

ONLINE MEDIAS KIT

ELLE

2023





#BEAUTY

#FASHION

#FEMINITY

#HUMOR

#SOCIETY

STATISTICS

Flemish / French

Women

18-54 years old

Urban & educated

High income - purchasing power



MONTHLY WEBSITE & SOCIALS STATISTICS



281,1k fans

FR 214k - NL 67,1k



140k followers

FR 67k - NL 73k

2.598.445

pages views

1.196.270 FR | 1.402.175 NL

1.488.405

sessions

587.284 FR | 901.121 NL

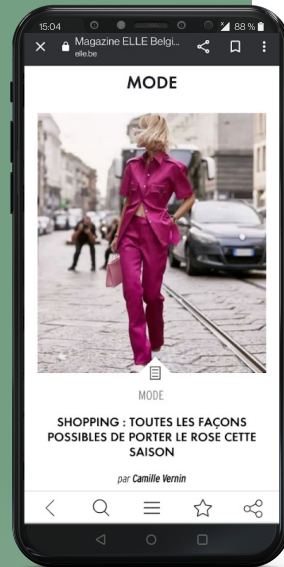
1.223.896

unique visitors

475.215 FR | 748.681 NL

01 min. 23

average session



ELLE.BE NEWSLETTER

51.560 subscribers

9,98% opening rate

NL : 21.277 subscribers / 11,05% opening rate

FR : 30.283 subscribers / 8,91% opening rate

DEDICATED NEWSLETTER

50.614 subscribers

9,14% opening rate

NL : 21.252 subscribers / 10,03% opening rate

FR : 29.362 subscribers / 8,26% opening rate

MOBILE 82,39%
DESKTOP 13,13%
TABLET 4,49%

NATIVE ARTICLE

WITH CLIENT'S MATERIAL

MEDIA VALUE : 4.000€

TECHNICAL COSTS : 500€

MODE | SHOPPING

QUELS SONT LES ACCESSOIRES LES PLUS TENDANCES DE L'AUTOMNE/HIVER ?

Publié le 17 novembre 2022
par ELLE Portemanteau




ELLE x Bijenkorf

La saison frissonnante laisse place à des tendances chics, intemporelles et réconfortantes. Sacs, bijoux, chapeaux, lunettes de soleil... Découvrez notre sélection des plus beaux accessoires dénichés sur l'e-shop de Bijenkorf pour l'automne/hiver.

MODE | SHOPPING


WELKOM IN DE ROARING TWENTIES

Publié le 17 novembre 2022
door ELLE Partner



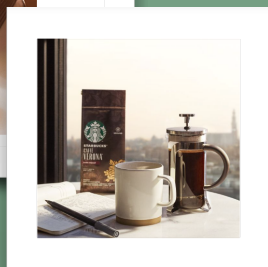
De nieuwe Marciano by GUESS Holiday-capsulecollectie is even roerig als de jaren twintig zelf.

Parijs, 1922: een tijd van extravagante feestjes, opzichtige luxe, onverbiddelijk prohibitiveisme en wild dansen op jazzmuziek en de Charleston. We bevinden ons in het huis van Zelda en Francis Scott Fitzgerald, in de Rue Maugirard 58. Het iconische paar vertoefde graag in de wijk Montparnasse en omringde zich met andere beroemde creatievelingen van de Lost Generation. Picasso, Dalí, Hemingway en Ezra Pound waren er graag gezene gasten.



NATIVE ARTICLE

WITH VISUAL MATERIAL BY US



PHOTOSHOOT

MEDIA VALUE 6.500€

TECHNICAL COSTS : 1.000€ (photographer)



VIDEOSHOOT

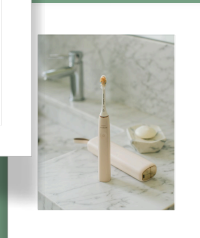
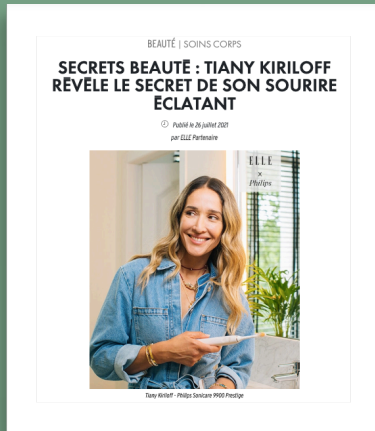
MEDIA VALUE : 6.500€

TECHNICAL COSTS : 3.000€ (videographer)

PRICES OUR EXCLUSIF STYLING, MAKE-UP, HAIR, MODEL, LOCATION

NATIVE ARTICLE

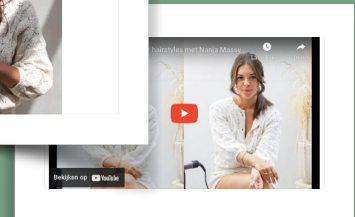
IN COLLABORATION WITH INFLUENCER



PHOTOSHOOT

MEDIA VALUE : 6.500€

TECHNICAL COSTS : 1.000€ (photographer)



VIDEOSHOOT

MEDIA VALUE : 6.500€

TECHNICAL COSTS : 3.000€ (videographer)

PRICES OUR EXCLUSIF INFLUENCER FEE, STYLING, MAKE-UP, HAIR, LOCATION

CONTEST

WITH CLIENT'S MATERIAL

CONCOURS

GAGNEZ UN LAVE-LINGE INTELLIGENT BESPOKE DE SAMSUNG

Publié le 9 novembre 2022
par ELLE Partenaires



Gagnez un lave-linge intelligent Bespoke de Samsung

Samsung allie intelligence et élégance. Son nouveau lave-linge Bespoke a tout pour plaire : label énergétique A, lavage intelligent grâce à la fonction AI Control et design élégant.

CONTEST

MEDIA VALUE : 2.000€

TECHNICAL COSTS : 500€ + gifts

- Souhaitez-vous bénéficier des cadeaux, bons de réduction et offres promotionnelles des partenaires de ELLE.be ?
- Souhaitez-vous recevoir la newsletter de ELLE.be ?
- Oui, j'aimerais recevoir des nouvelles et des promotions de Sooner.

OPT-IN

MEDIA VALUE : 1.000€

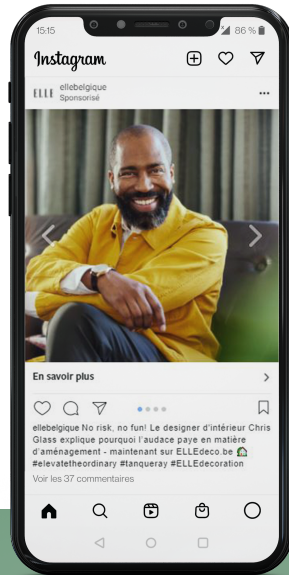
SOCIAL MEDIA



DARK /ORGANIC
FACEBOOK POST

MEDIA VALUE : 2.750€

(+ BOOST)



DARK /ORGANIC
INSTAGRAM POST

MEDIA VALUE : 2.750€

(+ BOOST)



DARK /ORGANIC
INSTAGRAM STORY

MEDIA VALUE : 2.750€

(+ BOOST)



DARK /ORGANIC
INSTAGRAM REEL

MEDIA VALUE : 3.500€

(+ BOOST)

TECHNICAL COSTS : 500€

RETARGETING



4 TYPES OF ACTION

- DRIVE TO STORE
- TRAFFIC WEBSITE
- DATA COLLECT
- REVERSE TARGETING

STEP 1

«PUSH» CAMPAIGN

Creation of a quantitative audience Create FB dark posts to stimulate traffic to article

STEP 2

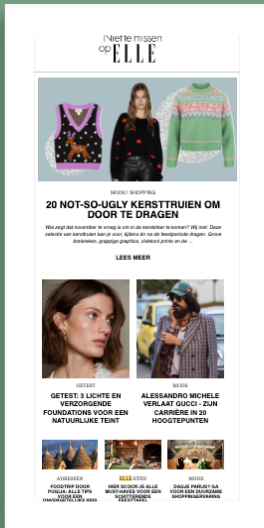
«RETARGET» CAMPAIGN or «ACTION» CAMPAIGN

Creation of qualitative audience thanks to the audience generated by step 1. Based on this audience, we will create Facebook campaigns to edit and convert readers.

MEDIA VALUE : 2.750€

+ boost min. 1.000€ + technical costs 250€

NEWSLETTER



INSERT IN NEWSLETTER

SENT TO 51.000 SUBSCRIBERS

MEDIA VALUE : 2.750€



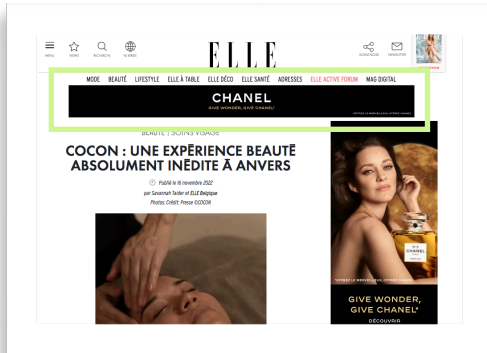
DEDICATED NEWSLETTER

SENT TO 50.000 SUBSCRIBERS

MEDIA VALUE : 6.000€

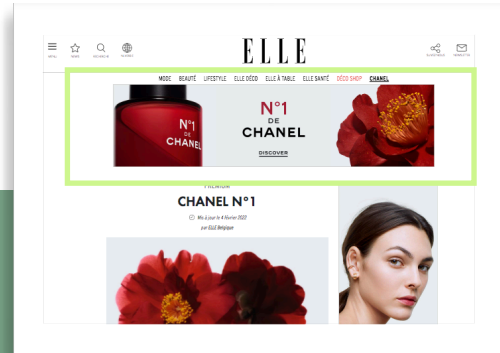
TECHNICAL COSTS : 250€

DISPLAY



LEADERBOARD

CPM : 20€



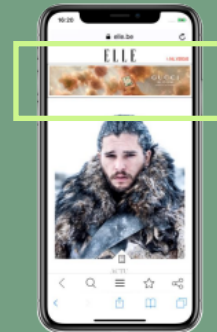
BILLBOARD

CPM : 30€



LARGE LEADERBOARD

CPM : 20€



MOBILE LEADERBOARD

CPM : 20€

DISPLAY



MEDIUM RECTANGLE DESKTOP

CPM : 20€



HALF PAGE DESKTOP

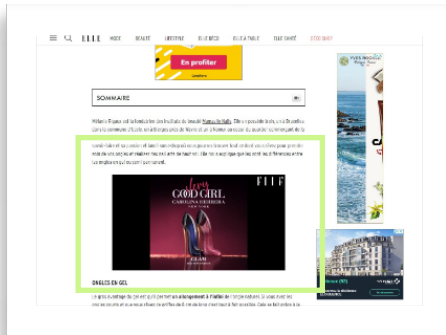
CPM : 30€



MEDIUM RECTANGLE MOBILE

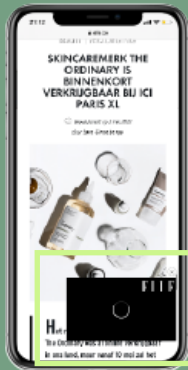
CPM : 20€

DISPLAY



PREROLL DESKTOP

CPM : 30€



PREROLL MOBILE

CPM : 30€



TAKEOVER

CPM : 50€



CONTACTS

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