

ELLE MEDIA KIT

PHOTO ŽIGA MIHELČIČ



The greatest, world's best selling fashion magazine

ELLE

ELLE The greatest, world's best selling fashion magazine, published in 45 countries around the world, inspires women to explore and celebrate their own personal style in every aspect of their lives. Readers are invited to enjoy interesting articles on fashion, beauty, health, entertainment and life-style while encouraging them to develop their personal strength.

PHOTO FULVIO GRISSONI



Published on the second Friday of every other month.

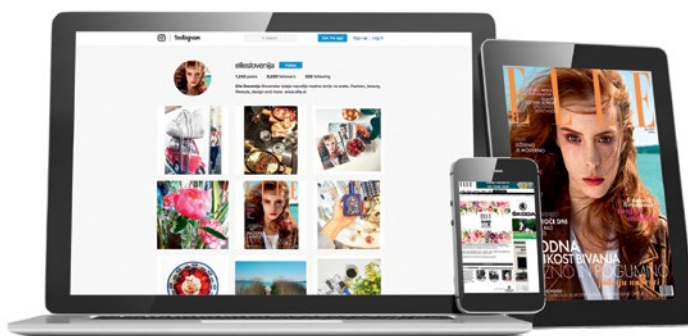
www.elle.si

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PHOTO ANA GREGORIČ

www.elle.si

Fashion, beauty, lifestyle **www.elle.si** is a place for all fashion aficionados, lively cosmopolitan women and lovers of all that is beautiful. It publishes the latest and most interesting fashion trends, designs and beauty tips on a daily basis. Moreover, you can scroll over to read about fashion expert comments and opinions on our blog.



Magazine in digital edition

www.magzter.com/publishers/Adria-Media-Ljubljana

Social media



FACEBOOK ELLE Slovenija (@**elleSlovenija**)



TIKTOK elleslovenija



INSTAGRAM elleslovenija

Events

ELLE STYLE AWARDS

ELLE INTERNATIONAL BEAUTY AWARDS

Supplements

ELLE DEKOR

MODNI TRENDI



ELLE

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DEMOGRAPHY OF READERS

Target group:	women 25-54 years
Distribution by gender:	women 84 %, men 16 %
Education:	secondary school, high school or more
Work activity:	employees
Monthly personal income:	medium and medium high

Source: Mediana, TGI 2023

READERSHIP

Reach:	1.7 % (27,600)
Average print copies:	6,000
Readers per copy:	7
Average reader age:	44 years

Source: Mediana, TGI 2023, internal data AML



WEB USER INFORMATION

Number of unique users per month:	221,872
Number of impressions per month:	2,834,745
Average number of page views per user per month:	13
Average time spent per user per month on particular website:	6 min 41 sec
Distribution by gender:	women 66 %, men 34 %
Total number of AML webzine subscribers:	544

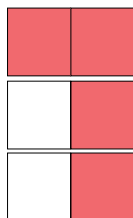
Source: MOSS, January 2024, internal data AML



Price list 2024

ELLE

Cover (format in mm, extra 3 mm bleed is required for full-page ad design on all sides)



2/1 - (cover page 2, and inside page 3)

6,100 EUR

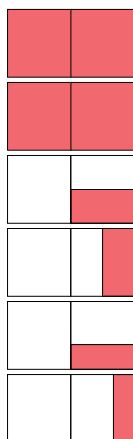
1/1 - cover page 2

3,200 EUR

1/1 - cover page 4

4,300 EUR

Inside (format in mm, extra 3 mm bleed is required for full-page ad design on all sides)



2/1

(450 × 300 mm)

4,500 EUR

1/1

(225 × 300 mm)

2,800 EUR

1/2 landscape

(225 × 148 mm)

1,800 EUR

1/2 portrait

(111 × 300 mm)

1,800 EUR

1/3 landscape

(225 × 98 mm)

1,200 EUR

1/3 portrait

(73 × 300 mm)

1,200 EUR

Important! The deadline for the submission of advertising materials is 14 days prior to publication

For all the special advertising options please turn to the ad sales responsible for the magazine in print or/and digital edition.



Online price list 2024

Ad display

RON (CPM)

Banner 300 x 250 px	19.00 EUR
Banner 300 x 600 px	21.00 EUR
Billboard 970 x 250 px/320 x 100 px	21.00 EUR
Video ad 15 s	21.00 EUR
Double billboard video	31.00 EUR
Background change on website	31.00 EUR
Sticky / Footer	31.00 EUR
Video preroll	35.00 EUR

Additional 20% for the selected page/with prerolls it is not possible to select only one page

Dynamic display ad unit

Cost per thousand (CPM)

Desktop ad break or full-page ads 1200 x 1000 px	120,00 EUR
Mobile ad break or full-page ads 320 x 480 px	60.00 EUR

CPM - cost per thousand

Online price list 2024

Special advertising options

	Price per publication
Promotional message	500.00 EUR
Editorial promotional message + FB post + e-zine (metropolitan.si)	1,100.00 EUR
Editorial promotional message + homepage exposure (n1info.si)	1,100.00 EUR
Editorial promotional message with guaranteed reach 5.000 readings	2,500.00 EUR
Complex contest (production of the application form, quiz...)	900.00 EUR
Promotional video TikTok (metropolitan.si)	1,200.00 EUR
Promotional video (classic reportage)	1,200.00 EUR
Promotional video (interview, podcast, talk show...)	2,000.00 EUR
Promotional video (advanced creative production)	custome
Sponsor section	1,100.00 EUR *
Small banner on website	1,100.00 EUR *
Mailing to the entire EPP base	2,500.00 EUR

* Price per month

Advertising in e-zine

	Price per publication
Banner 600 x 150	350.00 EUR
Promotional message + e-zine	640.00 EUR

Advertising on FB profile AML

	Price per publication
Facebook / Instagram post	400.00 EUR
Facebook prize winning question	500.00 EUR
Instagram story	750.00 EUR
Instagram reel	750.00 EUR



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PHOTO MATJUA TOMC



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