



EUROPEAN CHAMPIONSHIPS 2024

MORE THAN EVER THE FAVOURITES

0

NO DEFEATS IN THE QUALIFIERS
A FIRST FOR 20 YEARS

1

NUMBER ONE EUROPEAN TEAM
IN THE FIFA RANKINGS

14-0

BIGGEST VICTORY IN HISTORY
FOR THE FRANCE VS GIBRALTAR
DURING THE QUALIFIERS

AMAURYMEDIA

FOOTBALL Ligue 1
Nantes 1-0 Nice
PREMIER ACCROC POUR LES AIGLONS
PAGE 13

FOOTBALL Coupe du monde des -17 ans / finale
Allemagne 2-2 (4-3 aux t.a.b.) France
Le pire scénario
PAGE 21

FOOTBALL Disparition
Le Milinaire, une légende lavalloise
PAGE 22

L'ÉQUIPE

2,30 € dimanche 3 décembre 2023 78^e année N° 25 312 France métropolitaine

GROUP A	GROUP B	GROUP C	GROUP D	GROUP E	GROUP F
GERMANY SCOTLAND HUNGARY SWITZERLAND	SPAIN CROATIA ITALY ALBANIA	SLOVENIA DENMARK SERBIA ENGLAND	PLAY-OFF WINNER A NETHERLANDS AUSTRIA FRANCE	BELGIUM SLOVAKIA ROMANIA PLAY-OFF WINNER B	TÜRKIYE PLAY-OFF WINNER C PORTUGAL CZECHIA

FOOTBALL Euro 2024 Tirage au sort

UNE HISTOIRE À ÉCRIRE

L'été allemand des Bleus commence à prendre forme. Les hommes de Didier Deschamps connaissent désormais deux de leurs futurs adversaires : l'Autriche et les Pays-Bas. Le troisième sera issu des barrages.
PAGES 2 à 9

Kylian Mbappé, David Alaba et Xavi Simons.

TENNIS Masters Next Gen / finale
Fils doit encore grandir
PAGE 36

RUGBY Top 14 / Bayonne 34-19 Montpellier
Un électrochoc sans résultat
PAGES 24 et 27

M 00025 - 1203 - F - 2,30 €

N°1 2000 - BEL 2 700 - LUX 2 800 - CHX 3 500 - ESP 1 500 - GR 3 200 - HAN 3 000 - POR 2 000 - FET 2 800 - TAN 4 800 DN - AND 3 200

A large crowd of people celebrating with French flags. The image is overlaid with a dark blue semi-transparent filter. The text is centered in the middle of the image.

"FOOTBALL IS A SPORT PLAYED ELEVEN A SIDE,
AND IN THE END, ~~GERMANY~~ FRANCE WINS."

Gary Lineker

A TRANSITION EDITION

FRENCH TEAM

END OF THE 2018 WORLD CHAMPION GENERATION

"ZAÏRE-EMERY" - THE YOUNGEST FRENCHMAN AT THE EUROS

CRISTIANO RONALDO

MOST APPEARANCES AT THE EUROS (6)

TOP SCORER IN THE HISTORY OF THE EUROS (14)

A COMPETITION IN GERMANY WORLD FOOTBALL NATION



CHAMPIONSHIP WITH THE
HIGHEST ATTENDANCE
IN EUROPE



THE TEAM WITH THE
MOST TITLES
IN EUROPE



4 TIMES
WORLD
CHAMPIONS



PLAYED IN
EVERY
WORLD CUP

MATCH CALENDAR

GROUP A

Germany
Scotland
Hungary
Switzerland

GROUP B

Spain
Croatia
Italy
Albania

GROUP C

Slovenia
Denmark
Serbia
England

GROUP D

Poland
Netherlands
Austria
France

GROUP E

Belgium
Slovakia
Romania
Ukraine

GROUP F

Turkey
Georgia
Portugal
Czech Republic

Friday 6/14

9 p.m. Germany - Scotland

Saturday 6/15

3 p.m. Hungary - Switzerland

Sunday 6/16

Monday 6/17

Tuesday 6/18

Wednesday 6/19

6 p.m. Scotland - Switzerland
9 p.m. Germany - Hungary

Thursday 6/20

Friday 6/21

Saturday 6/22

Sunday 6/23

6 p.m. Switzerland - Germany
6 p.m. Scotland - Hungary

Monday 6/24

Tuesday 6/25

Wednesday 6/26

6 p.m. Spain - Croatia
9 p.m. Italy - Albania

3 p.m. Croatia - Albania

6 p.m. Spain - Italy

9 p.m. Albania - Spain
9 p.m. Croatia - Italy

6 p.m. Slovenia - Denmark
9 p.m. Serbia - England

3 p.m. Slovenia - Serbia
9 p.m. Denmark - England

6 p.m. England - Slovenia
6 p.m. Denmark - Serbia

3 p.m. Poland - Netherlands

3 p.m. Austria - France

6 p.m. Poland - Austria
9 p.m. Netherlands - France

9 p.m. Netherlands - Austria
9 p.m. France - Poland

6 p.m. Romania - E4
9 p.m. Belgium - Ukraine

3 p.m. Slovakia - Ukraine

9 p.m. Belgium - Romania

6 p.m. Slovakia - Romania
6 p.m. Ukraine - Belgium

6 p.m. Turkey - Georgia
9 p.m. Portugal - Czech Republic

3 p.m. Turkey - Portugal
6 p.m. Georgia - Czech Republic

9 p.m. F2 - Portugal
9 p.m. Czech Republic - Turkey

MATCH CALENDAR

FINAL PHASE

1/8 FINALS

Saturday, June 29 - 4 p.m.	Sunday, June 30 - 6 p.m.	Tuesday, July 2 - 9 p.m.	Tuesday, July 2 - 6 p.m.	Monday, July 1st - 9 p.m.	Monday, July 1st - 6 p.m.	Sunday, June 30 - 9 p.m.	Saturday, June 29 - 9 p.m.
2nd Gr.A - 2nd Gr.B	1st Gr.C - 3rd Gr.D/E/F	1st Gr.E - 3rd Gr.A/B/C/D	1st Gr.D - 2nd Gr.F	1st Gr.F - 3rd Gr.A/B/C/	2nd Gr.D - 2e Gr.E	1st Gr.B - 3rd Gr.A/D/E/F	1st Gr.A - 2nd Gr.C

1/4 FINALS

Saturday, July 6 - 6 p.m.

Saturday, July 6 - 9 p.m.

Friday, July 5 - 6 p.m.

Friday, July 5 - 9 p.m.

1/2 FINALS

Wednesday, July 10 - 9 p.m.

Tuesday, July 9 - 9 p.m.

FINAL

Sunday, July 14 - 9 p.m.

THE FRENCH ARE REALLY INTERESTED IN FOOTBALL



71%

**OF MEN ARE
INTERESTED
IN FOOTBALL**

**IN THE TOP 10 TV
AUDIENCES FOR 2022,
7 ARE FRENCH
FOOTBALL TEAM
MATCHES**



L'ÉQUIPE



43M
OF FRENCH
PEOPLE

MORE THAN
4
MEN OUT OF
5

82%
OF OUR MALE AUDIENCE
IS INTERESTED
IN FOOTBALL

FOOTBALL MAJOR TOPIC IN L'ÉQUIPE



FRONT PAGES
DEDICATED TO FOOTBALL

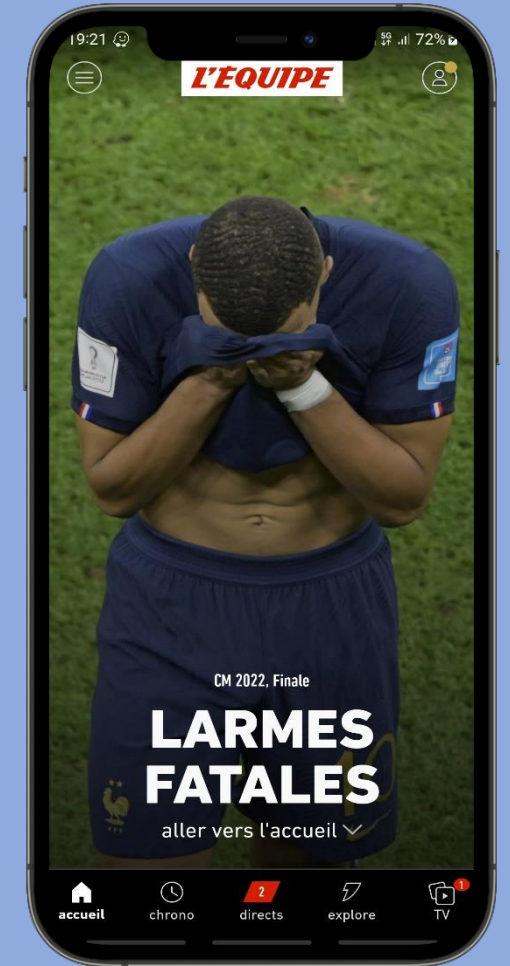
over 80%

IN EURO
& WORLD
CUP YEARS

N°1 SECTION
ON DIGITAL L'ÉQUIPE

86%

OF PAGES SEEN
DURING THE INTERNATIONAL
COMPETITIONS



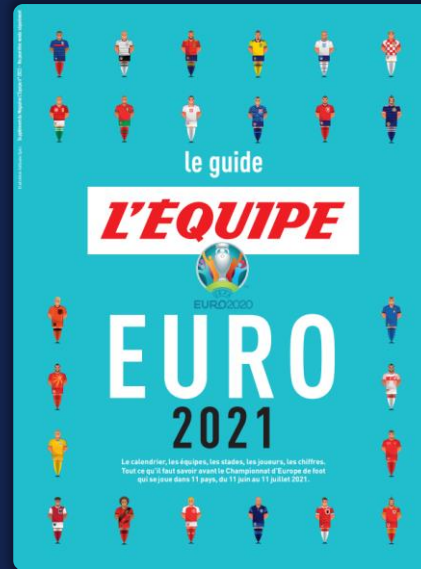


TRI-MEDIA EDITORIAL COVERAGE

PRINT COVERAGE THAT EQUALS THE EVENT



L'Équipe Magazine
Special Edition EUROS 1984
17 May 2024



Guide to the Euros
8 June 2024



L'Équipe Magazine
Special Issue
15 June 2024



France Football
Special Issue
15 June 2024

Le site - l'application

L'ÉQUIPE

ALL OUR FORMATS AT THE SERVICE OF THE EVENT



INSIDE KYLIAN MBAPPÉ'S HEAD

Long feature full of photos and videos
Publication week of 03 June 2024



BIG 5 PODCAST

5 episodes during the competition
Episodes dedicated to Euro news



THE TACTICAL LOUNGE PROGRAMME

Daily programme on YouTube. Video and podcast highlights on the L'Équipe website and app.

La chaine **L'ÉQUIPE**

EXCLUSIVE FEATURES THROUGHOUT THE DAY





**EURO FINAL
ON 14 JULY!**

**A DOUBLE
BANK HOLIDAY!**



OUR TRI-MEDIA OFFERS

IN THE THICK OF THE ACTION OF
THE FRENCH TEAM AND
THE DAY BEFORE, DAY OF AND DAY
AFTER THE MATCHES

le digital **L'ÉQUIPE**



INREAD L'ÉQUIPE SUPPORTS (SITE + APP)
& PREROLL (SITE, APP & YouTube)

Competition-related content
+ General rotation



GENERAL HOME MASTHEAD
BRANDING & ASSOCIATED FRENCH TEAM
FORMAT



GENERAL HOME BLOCK

7M impressions

la chaine **L'ÉQUIPE**

PROGRAMMES (CLASSIC CAMPAIGN)

L'ÉQUIPE
FOOT

L'ÉQUIPE
DE CHOC

L'ÉQUIPE
DE GREG

L'ÉQUIPE
de la mi-temp

L'ÉQUIPE
DU SOIR

PRESENCE THE DAY BEFORE, THE DAY OF AND THE DAY AFTER
FRANCE'S MATCHES
69 X 30-SECOND ADVERTS
(I.E. 4 TO 8 ADVERTS PER DAY)

36 GRPs Men aged
25-49

— **BLUE IMPACT** —
BEFORE & DURING THE COMPETITION

UP TO
€278,000 NET EXCLUDING VAT

25 MILLION
CONTACTS WITH MEN AGED 25-49

RESERVED FOR 3 ADVERTISERS

le journal **L'ÉQUIPE**

1 NEWS ITEM ON THE LIST OF 23
7 NEWS ITEMS THROUGHOUT THE COMPETITION

le magazine **L'ÉQUIPE**

1 PAGE IN THE EUROS GUIDE (08/06)
1 PAGE IN THE EUROS SPECIAL ISSUE MAGAZINE (15/06)

FRANCE
FOOTBALL

1 PAGE (15/06)

11 insertions

Subject to programming changes. The programming of the offers will be carried out by Amaury Media according to availability. Firm purchase requests from Competition Partners will be given priority (no options possible). No two Advertisers with the same Kantar Sector Code may be included in the same offer at the same time.

AMAURYMEDIA

TV: Net amount based on 30 seconds - Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media.
Source Contacts: TV: Médiamétrie Médiamat actual audiences - Print and Digital: One Next 2023 S2. Net net prices excluding taxes and technical costs- For all other formats contact Amaury Media. Contact Amaury Media: planningevent@amaurymedia.fr



OUR **BI-MEDIA** OFFERS

24 HOURS OF FOOTBALL

FRENCH TEAM

100% PREMIUM OFFER
FOR OPTIMAL VISIBILITY
IN THE COLOURS OF THE FRENCH TEAM*

€70,000 NET EXCLUDING VAT

2.1 MILLION
CONTACTS WITH MEN AGED 25-49

LAST AVAILABILITIES

Subject to programming changes. The programming of the offers will be carried out by Amaury Media according to availability.
Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media.
Source Contacts: Print and Digital: One Next 2023 S2. Net net prices excluding taxes and technical costs- For all other formats contact Amaury Media.
Contact Amaury Media: planningevent@amaurymedia.fr

AMAURYMEDIA

le digital **L'ÉQUIPE**

EXCLUSIVE BRANDING OR COVER
+ ASSOCIATED FORMAT

On the day of or the day after a France match*
EXCLUDING THE FINAL

1M ESTIMATED IMPRESSIONS

le journal **L'ÉQUIPE**

1 BACK PAGE IN THE DAY'S ISSUE

On the day of a France match*
EXCLUDING THE FINAL

24 HOURS OF FOOTBALL

— EXCLUDING THE **FRENCH TEAM** —

100% PREMIUM OFFER
FOR OPTIMAL VISIBILITY
ON ONE DAY OF THE EVENT

€55,000 NET EXCLUDING VAT

2.1 MILLION
CONTACTS WITH MEN AGED 25-49

Subject to programming changes. The programming of the offers will be carried out by Amaury Media according to availability.
Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media.
Source Contacts: Print and Digital: One Next 2023 S2. Net net prices excluding taxes and technical costs- For all other formats contact Amaury Media.
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AMAURYMEDIA

le digital **L'ÉQUIPE**

EXCLUSIVE BRANDING OR COVER
+ ASSOCIATED FORMAT

EXCLUDING THE DAY OF AND THE DAY AFTER
FRANCE'S MATCHES,
EXCLUDING THE SEMI-FINAL and EXCLUDING
THE FINAL

ESTIMATED **800K** IMPRESSIONS

le journal **L'ÉQUIPE**

1 BACK PAGE IN THE DAY'S ISSUE

EXCLUDING THE DAY OF AND THE DAY AFTER
FRANCE'S MATCHES,
EXCLUDING THE SEMI-FINAL and EXCLUDING
THE FINAL

FRANCE SUPPORTERS

INSTANT IMPACT FOR
A FRANCE MATCH

€33,000 NET EXCLUDING VAT

2.2 MILLION
CONTACTS WITH MEN AGED 25-49

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Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media.
Source Contacts: Print and Digital: One Next 2023 S2. Net net prices excluding taxes and technical costs- For all other formats contact Amaury Media.
Contact Amaury Media: planningevent@amaurymedia.fr

AMAURYMEDIA

le digital **L'ÉQUIPE**

ALL DEVICES

EXCLUSIVE STICKY BANNER ON THE
LIVE COMMENTARY PAGE ON THE DAY OF THE
FRENCH TEAM'S MATCH

GROUP PHASE ONLY

1M ESTIMATED IMPRESSIONS

le journal **L'ÉQUIPE**

1 PAGE IN THE DAILY PAPER

GROUP PHASE ONLY

SUPPORTERS OF COUNTRIES

OTHER THAN **FRANCE**

INSTANT IMPACT
ON A MATCH OF THE TEAM OF YOUR CHOICE

€30,000 NET EXCLUDING VAT

2.1 MILLION
CONTACTS WITH MEN AGED 25-49

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Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media.
Source Contacts: Print and Digital: One Next 2023 S2. Net net prices excluding taxes and technical costs- For all other formats contact Amaury Media.
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AMAURYMEDIA

le digital **L'ÉQUIPE**

MULTI-DEVICE

EXCLUSIVE STICKY BANNER ON THE
LIVE COMMENTARY PAGE ON THE DAY OF THE
MATCH

GROUP PHASE ONLY
(EXCLUDING FRANCE MATCHES)

1M ESTIMATED IMPRESSIONS

le journal **L'ÉQUIPE**

1 PAGE IN THE DAILY PAPER

GROUP PHASE ONLY

OUR DIGITAL OFFERS



100% DIGITAL OFFERS

1-DAY EXCLUSIVE FOR THE FRENCH TEAM: THE DAY BEFORE, THE DAY OF OR THE DAY AFTER

le digital **L'ÉQUIPE**

DESKTOP EXCLUSIVE
BRANDING OR COVER
+ ASSOCIATED FORMAT



35K€
NET

1M ESTIMATED IMPRESSIONS
268,000 CONTACTS WITH MEN AGED 25- 49

le digital **L'ÉQUIPE**

MOBILE EXCLUSIVE
INTERSTITIAL



12K€
NET

600K ESTIMATED IMPRESSIONS
215,000 CONTACTS WITH MEN AGED 25- 49

le digital **L'ÉQUIPE**

APP EXCLUSIVE
INTERSTITIAL



38K€
NET

2.5M ESTIMATED IMPRESSIONS
1 MILLION CONTACTS WITH MEN AGED 25- 49

100% DIGITAL OFFERS

1-DAY EXCLUSIVE FOR THE
FRENCH TEAM:
THE DAY BEFORE,
THE DAY OF OR
THE DAY AFTER

le digital **L'EQUIPE**

MOBILE EXCLUSIVE
START BANNER

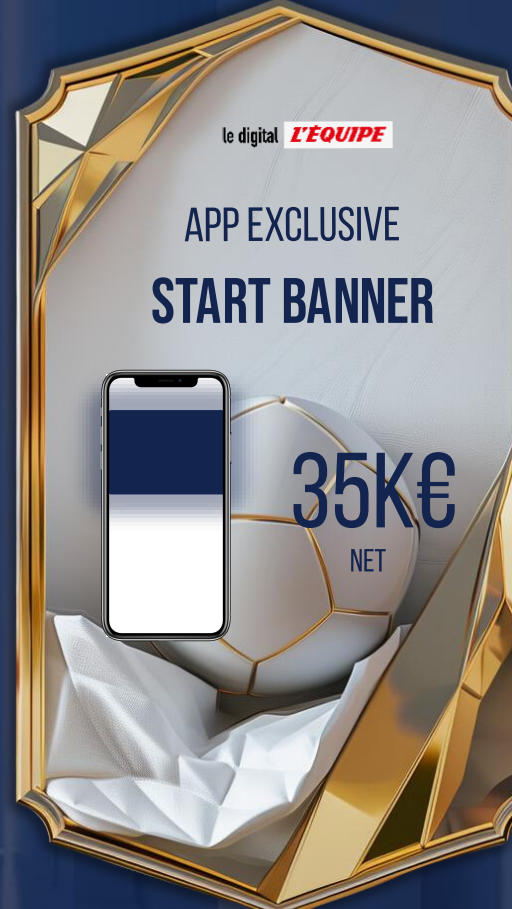


25K€
NET

2.7M ESTIMATED IMPRESSIONS
965,000 CONTACTS WITH MEN AGED 25- 49

le digital **L'EQUIPE**

APP EXCLUSIVE
START BANNER



35K€
NET

7M ESTIMATED IMPRESSIONS
2.8 MILLION CONTACTS WITH MEN AGED 25- 49

100% VIDEO

— ALL MEDIA —



VIDEO AVAILABLE EVERYWHERE
THROUGHOUT THE COMPETITION

€40,000 NET EXCLUDING VAT

2.24 MILLION
IMPRESSIONS

660,000 CONTACTS
MEN AGED 25-49

Subject to programming changes. The programming of the offers will be carried out by Amaury Media according to availability.
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AMAURYMEDIA

le digital **L'ÉQUIPE**



PREROLL

ALL DEVICES

Competition-related content
+ GENERAL ROTATION

YouTube



PREROLL

ALL DEVICES

CONTENT RELATED
TO THE COMPETITION
+ GENERAL ROTATION

le digital **L'ÉQUIPE**



IN-READ

MOBILE & APP

Competition-related content
+ GENERAL ROTATION

100% X AMPLIFY



6" PRE-ROLL VIDEO

5 to 10 clips from the L'Équipe account amplified*
Varied content about the competition

2M VIDEOS WATCHED 2S
MRC** ESTIMATED

AUDIENCE EXTENDED TO
THE SOCIAL MEDIA PLATFORMS X (TWITTER)
OF THE L'ÉQUIPE BRAND

[CONTENT DEFINED BY THE L'ÉQUIPE EDITOR]

€20,000 NET EXCLUDING VAT

*Amplification via posts pushed to X users' feeds. X video content defined by the L'Équipe editor

**MRC (Media Rating Council) standard: the video is counted as viewed if at least 50% of the pixels of the creation are displayed for 2 seconds on the user's screen.

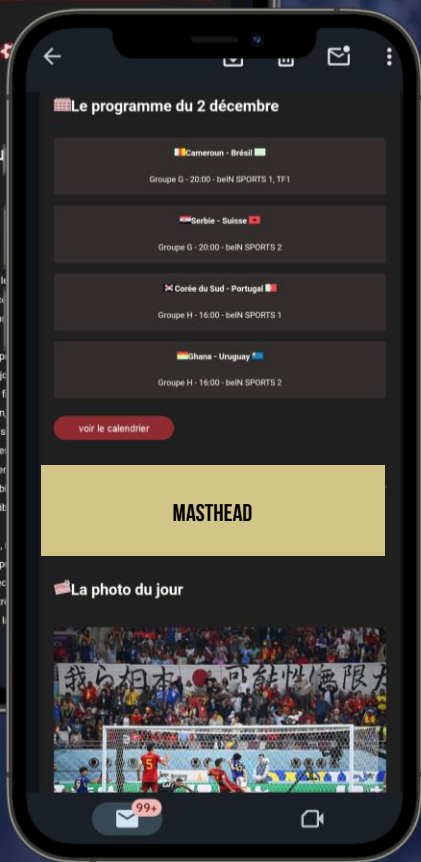
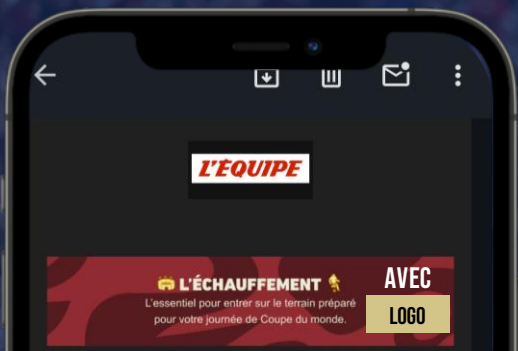
Subject to programming changes. The programming of the offers will be carried out by Amaury Media according to availability.

Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media. Net net prices excluding taxes and technical costs- For all other formats contact Amaury Media. Contact Amaury Media: planningevent@amaurymedia.fr

LES NEWSLETTERS

LOGO + MASTHEAD

NEWSLETTERS WITH 42% AVERAGE OPEN RATE



THE NEWSLETTER AFFICIONADOS

200,000 TARGETED SOCCER CONTACTS
PER NEWSLETTER

2 TO 3 TIMES A WEEK
THROUGHOUT THE COMPETITION

€12,000 € NET EXCLUDING VAT

RESERVED FOR 1 PARTNER



THE NEWSLETTER FANS

2,5M CONTACTS
PER NEWSLETTER

1 TIME A WEEK
THROUGHOUT THE COMPETITION

€42,000 € NET EXCLUDING VAT

RESERVED FOR 1 PARTNER

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Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media..
Net net prices excluding taxes and technical costs- For all other formats contact Amaury Media.
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OUR PRINT OFFERS

le journal **L'ÉQUIPE** le magazine **L'ÉQUIPE** FRANCE FOOTBALL

100% PRINT

FRENCH TEAM

(ON THE DAY OF OR THE DAY AFTER A FRANCE MATCH)

A STRONG PRESENCE ON THE BRAND'S PRINT MEDIA
TO SUPPORT THE FRENCH TEAM

€120,000 NET EXCLUDING VAT

9.7 MILLION

CONTACTS WITH MEN AGED 25-49

On the day of or the day after a France match
Subject to editorial changes and issue numbers. The programming of the offers will be carried out by Amaury Media according to availability.
Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media.
Source Contacts: Print, One Next 2023 S2. Net net prices excluding taxes and technical costs- For all other formats contact Amaury Media.

Contact Amaury Media: planningevent@amaurymedia.fr

AMAURYMEDIA

le journal **L'EQUIPE**

FRENCH TEAM GROUP MATCHES

3 PAGE INSERTS

IN CONTEXT WITH THE FRENCH TEAM

FRANCE
FOOTBALL

1 PAGE IN THE
EUROS SPECIAL
EDITION (15/06)

le magazine **L'EQUIPE**

1 PAGE IN THE EUROS GUIDE (08/06)

IN CONTEXT FRENCH TEAM IN THE GROUP STAGE

1 PAGE IN THE EUROS SPECIAL EDITION

(15/06)

100% PRINT

FULL EVENT

(ON THE DAY OF OR THE DAY AFTER A FRANCE MATCH)

A STRONG PRESENCE ON THE BRAND'S PRINT MEDIA THROUGHOUT
FRANCE'S JOURNEY

€250,000 NET EXCLUDING VAT

*TARIFF IF FRANCE REACHES THE FINAL

17.1 MILLION

CONTACTS WITH MEN AGED 25-49

On the day of or the day after a France match
Subject to editorial changes and issue numbers. The programming of the offers will be carried out by Amaury Media according to availability.
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Contact Amaury Media: planningevent@amaurymedia.fr

AMAURYMEDIA

le journal **L'ÉQUIPE**

FRENCH TEAM GROUP MATCHES
3 PAGE INSERTS
IN CONTEXT WITH THE FRENCH TEAM
LAST SIXTEEN, QUARTER, SEMI, FINAL
4 PAGE INSERTS
IN CONTEXT WITH THE FRENCH TEAM

FRANCE
FOOTBALL

1 PAGE IN THE
EUROS SPECIAL
EDITION (15/06)

le magazine **L'ÉQUIPE**

1 PAGE IN THE EUROS GUIDE (08/06)
IN CONTEXT FRENCH TEAM IN THE GROUP STAGE
1 PAGE IN THE EUROS SPECIAL EDITION
(15/06)

100% PRINT

MAGAZINE IMPACT

HIGH VISIBILITY FOR YOUR BRAND IN
OUR MAGAZINES DEDICATED TO THE EVENT

€30,000 NET EXCLUDING VAT

4.1 MILLION
CONTACTS WITH MEN AGED 25-49

Subject to editorial changes and issue numbers. The programming of the offers will be carried out by Amaury Media according to availability.
Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media.
Source Contacts: Print, One Next 2023 S2. Net net prices excluding taxes and technical costs- For all other formats contact Amaury Media.
Contact Amaury Media: planningevent@amaurymedia.fr

AMAURYMEDIA

le magazine **L'EQUIPE**

1 PAGE IN THE EUROS GUIDE (08/06)
IN CONTEXT FRENCH TEAM IN THE GROUP STAGE

1 PAGE IN THE EUROS SPECIAL
EDITION (15/06)

FRANCE
FOOTBALL

1 PAGE IN THE EUROS
SPECIAL EDITION
(15/06)



OUR **TV** OFFERS
CLASSIC & SPONSORSHIP

la chaine **L'ÉQUIPE**

EURO MADNESS

— 100% CLASSIC OFFER —

A STRONG PRESENCE IN ALL OF THE COMPETITION'S PROGRAMMES

- ◆ A COMMON THEME THROUGH EACH OF THE DAY'S FOOTBALL PROGRAMMES
- ◆ 1 X 30S ADVERT IN THE MOST POWERFUL AD BREAK IN EACH PROGRAMME, BETWEEN 4 AND 6 ADVERTS PER DAY
- ◆ 100% PREFERENTIAL POSITIONING (AB YZ)
- ◆ ACTUAL AUDIENCE FOR AD BREAKS

114
ADVERTS

67
GRP MEN 25-49

6.3 M
CONTACTS MEN 25-49

€100,000 NET EXCLUDING VAT

Reserved for 4 partners
AMAURYMEDIA

Programming subject to change - For all other formats, please contact Amaury Media // Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media. Source: TV: real audiences Médiamétrie Médiamat

la chaine **L'ÉQUIPE**

PLANET FRANCE

100% CLASSIC OFFER

A VERTICAL PRESENCE, THE DAY BEFORE, THE DAY OF AND THE DAY AFTER A FRANCE MATCH

- ◆ 4 TO 8 X 30S ADVERTS PER DAY THROUGHOUT THE COMPETITION, THE DAY BEFORE, THE DAY OF AND THE DAY AFTER FRANCE'S MATCHES
- ◆ ACTUAL AUDIENCE FOR AD BREAKS

69
ADVERTS

36
GRP MEN 25-49

3.5 M
CONTACTS MEN 25-49

UP TO €55,000 NET EXCLUDING VAT

*TARIFF IF FRANCE REACHES THE FINAL

Reserved for 4 partners
AMAURYMEDIA

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la chaine **L'ÉQUIPE**

AFTER WORK EURO

— 100% CLASSIC OFFER —

YOUR PRESENCE ONLY DURING ACCESS FROM 5PM TO 9PM

- 2 X 30S ADVERTS A DAY BROADCAST BETWEEN 5PM AND 9PM AROUND PROGRAMMES SHOWN IN THIS TIME SLOT
- 100% PREFERENTIAL POSITIONING (AB YZ)
- ACTUAL AUDIENCE FOR AD BREAKS

60
ADVERTS

39
GRP MEN 25-49

3.7 M
CONTACTS MEN 25-49

€63,000 NET EXCLUDING VAT

Reserved for 4 partners

AMAURYMEDIA

*Image generated by an AI

Programming subject to change - For all other formats, please contact Amaury Media // Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media. Sources: TV: real audiences Médiamétrie Médiamat

**L'ÉQUIPE
DU SOIR**

AFTER THE MATCH

— **100% CLASSIC OFFER** —

YOUR DAILY PRESENCE IN THE N° 1 FOOTBALL ANALYSIS SHOW*

- ◆ 2 X 30S ADVERTS AS A THEME AROUND L'ÉQUIPE DU SOIR
- ◆ 100% PREFERENTIAL POSITIONING (AB YZ)
- ◆ ACTUAL AUDIENCE FOR AD BREAKS

60
ADVERTS

31
GRP MEN 25-49

3 M
CONTACTS MEN 25-49

€50,000 NET EXCLUDING VAT

Reserved for 4 partners
AMAURYMEDIA

Programming subject to change - For all other formats, please contact Amaury Media // Net amount after Professional and Agent discounts - Excluding annual agreements -
Programming produced by Amaury Media. Source: TV: real audiences Médiamétrie Médiamat

la chaine **L'ÉQUIPE**

FULL TEAM

— 100% SPONSORSHIP OFFER —

A STRONG PRESENCE IN ALL OF THE COMPETITION'S PROGRAMMES

◆ SPONSORSHIP OF ALL PROGRAMMES FROM 11AM TO 1AM

**L'ÉQUIPE
FOOT**

12 TO 28 JUNE
11AM or 1PM
14 programmes

**L'ÉQUIPE
DE CHOC**

10 JUNE TO 14 JULY
1PM OR 3.50PM
35 programmes

La grande soirée
L'ÉQUIPE

16 JUNE TO 5 JULY
3PM - 6PM - 9PM
18 programmes

**L'ÉQUIPE
DE GREG**

10 JUNE TO 15 JULY
2 parts 5pm and 8pm
Or 1 part 6.30 pm
32 programmes

**L'ÉQUIPE
DU SOIR**

10 JUNE TO 15 JULY
11PM
34 programmes

◆ 1 X 6S BB FOR INTRO - OUTRO AND ALTERNATELY ON AD BREAKS - RETURNS TO EACH PROGRAMME

**734
BB**

**372
GRP MEN 25-49**

**35.2 M
CONTACTS MEN 25-49**

€291,000 NET EXCLUDING VAT

Reserved for 4 partners
including 1 place reserved
in the Tri-media offer)

AMAURYMEDIA

Subject to programming changes - Open to 4 partners (including one place in the Euro Bleu offer) -
4 partners pre and post each programme + 2 partners in rotation in ad breaks and/or returns to each programme
Sources: TV: Médiamétrie Médiamat real audience figures - Offer not subject to purchase terms and conditions and prioritisation



OUR KEY FEATURES

SPECIAL CAMPAIGNS

CUSTOMISABLE AND SPONSORED MODULES

Give L'ÉQUIPE audiences the chance to get out of a sticky situation and watch a football match with our **EXCUSE GENERATOR!**



To make the most of the event, you need to find the ideal place to watch the match. Now you can, thanks to our **BAR FINDER SEARCH ENGINE!**

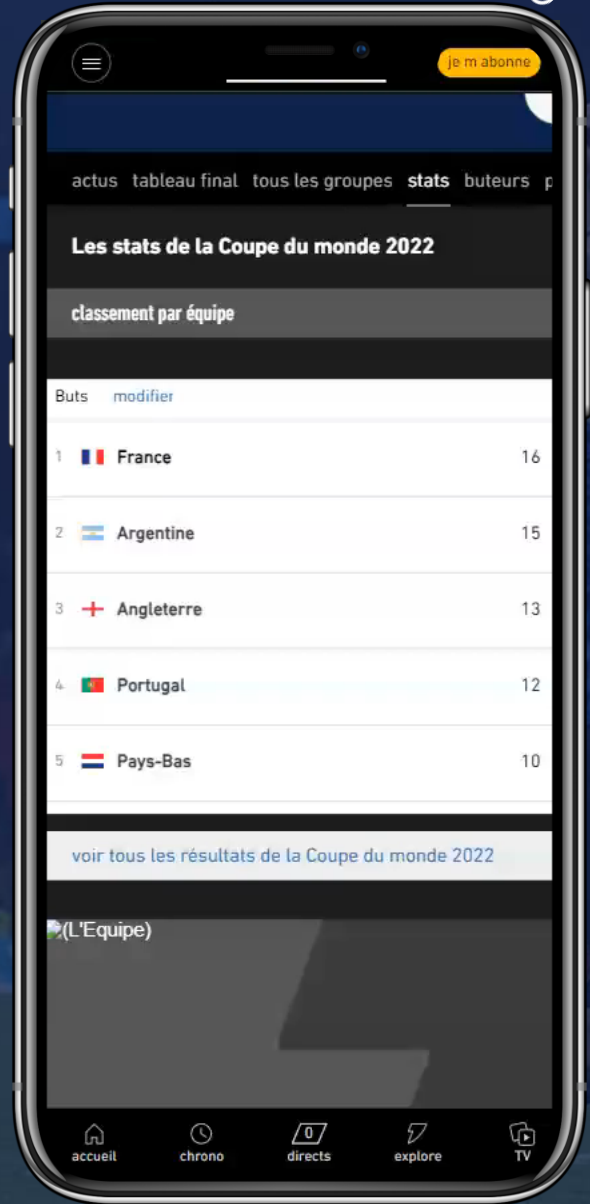


To test your foot accuracy with a competition at the end, it's **PENALTY SHOOT-OUT : THE GAME!**



RATES : PLEASE CONTACT US

Models are for illustrative purposes only and are not contractually binding



DATA WALL

THE INTERACTIVE MODULE TO EXPLORE ALL THE STATISTICS OF THE COMPETITION

RANKINGS

TEAMS COMPARATOR

PLAYERS COMPARATOR

DESKTOP BRANDING + ASSOCIATED FORMAT
MOBILE BLOCKS

€50,000 NET
EXCLUDING VAT

1.5 MILLION ESTIMATED IMPRESSIONS

RESERVED FOR 1 PARTNER

STATISTICS TO BE FOUND

3 721

ARGENTINA IS THE TEAM THAT HAS COMPLETED THE MOST PASSES

74,6

KYLIAN MBAPPÉ SCORED 1 GOAL EVERY 74.6 MINUTES

79,4%

% OF SUCCESSFUL PASSES BY LIONEL MESSI IN THE OPPONENT'S HALF OF THE FIELD

Subject to programming changes. The programming of the offers will be carried out by Amaury Media according to availability. Net amount after Professional and Agent discounts - Excluding annual agreements - Programming produced by Amaury Media. Net net prices excluding taxes and technical costs- For all other formats contact Amaury Media. Contact Amaury Media: planningevent@amaurymedia.fr

RÉSERVÉ À 1 ANNONCEUR

SALON TACTIQUE

EVERY EVENING, JOURNALIST PAUL ARRIVÉ, STREAMER RIVENZI, AND A JOURNALIST FROM L'ÉQUIPE DECRYPT & ANALYZE THE DAY'S NEWS LIVE

FROM 26/07/24 TO 11/08/24
EVERY EVENING AROUND 11PM

FORMAT : ±1H

RESERVED FOR 1 PARTNER



AN APPOINTMENT ALREADY SET FOR THE LATEST WORLD
CUP OF FOOTBALL (2022) & RUGBY (2023)

€65,000 NET EXCLUDING VAT

1.4M ESTIMATED TOTAL IMPRESSIONS
(L'ÉQUIPE WEBSITE + TWITCH:YOUTUBE + SOCIAL MEDIA OUTREACH)

SPONSOR THIS DAILY APPOINTMENT



VIDEO & SOUND PREROLL
BEFORE EACH EPISODE
20" MAX FORMAT

NATIVE PREROLL AVAILABLE
ON THE PODCAST



LOGO PLACEMENT
WITHIN THE SHOW'S BRANDING
« SALON TACTIQUE WITH PARTNER »

MAKE YOUR OWN 11

SPONSORING

YOUR BRAND IN A FUN AND INTERACTIVE MODULE
BEFORE EACH GAME OF THE FRENCH TEAM, USERS SELECT THEIR STARTING 11 PLAYERS

- MENTION OF YOUR BRAND ON THE FIRST PAGE OF THE MODULE
- REDIRECT BUTTON ON THE LAST PAGE OF THE MODULE
- MOBILE AND DESKTOP BANNERS
- SOCIAL SUPPORT

€50,000 NET EXCLUDING VAT

120 000 GUARANTEED VISITS

RESERVED FOR 1 PARTNER



LA STORY DES BLEUS

EXCLUSIVE PRESENCE

L'ÉQUIPE WILL PUBLISH A STORY FEATURING THE 26 PLAYERS WHO ARE GOING TO PLAY IN THE COMPETITION

1 APPOINTMENT STRUCTURED IN 2 PHASES

1/ THE USER VIEWS THE STORY

2/ BY CLICKING ON A PLAYER'S CARD, THEY ARE REDIRECTED TO A PRESENTATION PAGE

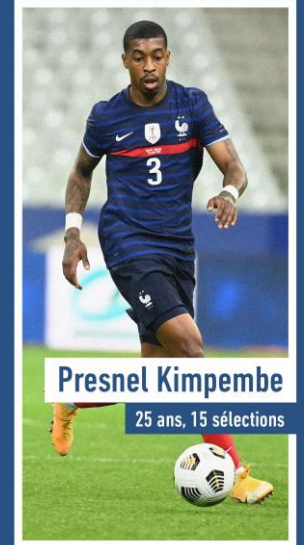
€50,000 NET EXCLUDING VAT



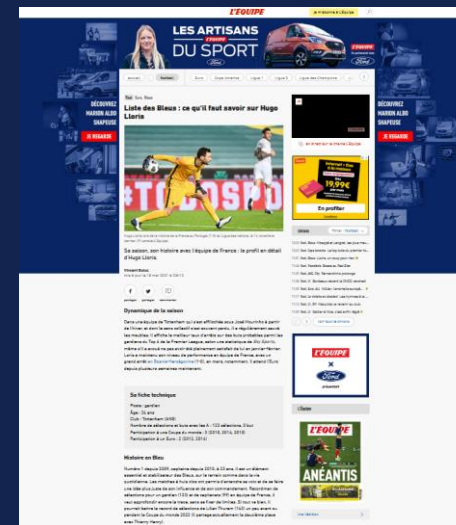
Euro 2021
Tout savoir sur les 26 Bleus



Hugo Lloris
34 ans, 123 sélections



Presnel Kimpembe
25 ans, 15 sélections



TERMS AND CONDITIONS FOR RESERVATION

TERMS AND CONDITIONS AND PRIORITY FOR **SPACE** ALLOCATION

TERMS AND CONDITIONS FOR CONFIRMED PURCHASE REQUESTS

The Advertiser and/or their Agent interested in the confirmed purchase of space must imperatively send their request by email to the following address:

planningevent@amaurymedia.fr

The request should specify:

- the name of the Advertiser
- the medium, date of publication and name of the site concerned,
- an original copy of the mandate certificate if the request is made by an Agent (only in the event of a change of Agent in 2024).

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

The confirmed purchase request engages the Advertiser and his Agent.

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

TERMS AND CONDITIONS FOR THE SPACE ALLOCATION:

Firm purchase requests from Competition Partners will be given priority (excluding 100% TV sponsorship offers).

There will be no priority ranking between partners to the competition.

Advertisers in issues of L'Équipe Daily and L'Équipe Magazine published between 8 June and 15 July 2023 inclusive will not be eligible for priority renewal on issues of L'Équipe Daily and L'Équipe Magazine published between 8 June and 15 July 2024.

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 Terms and Conditions of Sale.

MODALITIES AND PRIORITY FOR ALLOCATION OF TV PACKS AND OFFERS

TERMS AND CONDITIONS FOR CONFIRMED PURCHASE REQUESTS

The Advertiser and/or their Agent interested in the confirmed purchase of a TV pack or multimedia offer must imperatively send their request by email to the following address:

planningevent@amaurymedia.fr

The request should specify:

- the name of the Advertiser
- the name of the offer / pack,
- the period of action of the offer / pack,
- the brand of the product or service concerned by the offer / pack,
- the Sector Code of the product or service for which the brand is concerned by the offer / pack,
- an original copy of the mandate certificate if the request is made by an Agent (only in the event of a change of Agent in 2024).

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 / pack is specific to an Advertiser and cannot be transferred under any circumstances.

The confirmed purchase request engages the Advertiser and his Agent.

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

PRIORITIES FOR ALLOCATING OFFERS / PACKS:

In principle, and unless otherwise stipulated in the offers/packs, firm purchase requests from Competition Partners will be given priority (excluding 100% TV sponsorship offers).

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

TV SPONSORSHIP OFFERS - SPECIFIC RULES FOR THE DAY OF 31/01 FROM 10AM TO 6PM:

With regard to 100% TV sponsorship offers and tri-media packs including a TV sponsorship offer, if an advertiser is positioned on a TRIMEDIA pack including a TV sponsorship offer that can be purchased individually, the said advertiser (or its agent) will have priority over an advertiser wishing to take the TV sponsorship offer individually (without the Digital & Print components).

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 / packs.

AMAURY
MEDIA
dépassez vos limites