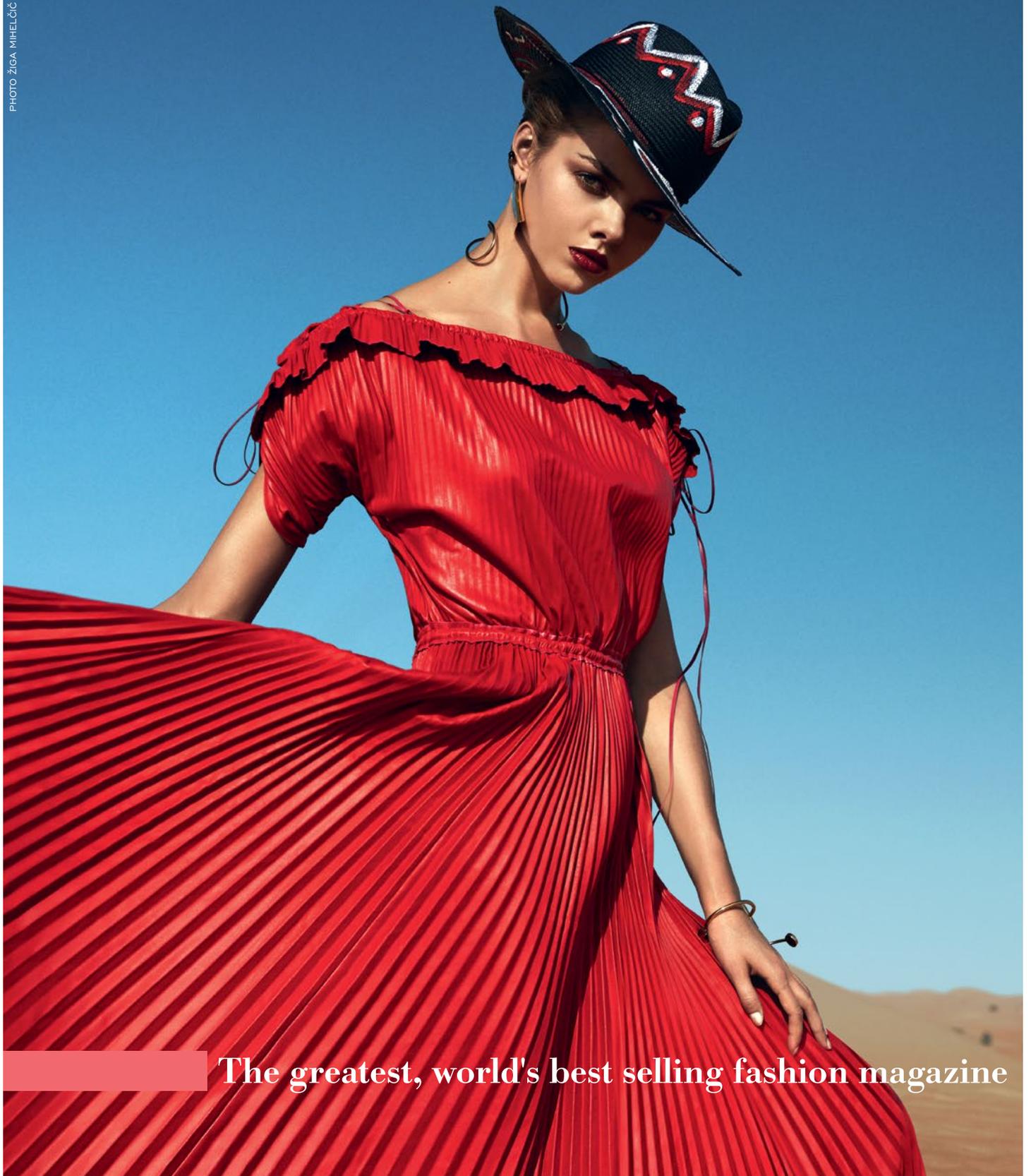


# ELLE MEDIA KIT

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***

# ELLE

PHOTO ANA GREGORIČ



[www.elle.si](http://www.elle.si)

**Fashion, beauty, lifestyle [www.elle.si](http://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](http://www.magzter.com/publishers/Adria-Media-Ljubljana)

**Social media**



**FACEBOOK** ELLE Slovenija (@[elleslovenija](https://www.facebook.com/elleslovenija))



**TIKTOK** [elleslovenija](https://www.tiktok.com/@elleslovenija)



**INSTAGRAM** [elleslovenija](https://www.instagram.com/elleslovenija)

**Events**

**ELLE STYLE AWARDS**

**ELLE INTERNATIONAL BEAUTY AWARDS**

**Supplements**

**ELLE DEKOR**

**MODNI TRENDI**





## DEMOGRAPHY OF READERS

|                                 |                                       |
|---------------------------------|---------------------------------------|
| <b>Target group:</b>            | women 30-54 years                     |
| <b>Distribution by gender:</b>  | women 78 %, men 22 %                  |
| <b>Education:</b>               | secondary school, high school or more |
| <b>Work activity:</b>           | employees                             |
| <b>Monthly personal income:</b> | high and medium high                  |

Source: Mediana, TGI 2025

## READERSHIP

|                              |                 |
|------------------------------|-----------------|
| <b>Reach:</b>                | 1.08 % (17,700) |
| <b>Average print copies:</b> | 6,000           |
| <b>Readers per copy:</b>     | 5               |
| <b>Average reader age:</b>   | 44 years        |

Source: Mediana, TGI 2025, internal data AML



## WEB USER INFORMATIONS

|   |                      |
|---|----------------------|
| <b>Number of unique users per month:</b>                            | 223,289              |
| <b>Number of impressions per month:</b>                             | 1,495,361            |
| <b>Average number of page views per user per month:</b>             | 7                    |
| <b>Average time spent per user per month on particular website:</b> | 3 min 55 sec         |
| <b>Distribution by gender:</b>                                      | women 61 %, men 39 % |
| <b>Total number of AML webzine subscribers:</b>                     | 2,203                |

Source: MOSS, January 2026, internal data AML



PHOTO: MAXTREE

## Price list 2026

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 2026

| <b>Ad display</b>                          | <b>RON (CPM)</b> |
|--|------------------|
| <b>Banner 300 x 250 px</b>                 | <b>19.00 EUR</b> |
| <b>Banner 300 x 600 px</b>                 | <b>21.00 EUR</b> |
| <b>Billboard 970 x 250 px/320 x 100 px</b> | <b>21.00 EUR</b> |
| <b>Video ad 15 s</b>                       | <b>21.00 EUR</b> |
| <b>Double billboard video</b>              | <b>31.00 EUR</b> |
| <b>Background change on website</b>        | <b>31.00 EUR</b> |
| <b>Sticky / Footer</b>                     | <b>31.00 EUR</b> |
| <b>Video preroll</b>                       | <b>35.00 EUR</b> |

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

| <b>Dynamic display ad unit</b>                          | <b>Cost per thousand (CPM)</b> |
|---|--------------------------------|
| <b>Desktop ad break or full-page ads 1200 x 1000 px</b> | <b>120,00 EUR</b>              |
| <b>Mobile ad break or full-page ads 320 x 480 px</b>    | <b>60.00 EUR</b>               |

CPM - cost per thousand

## Online price list 2026

### Special advertising options

|  | Price per publication |
|--|-----------------------|
| Promotional message  | 600.00 EUR**          |
| SEO article  | 400.00 EUR**          |
| Editorial promotional message + FB post + e-zine (metropolitan.si) | 1,300.00 EUR**        |
| Editorial promotional message with guaranteed reach 5.000 readings | 2,500.00 EUR**        |
| Premium story article + FB, IG feed post + eZin + FB, IG story     | 3,300.00 EUR**        |
| Complex contest (production of the application form, quiz...)      | 900.00 EUR            |
| Promotional video TikTok (metropolitan.si)                         | 1,500.00 EUR          |
| Promotional video (classic reportage)                              | 1,200.00 EUR          |
| Promotional video (interview, podcast, talk show...)               | 2,000.00 EUR          |
| Promotional video (advanced creative production)                   | custom                |
| Sponsor section  | 1,200.00 EUR*         |
| Small banner on website  | 1,200.00 EUR*         |
| Mailing to the entire EPP base                                     | 3,500.00 EUR          |

\* Price per month

\*\* One revision of the PR article is included in the price. In case of additional revisions, we reserve the right to charge €50 for each individual revision.

### Advertising in e-zine

|                              | Price per publication |
|------------------------------|-----------------------|
| Banner 600 x 150             | 350.00 EUR            |
| Promotional message + e-zine | 740.00 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            |



# ELLE

PHOTO: MATILJA TOMC



**FASHION AND BEAUTY EDITOR:**

**Petra Windschnurer**

[petra.windschnurer@adriamedia.si](mailto:petra.windschnurer@adriamedia.si)

**MAGAZINE AD SALES:**

**Saša Bokavšek**

[sasa.bokavsek@casmedia.si](mailto:sasa.bokavsek@casmedia.si)

**gsm: 051 681 131**

**ONLINE EDITOR:**

**Pika Vrčkovnik**

[pika.vrckovnik@adriamedia.si](mailto:pika.vrckovnik@adriamedia.si)

**ONLINE AD SALES:**

**Alenka Vodenik**

[alenka.vodenik@casmedia.si](mailto:alenka.vodenik@casmedia.si)

**gsm: 031 248 939**