

ELLE MEDIA KIT

PHOTO ŽIGA MIHELČIČ



The greatest, world's best selling fashion magazine

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

ELLE

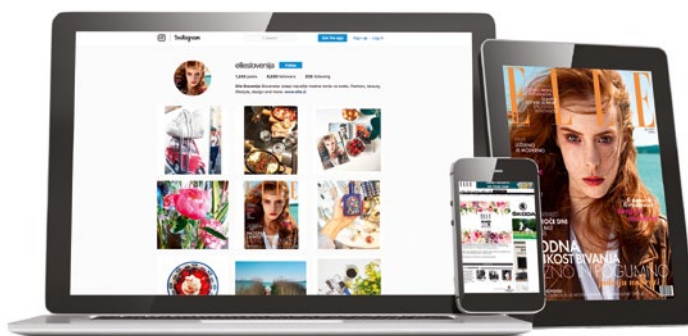
PHOTO ANA GREGORIČ



ADRIAMEDIA
L J U B L J A N A

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)



TWITTER ELLE Slovenija (@elleslovenija)



INSTAGRAM elleslovenija



PINTEREST ELLE Slovenija

Events

ELLE STYLE AWARDS

ELLE INTERNATIONAL BEAUTY AWARDS

Supplements

ELLE DEKOR

MODNI TRENDI



DEMOGRAPHY OF READERS

Target group:	women 25-50 years
Distribution by gender:	women 89%, men 11%
Education:	secondary school, high school or more
Work activity:	employees
Monthly personal income:	medium and medium high

Source: Mediana, TGI 2019

READERSHIP

Reach:	1.4% (21,900)
Average print copies:	6,000
Readers per copy:	6
Average reader age:	43 years

Source: Mediana, TGI 2019, internal data AML



WEB USER INFORMATION

Number of unique users per month:	73,263
Number of impressions per month:	564,111
Average number of page views per user per month:	8
Average time spent per user per month on particular website:	3 min 31 sec
Distribution by gender:	ženske 70%, moški 30%
Total number of AML webzine subscribers:	667

Source: MOSS, January 2020, internal data AML

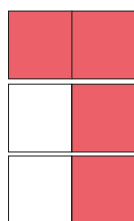


Price list 2020

ELLE

ELLE
DECORATION

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

5,400 EUR

1/1 - cover page 2

3,200 EUR

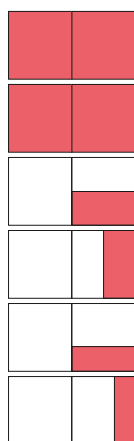
2,900 EUR

1/1 - cover page 4

4,300 EUR

3,700 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

3,800 EUR

1/1

(225 × 300 mm)

2,800 EUR

2,300 EUR

1/2 landscape

(225 × 148 mm)

1,800 EUR

1,500 EUR

1/2 portrait

(111 × 300 mm)

1,800 EUR

1,500 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 2020

Ad display	Display and unit, ad placement per 1 website (CPT)	Display and unit, ad placement per 3 website (CPT)	Display and unit, ad placement per 4 website (CPT)
Banner 300 x 250 px	12.60 EUR	12.00 EUR	11.70 EUR
Banner 160 x 600 px	10.60 EUR	10.00 EUR	9.80 EUR
Banner 728 x 90 px	8.40 EUR	8.00 EUR	7.80 EUR
Banner 300 x 600 px	15.00 EUR	14.00 EUR	13.00 EUR
Billboard 940 x 250 px	23.00 EUR	21.00 EUR	19.00 EUR
Video ad 15 s	23.00 EUR	21.00 EUR	19.00 EUR
Double billboard	34.50 EUR	31.50 EUR	28.50 EUR
Background change on website	34.50 EUR	31.50 EUR	28.50 EUR
Mobile banner 300 x 250 px	20.00 EUR	19.00 EUR	17.00 EUR
Mobile banner 320 x 50 px	12.60 EUR	12.00 EUR	11.70 EUR
Mobile billboard 320 x 50 px	23.00 EUR	21.00 EUR	19.00 EUR
Mobile billboard video 320 x 150 px	34.50 EUR	31.50 EUR	28.50 EUR

Dynamic display ad unit

Cost per thousand (CPT)

Small floating 250 x 250 px	43.00 EUR
Large floating 500 x 500 px	55.00 EUR
Ad break or full-page ads	110.00 EUR
Mobile ad break or full-page ads	55.00 EUR
Expandable ad	basic price + 30%

Online price list 2020

Special advertising options

	Price per publication
Promotional message	460.00 EUR
Editorial promotional message + FB post + e-zine	960.00 EUR
Editorial promotional message with reach 2.000 readings	2.500,00 EUR
Contests (no contact information collected)	510.00 EUR
Contests (contact information collected)	800.00 EUR
Promotional video piece	1,200.00 EUR
Sponsor section	1,010.00 EUR *
Small banner on website	1,010.00 EUR *

Advertising on FB profile AML

	Price per publication
Facebook / Instagram post	220.00 EUR
Photogallery	250.00 EUR
Facebook prize winning question	350.00 EUR
Facebook application	810.00 EUR
Insta story	750.00 EUR

Advertising in e-zine

	Price per publication
Banner 600 x 150	320.00 EUR
Promotional message	580.00 EUR

Price per contact information collected in a contest

Quantity	Price per contact
100 Contacts or less	1 EUR
From 100 to 200 Contacts	0.8 EUR
From 200 to 500 Contacts	0.7 EUR
From 500 to 1000 Contacts	0.5 EUR
From 1000 to 3000 Contacts	0.4 EUR
More than 3000 Contacts	0.3 EUR

* Price per month
CPT - cost per thousand



PHOTO IMAXTREE



ELLE

PHOTO MATILJA TOMC



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