

ELLE

BELGIUM

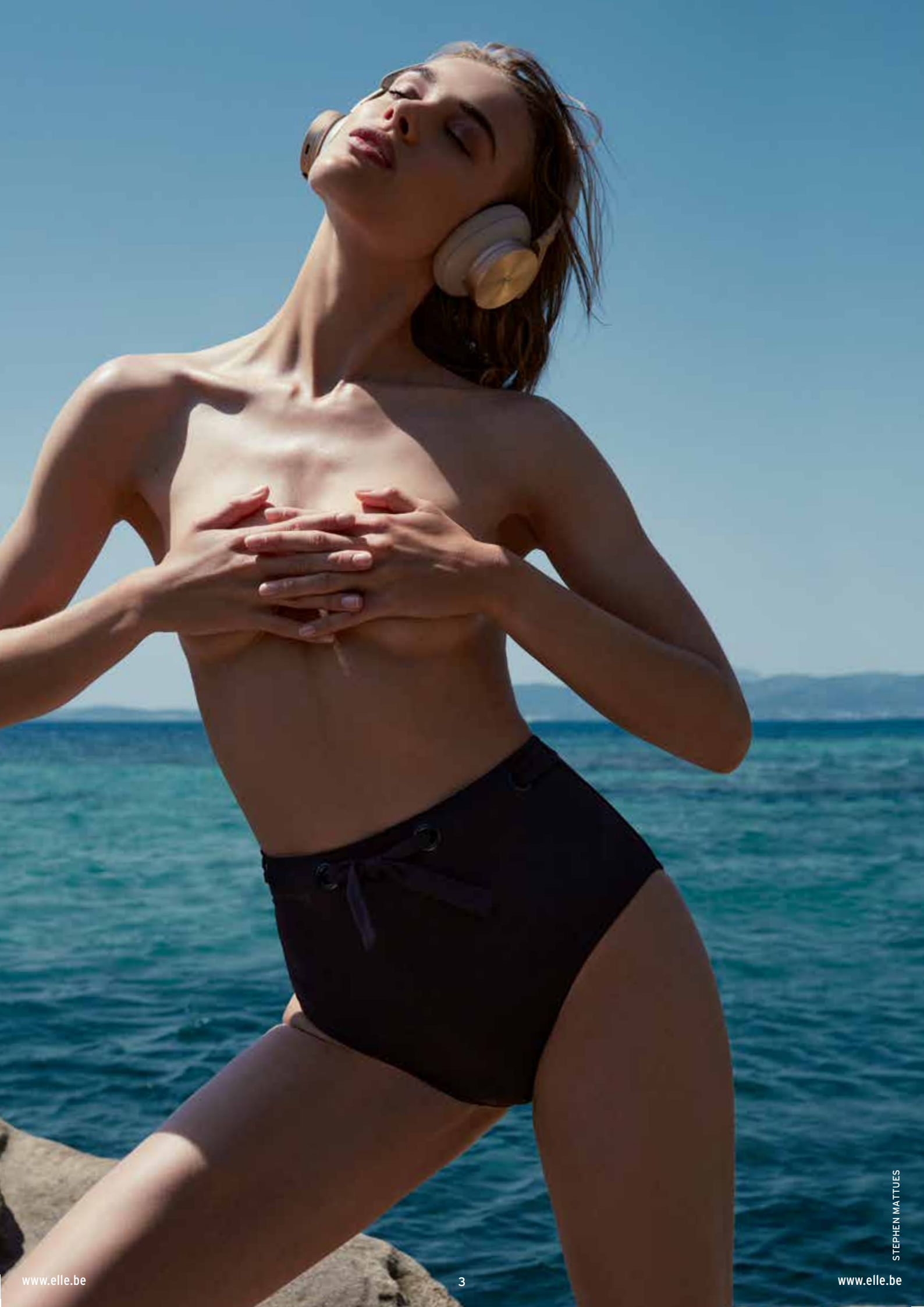
MEDIKIT 2023

ELLE CELEBRATES 20 YEARS OF SUCCESS!

E **ELLE**
BELGIUM

THE WOMEN BRAND

ELLE inspires dreams, surprises, and stirs emotions. ELLE informs and guides women in the world's four corners. Since September 2003, ELLE has been there for you. In Brussels, Anvers. From Arlona to Ostend. The 36th edition of the legendary women's magazine seals the status of ELLE Belgique and ELLE België as a unique mix of Belgian and world current affairs, fashion and people, beauty and lifestyle info: all in two versions, French and Dutch. This year, ELLE celebrates 20 years of success!





WHO IS ELLE?

ELLE readers are opinion leaders

YOUNG

56,8% of ELLE Belgique & België readers are aged between 15 and 44*

INFLUENTIAL

46,9% of Belgique & België readers belong to the upper social strata 1-4*

MEET GROWING AND UNBROKEN SUCCESS!

AUDIENCE 2021

Total reach of TOTAL BRAND : **664.143** (CIM 2021)

Readers last period : **195.400**





GENERAL INFORMATION / CIRCULATION

ELLE Belgique + Elle België: **45.000** copies

ELLE Belgique: **22.500** copies

ELLE België: **22.500** copies

SPECIAL FASHION ISSUE

Elle Belgique + Elle België: **55.000** copies

Elle Belgique : **27.500** copies

Elle België: **27.500** copies

PERIODICITY: 9 ISSUES A YEAR

ELLE

PLANNING 2023

ELLE BELGIUM
EDITORIAL TOPICS



MARIE WIJNANTS

FEBRUARY NR 225
27-01-2023

Business

MARCH NR 226
24-02-2023

Special Fashion

Masculinity is the new femininity

APRIL NR 227
24-03-2023

Accessories Travel

MAY - JUNE NR 228
28-04-2023

Green - Beauty - Family

**The transmission of the ecological fight
Maternity in this context**

JULY - AUGUST NR 229
23-06-2023

Special Summer

SEPTEMBER NR 230
25-08-2023

Fashion

OCTOBER NR 231
29-09-2023

Accessories

NOVEMBER NR 232
27-10-2023

Beauty

DECEMBER - JANUARY NR 233
01-12-2023

Party



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PREFERENTIAL PLACEMENT

FIRST ADS IN THE MAGAZINE

Preferential placements are provided at the start of the magazine. The first 12 positions (this is not the first 12 pages) are reserved for 2/1 and 1/1 pages. Concerning the 1/1 format, placement on the left or right page cannot be guaranteed.

DOUBLE PAGE

Double opening page: +25% on the basic rate
Double 2: + 22.5%
Double 3: + 20%
Double 4: + 17.5%
Double 5: + 15%
Double 6: + 12.5%
Double 7: + 10%

SIMPLE PAGE

Cover 3: 9.460 €
Cover 4: 12.185 €

Single 1: + 25% on the basic rate
Single 2: + 22.5%
Single 3: + 20%
Single 4: + 17.5%
Single 5: + 15%
Single 6: + 12.5%
Single 7: + 10%

OTHER PREFERENTIAL PLACEMENTS

For any other preferential placement and first half of magazine: + 10% on the basic rate.

SLIDING SCALE PER PAGE IN PAIRING:





When buying 2 pages: 5%
from 3 to 5 pages: 7%
from 6 to 8 pages: 9%
from 9 to 11 pages: 11%
from 12 to 14 pages: 13%
from 15 to 17 pages: 15%
from 18 to 20 pages: 17%

PRICE FOR 1 VERSION (NL OR FR) :

- 40% on basic price

NATIVE PAGES

Natives 1/1 + € 800 technical costs
Natives 2/1 + € 1.500 technical costs

FORMAT FORMATEN	BORDS PERDUS (HXL)* MET SNIJRAND (HXB)*	QUADRI
	275 mm (H) x 430 mm (L/B)	18.150 €
	275 mm (H) x 215 mm (L/B)	9.130 €
	275 mm (H) x 107,5 mm (L/B)	5.455€
	137,5 mm (H) x 215 mm (L/B)	5.455 €

* 5mm more on both sides for the cutting edge



ELLE

TECHNICAL DETAILS

- **To be supplied to us:** PDF format CD + full-bleed colour proof
- **Note:** all material not provided in the requested PDF format will be subject to an invoice.
- **Send publicity material to:** Valérie De Jonghe
support.ad@editionventures.be
- **Submit material:** 4 weeks prior to publication.
- **Bookings:** 6 weeks prior to publication
- **Cancellations:** see conditions of sale.

CREATIVE PACKAGES

INSERTS:

- 2 pages: € 115/1,000 + technical costs
- 4 pages: € 130/1,000 + technical costs
- 6 pages: € 170/1,000 + technical costs
- 8 pages: € 185/1,000 + technical costs

GLUED SAMPLE:

- € 98/1,000 + technical costs

Contact us for further creative packages.



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