertisers in pre - cuts, replays of each match // BA event broadcast before each match*

*Audience sources: TV: real audiences Médiamétrie Médiamat- Digital: One Next 2022 S2 - For all other formats contact Amaury Media*

*Offer not subject to the closing date of the schedule, i.e. 03/03/2023*

*See Terms and Conditions and Priority of offer allocation (confirmed purchase) on page 40*

# PLAYERS' NEWS

Keep up to date with the latest team preparations and news



Sponsorship

From September  
to 29 October 2023

**Reserved for 2 advertisers**



la chaine **L'ÉQUIPE**

**L'Equipe Enquête - French rugby player special**

Bonus in September

**30 episodes of "le journal du rugby" (\*)**

**7 L'Equipe du Soir rugby special**

**Billboard**

8 seconds in pre-cuts, post-match replays of each match

**Trailers**

8 seconds in the trailers broadcast before the programmes

170 MESSAGES

**73 GRP MEN AGED 25-49**

**6.1M contacts with men aged 25-49**

**€50 000 NET**

Subject to programming changes

As of the publication of this document, offers will be awarded to the first 2 advertisers (1 Advertiser per Kantar sector) who make a firm and definitive commitment (no options possible)

TV: 2 advertisers in pre-cuts, replays and post-cuts of each programme (excluding EDS) // BA events broadcast before each programme

(\*) Name subject to change - Audience sources : TV: real audiences Médiamétrie Médiamat

Offer not subject to the closing date of the schedule, i.e. 03/03/2023

See Terms and Conditions and Priority of offer allocation (confirmed purchase) on page 40

A photograph of a rugby scrum in progress, overlaid with a semi-transparent blue filter. The players are in a crouched, pushing position. One player in the foreground has the number 12 on his back. The text 'OUR SPECIAL OPERATIONS' is centered over the image in white, bold, uppercase letters, with a yellow horizontal line underneath it.

# OUR SPECIAL OPERATIONS





# THE 100

Reserved for 1 advertiser

## STORY OF THE 100 GREATEST FRENCH PLAYERS



Example of an editorial on the 2022 World Football Championship

### MECHANICS OF THE MODULE

Presence of the advertiser's logo on the introduction card

Presence then every 3 or 4 cards

Option to integrate a video format

Option to integrate 1 link to the [partner] website

**PRICE: CONTACT US**

# THE CONQUEST OF THE 33

Your brand associated with the French selection



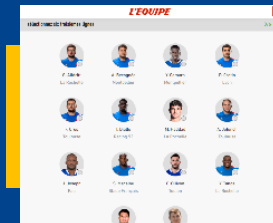
Reserved for 1 advertiser  
FFR partner only



**1 page**  
On the day the official list of 33 players is published



## CREATE YOUR LIST OF 33



**MEDIA COVERAGE**  
**Home Page General +**  
Home dedicated to the event: Co-branded banner [partner]  
Co-branded digital self-promotions [partner]  
Social media support: Facebook post before the post with [partner] message

**MODULE**  
Quote [partner]–  
In the text  
"with [partner] to the FFR"  
On all pages of the module: Design on desktop site and banner on mobile site & app  
Results page: CTA logo [partner]



## STORY OF THE 33



**MODULE**  
Advertiser logo on the introduction card  
Then the presence of the advertiser's cards every 3 or 4 cards  
Option to integrate a video format  
Option to integrate 1 link to the [partner] website

1.8M million contacts with men aged 25-49

**PRICE: CONTACT US**

# FORECASTING MODULE

Reserved for 1 advertiser

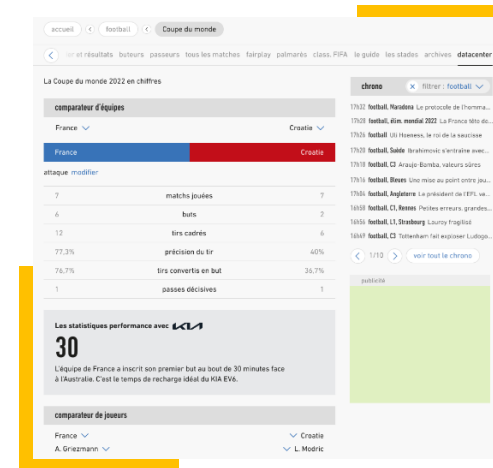


Module to get into the role of coach  
and select the 33 players who will take part in the competition

**PRICE AND PERFORMANCE:  
CONTACT US**

# DATA WALL

Reserved for 1 advertiser



Module containing all the statistics for the competition:  
ranking, best directors, best scorers...

**PRICE AND PERFORMANCE:  
CONTACT US**

# AND TO GO FURTHER

## RUGBYNOMIC CONCEPT



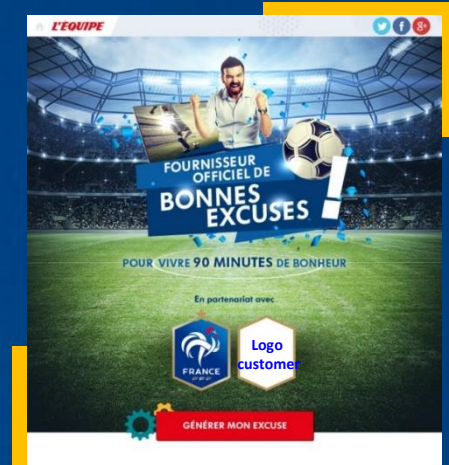
Webseries of a dozen recipes from the main countries participating in the competition

## THE RULES OF THE GAME FOR ALL



Educational video series that helps with decipher rules thanks to its design

## GOOD EXCUSES GENERATOR



A fun and interactive module that allows you to generate an excuse to watch a match

PRICE: CONTACT US



# SCHEDULE OPENINGS

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# CLASSIC PURCHASE

# PRINT TARRIFS AND TARIFF INCREASES

APPLICABLE FROM 08 SEPTEMBER TO 30 OCTOBER 2023

le journal **L'ÉQUIPE**

le magazine **L'ÉQUIPE**

**THE GROSS PRICES (EXCLUDING TAX) OF THE NEWSPAPER L'ÉQUIPE AND THE MAGAZINE L'ÉQUIPE ARE AVAILABLE IN THE GENERAL TERMS AND CONDITIONS OF SALE FOR EACH OF THE MEDIA, REFER TO THE SPECIAL TARIFF**

### **Conditional advertising in L'Équipe daily newspaper**

Conditional advertising requests do not have priority over position requests.

Conditional advertisements are not accepted in editions from 28 October to 30 October 2023 inclusive.

### **Special arrangements for the day of the final, the day after the final and the day after the day after the final for L'Équipe daily newspaper:**

Only full page and double page formats are accepted in editions from 28 October to 30 October 2023 inclusive.

### **Specific increase for the 2023 World Cup:**

an increase of +20% applied from the 1/4 final of the competition, if the French team qualifies.

This increase will apply as long as France remains in the competition.

**+20%**

increase on 2023 gross tariffs  
before tax

# DIGITAL TARIFF INCREASES

APPLICABLE FROM 08 SEPTEMBER TO 30 OCTOBER 2023

le site **L'ÉQUIPE**

**+20%**

increase on 2023 tariffs  
before tax

**Group matches excluding France's matches and the day after France's matches:** period

from Friday 8 September to Sunday 8 October 2023

(except Friday 8 September 2023, Saturday 9 September, Thursday 14 September 2023, Friday 15 September 2023, Thursday 21 September 2023, Friday 22 September 2023, Friday 6 October 2023, Saturday 7 October 2023)

**+30%**

increase on 2023 tariffs  
before tax

**France's group matches and the day after France's matches**

- **Dates concerned:** Friday 8 September 2023, Saturday 9 September, Thursday 14 September 2023, Friday 15 September 2023, Thursday 21 September 2023, Friday 22 September 2023, Friday 6 October 2023, Saturday 7 October 2023

**From the quarter final**

- from Saturday 14 October to Monday 30 October 2023 inclusive

# TERMS AND PRIORITY FOR OFFER ALLOCATION (CONFIRMED PURCHASE)

## TERMS AND CONDITIONS FOR CONFIRMED PURCHASE REQUESTS

The Advertiser and/or their Agent interested in the confirmed purchase of an offer must imperatively send their request by email to the following address:  
**planningevent@amaurymedia.fr**

The request should specify

- the name of the offer
- the period of action of the offer
- the name of the Advertiser
- the brand of the product or service concerned by the Offer
- the Sector Code of the product or service for which the brand is concerned by the Offer
- an original copy of the authorisation certificate if the request is made by the Advertiser's Agent.

Any confirmed purchase request which does not mention all of the above information and which is not accompanied, where applicable, by the original copy of the authorisation certificate, cannot be accepted by Amaury Media.

The confirmed purchase request for an offer is specific to an Advertiser and cannot be transferred under any circumstances.

The confirmed purchase request engages the Advertiser and their Agent.

It implies their acceptance of the General Conditions of Sale of the Amaury Media concerned.

## PRIORITIES FOR ALLOCATING OFFERS:

In principle, and unless otherwise stipulated in the offers, if the same offer is the subject of several confirmed purchase requests, these will be taken into account according to the chronological order in which they are received by email, the date and time (to the minute) of receipt by Amaury Media being taken as proof. In the event that several confirmed purchase requests are received on the same date and at the same time (to the minute) for a given offer, Amaury Media will draw lots in front of a bailiff.

In principle and unless otherwise stipulated in the offers, two (2) Advertisers with the same Sector Code may not be broadcast for the same offer at the same time.

## GAMBLING ADVERTISERS:

Amaury Media reserves the right to modify or cancel the reserved offers according to the recommendations of the ANJ not yet known at the date of publication of our offers.





# BOOK YOUR PLACE

## CONTACTS

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AMAURY  
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*dépasser vos limites*