

# 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**

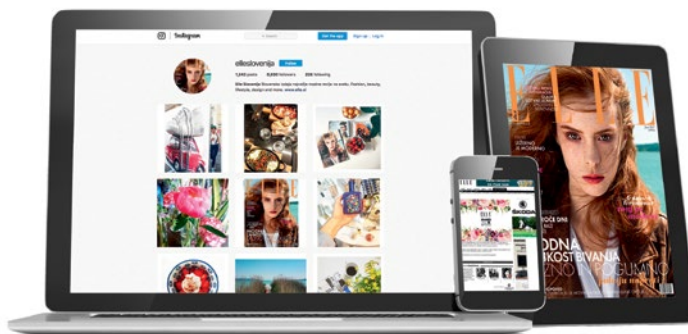
# ELLE

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**



# ELLE

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## DEMOGRAPHY OF READERS

Target group:	women 30-54 years
Distribution by gender:	women 77 %, men 23 %
Education:	secondary school, high school or more
Work activity:	employees
Monthly personal income:	high and medium high

Source: Mediana, TGI 2024

## READERSHIP

Reach:	1.43 % (23,200)
Average print copies:	6,000
Readers per copy:	6
Average reader age:	49 years

Source: Mediana, TGI 2024, internal data AML



## WEB USER INFORMATIONS

Number of unique users per month:	237,764
Number of impressions per month:	3,935,920
Average number of page views per user per month:	17
Average time spent per user per month on particular website:	7 min 35 sec
Distribution by gender:	women 63 %, men 37 %
Total number of AML webzine subscribers:	2,305

Source: MOSS, January 2025, internal data AML



PHOTO: MAXTREE

## Price list 2025 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 2025

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 2025

### 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

### 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



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