



ELLE

17

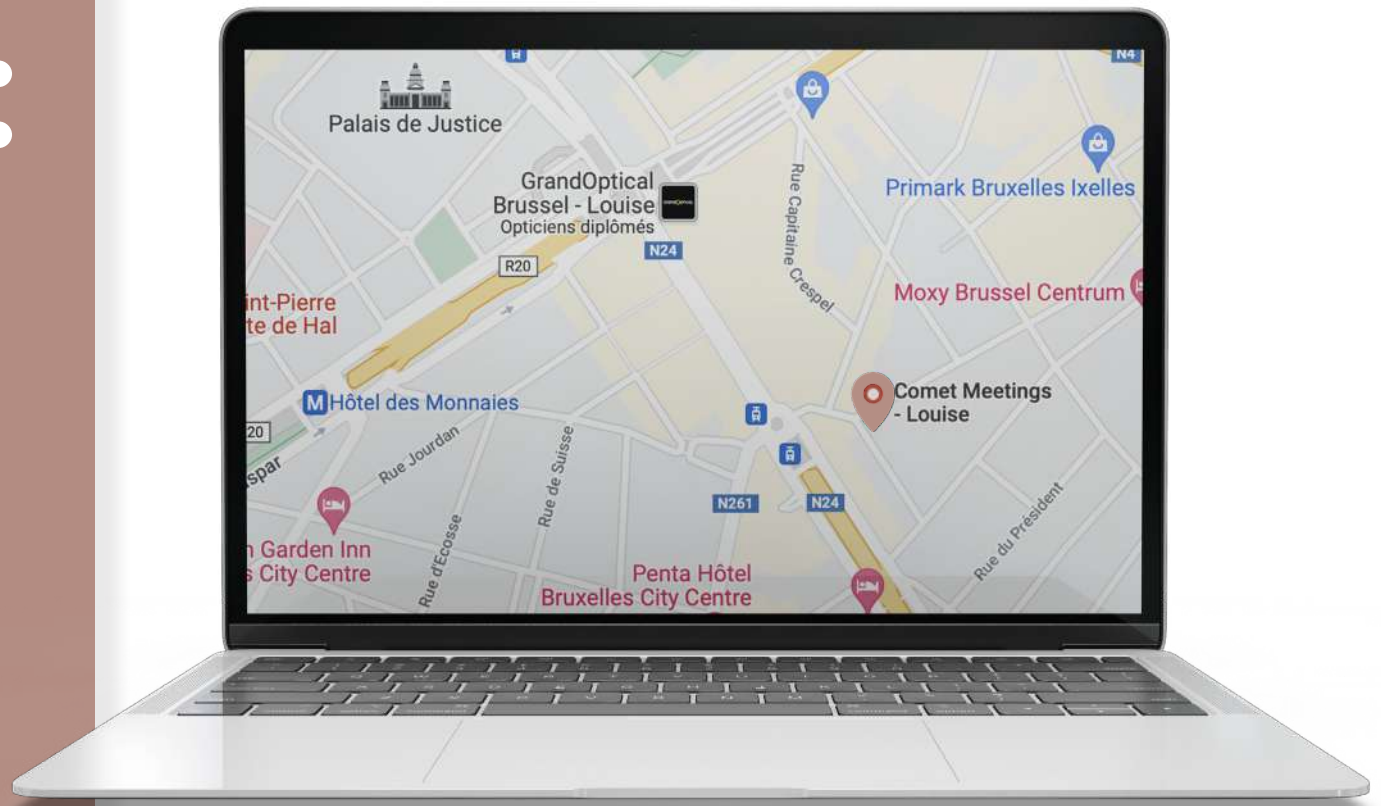
18

ACTIVE

NOVEMBRE 2023

THE *PLACE* :

Comet Meetings Louise
Place Stéphanie 20,
1000 Bruxelles



02



ELLE
BELGIUM

EST LA MARQUE DU FÉMININ

ELLE fait rêver, divertit, surprend et suscite l'émotion. Aux quatre coins de la planète, ELLE informe et accompagne les femmes. Depuis septembre 2003, ELLE vous fixe rendez-vous. A Bruxelles, à Anvers. D'Arlon à Ostende. 36ème édition du mythique féminin, ELLE Belgique et ELLE België s'affirment chacun comme un mix unique d'actualité belge et internationale, d'infos mode et people, de beauté et de lifestyle: le tout en deux versions, francophone et néerlandophone.

Cette année, le ELLE fête ses 20 ans de succès !

IS HET KENMERK VAN VROUWELIJKHEID

ELLE zet aan tot dromen, ontspant en verrast. ELLE informeert vrouwen en staat wereldwijd achter hen. Sedert september 2003, vind je ELLE België en ELLE Belgique bij de boekhandel. ELLE België / ELLE Belgique verschijnt in het Nederlands en het Frans. De 36ste internationale editie van 's werelds meest geliefde modemagazine pakt uit met een unieke mix van trends op het vlak van mode, beauty, lifestyle en met inside informatie over wat er reilt en zeilt binnen de wereld van celebrities.

ELLE viert haar 20 jaar succes!

ELLE
BELGIUM

QUI EST ELLE?

Les lectrices du ELLE sont des leaders d'opinion.

JEUNES

56,8% des lectrices du ELLE Belgique & België ont entre 15 et 44 ans*

INFLUENTES

46,9% des lectrices du Elle Belgique & België appartiennent aux classes sociales supérieures 1-4*

LE MAGASINE RENCONTRE UN SUCCÈS CROISSANT ET ININTERROMPU!

AUDIENCE 2021

**Total reach of total brand: 664.163 (CIM 2021)
Readers last period: 195.400**

WIE IS ELLE?

De ELLE-lezeressen zijn opinieleiders

JONG

56,8% van de lezeressen van ELLE België & ELLE Belgique is tussen 15 en 44 jaar oud*

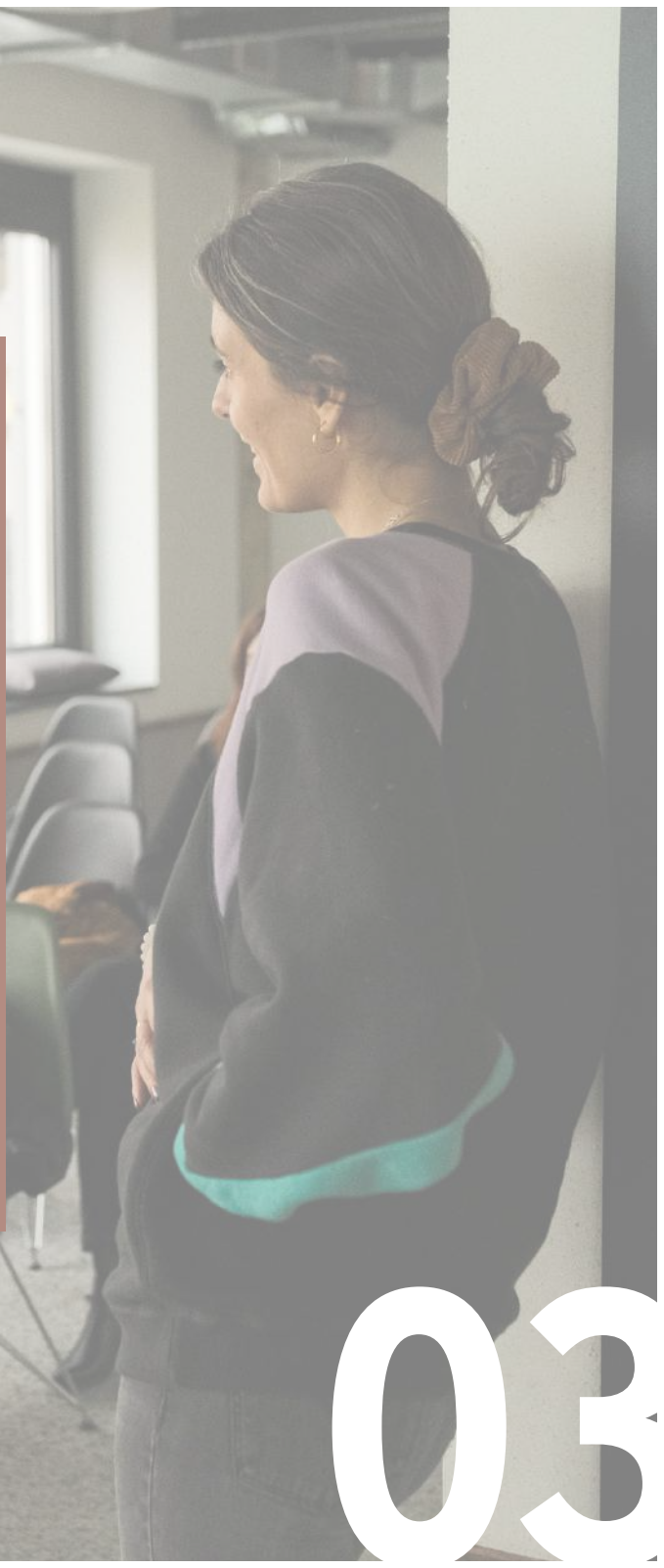
BEÏNVLOEDBAAR

46,9% van de lezeressen van ELLE België & ELLE Belgique behoren tot hogere maatschappelijke klassen 1-4*

HET MAGAZINE KENT EEN SNEL EN ONONDERBROKEN SUCCES!

LEZERSPUBLIEK 2021

**Total reach of total brand: 664.163 (CIM 2021)
Readers last period: 195.400**



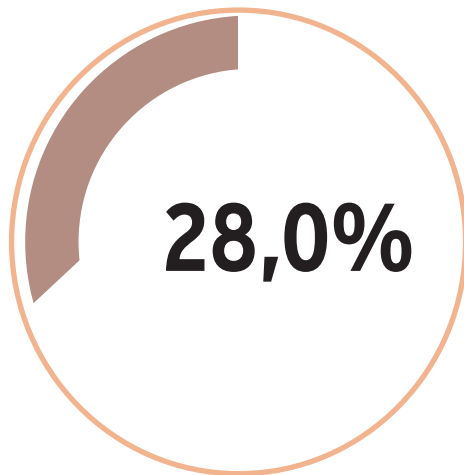
PEOPLE:
1500 attendees

PROFILE:
18 > 60

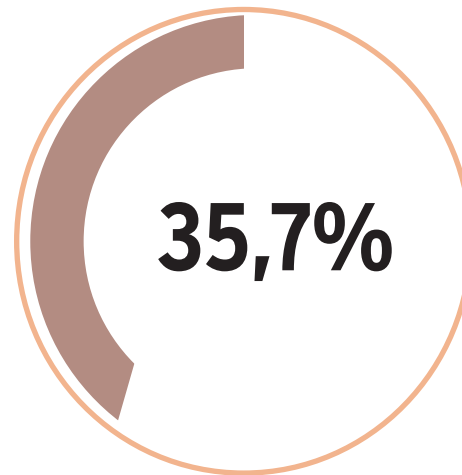
ADMISSION FEE / 2 DAYS:
21€

03

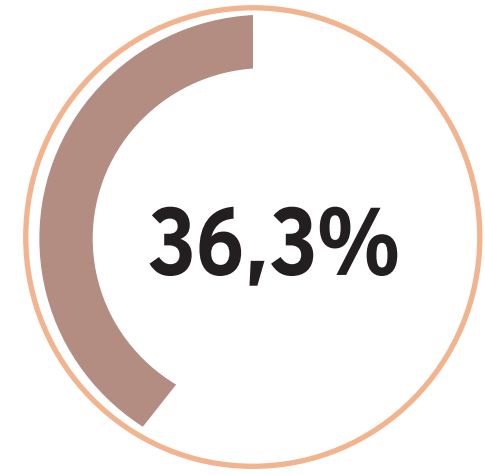
STATISTICS - 1500 ATTENDEES



FRIDAY

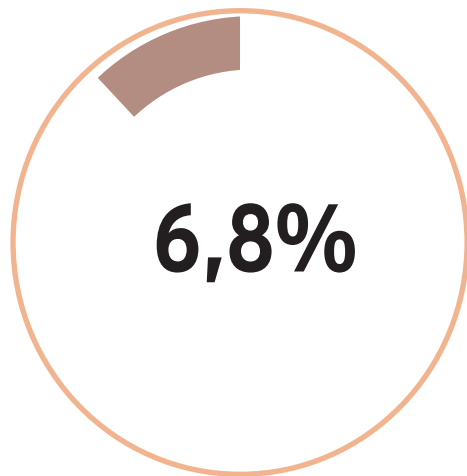


SATURDAY

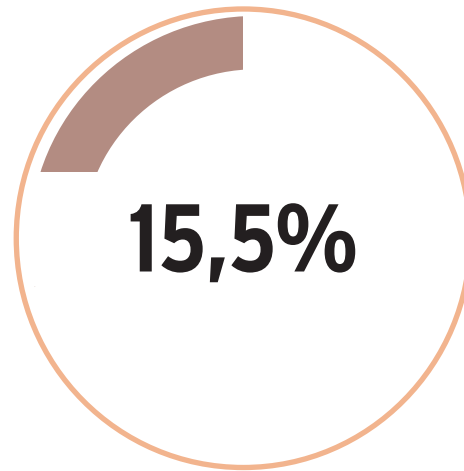


BOTHS DAYS

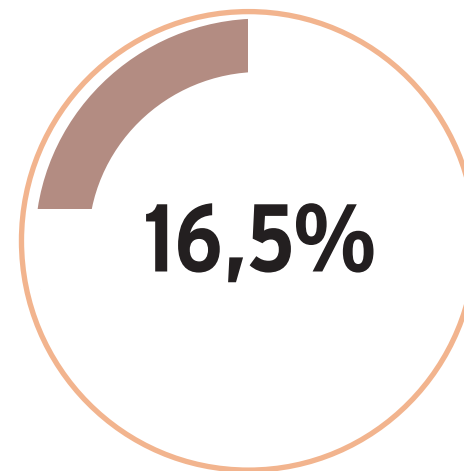
STATISTICS - LANGUAGES



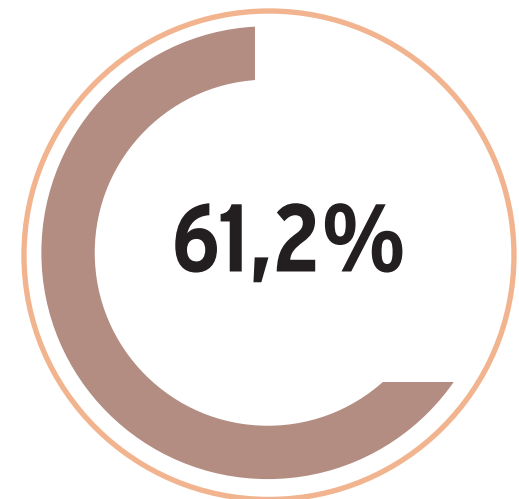
OTHERS



ENGLISH

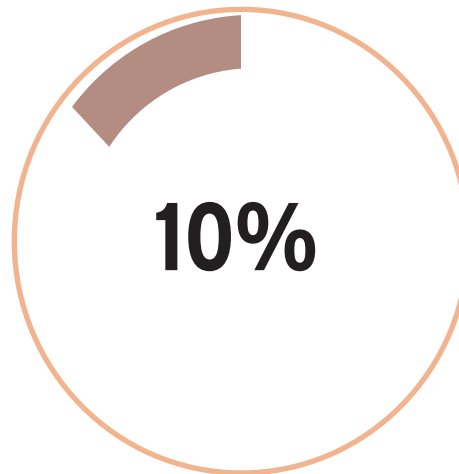


DUTCH

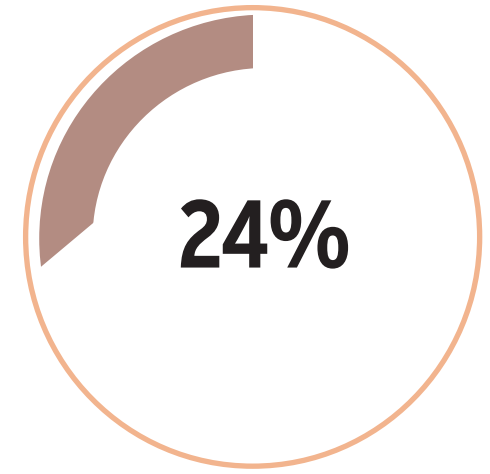


FRANCAIS

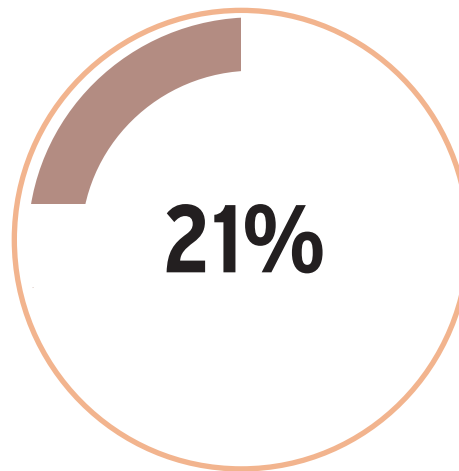
STATISTICS - AGES



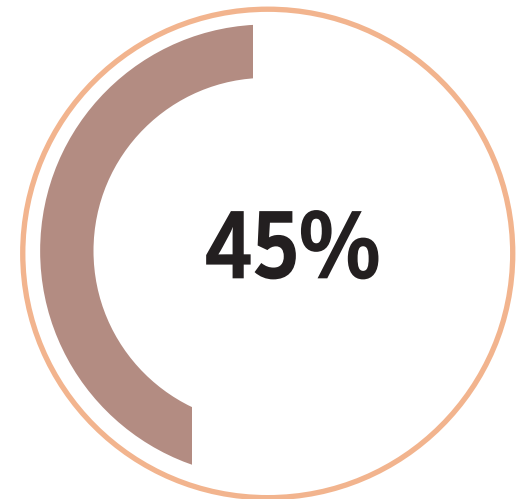
50+



18-25



36-50



26-35

STATISTICS - STATUTES

EMPLOYEES	53,8%
INDEPENDENT	19,2%
UNEMPLOYED	14,1%
STUDENTS	5,1%
CONSULTANT	3,8%
OTHERS	3,8%





OUR *MISSION*

Created six years ago in Paris, the Elle Active Forum's mission is to support women in their professional development by finding a balance with their personal development.

In the meantime, the show has been held in many cities:

Paris, Lyon, Marseille, Bordeaux, Nantes, Tokyo, Milan, Mexico City, Shanghai, and now in Brussels for the seconde edition.

THE THEMES

POWER IS ALSO ILLUSTRATED BY THE ABILITY TO ACT ON ONESELF AND ON ONE'S OWN ECOSYSTEM.

Innovation, advice, exchanges and practical simulations to boost your career and achieve your personal and professional objectives.

ELLE Active is therefore a forum for promoting women in their professional careers
During each forum, you can attend debates in plenary session but also practical workshops

We will develop themes there

- The woman of tomorrow
- Work/life balance
- The impact of AI in the world of work
- The skills of the future
- Leadership what, how?
- Entrepreneurship instructions for use
- Gender equality in companies
- Soft skills
- The diversity
- The inclusion
- Intersectionality
- Equal opportunities
- What do I do in the face of sexism?
- Success for women
- The role of companies in reducing the burden of daily life?
- Technology, job and the future of work
- Tech careers for women
- Mobilize your network to find a job
- Protect yourself well when you create your company
- Reframe without aggressiveness leader, trainee or colleague
- Convincing investors / finding financing?
- Do and including the job interview
- Learning to say no
- Negotiate a promotion/increase
- How to talk about yourself to a recruiter
- Is it for me to undertake?
- Responding to harassment, instructions for use
- From the announcement to the return from maternity leave: managing your pregnancy well
- Take stock of your desire for change
- Work on your CV



Why is *the* magazine getting involved ?

Since its creation in 1945, the magazine has been at the forefront of women's struggle to obtain a status equivalent to that of men :

Only 30% of business creators are women. • Women represent 39% of managers, but they are 8% on management committees.

Women still take care of about 80% of the core domestic and care tasks - children - on a double day.

80% of precarious workers are women

80% of part-time jobs are held by women

...

AMBI*TION*



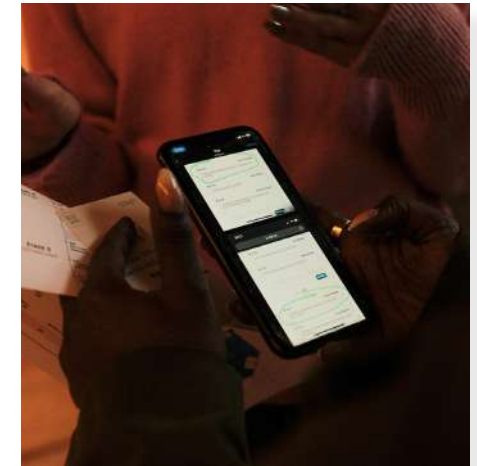
Help women by providing concrete answers to their daily questions.



Fuelling the debate by relaying current events and comparing points of view.



Show how the active people succeed in being both the active woman and the mother of a family



Prove that solutions exist through women's voices

Communication & sponsors visibility



BEFORE

Presence of the logo in the announcement articles & recruitment of the event in the magazines ELLE Belgique and ELLE België.

Presence of the logo in the announcement article on ELLE.be.

Presence of the logo in the newsletter dedicated to the announcement of the event sent to 67023 subscribers.

Promotion of the event on our social networks.
(Instagram & Facebook)

Promotion via STIB & radio station.

Communication & sponsors visibility

DURING

Facebook & Instagram stories

Welcome board branded for the event with your logo

Presence of your logo on the program

Possibility of presence of the brand via an activation

Presence via sampling in the goodiebags



Communication & sponsors visibility

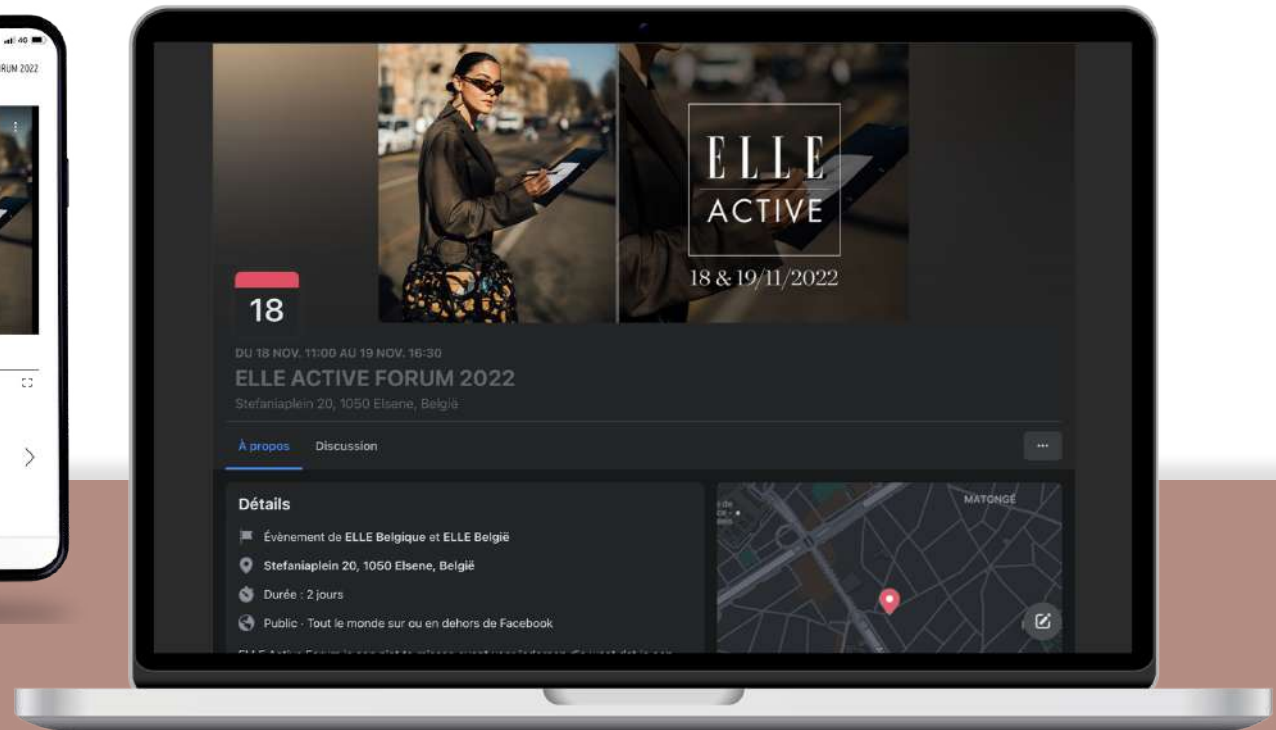
AFTER

Presence of the logo and product placement (photo) in the magazines ELLE Belgique and ELLE België.

Presence in an article on ELLE.be with all the photos of the event.

Promotion on social networks.

Presence on the aftermovie.



SPONSORING

Packages :

GOLD PACKAGE

High visibility *ELLE Active Forum*

25.000 € PRINT editorial visibility

25.000 € DIGITAL editorial visibility

Presence on site signage + logo

Dedicated floor (Workshop, one to one,...)

Product activation

20.000€ Customised communication plan

50 invitations

40.000€

SILVER PACKAGE

Medium visibility *ELLE Active Forum*

15.000 € PRINT editorial visibility

15.000 € DIGITAL editorial visibility

Presence on site signage + logo

Dedicated corner, speakers and workshop

Product activation

25 invitations

25.000€

BRONZE PACKAGE

Medium visibility *ELLE Active Forum*

5.000 € PRINT editorial visibility

5.000 € DIGITAL editorial visibility

Presence on site signage + logo

Speaker and workshop

15 invitations

15.000€





ELLE ACTIVE FORUM 2022



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Regarder sur

