

FORMAT	MEDIA COST		PRODUCTION COST	
	REGULAR	SOCIALS ONLY	REGULAR	PRODUCTION BY US
BRANDED CONTENT ARTICLE ELLE.BE	4.000 €		500 €	1.500 € PHOTO / 1.500 € VIDEO
CONTEST ARTICLE ELLE.BE	2.000 €		500 €	1.500 € PHOTO / 1.500 € VIDEO
DEDICATED NEWSLETTER	6.000 €		500 €	
WEEKLY NEWSLETTER INSERT	2.750 €		250 €	
FACEBOOK POST	2.750 €	3.500 €	250 €	500 €
INSTAGRAM POST	2.750 €	4.000 €	250 €	500 €
INSTAGRAM REEL	3.500 €	4.500 €	250 €	750 € IPHONE / 1500 € PRO
INSTAGRAM STORY	2.750 €	3.500 €	250 €	500 €
TIKTOK VIDEO	3.500 €	4.500 €	250 €	750 € IPHONE / 1500 € PRO

THESE FEES DO NOT INCLUDE ADDITIONAL COSTS SUCH AS SOCIAL MEDIA BOOSTING, PRODUCTION EXPENSES (E.G., LOCATION RENTAL, STYLIST, HAIR AND MAKEUP), AND RELATED SERVICES.