ELLE
BELGIUM
DIGITAL MEDIAKIT 2026

From rising-star designers to cultural figures you should know (or are about to discover), ELLE has always been a place of exploration, consistently ahead of its time.

With every new cover, milestone, and meaningful project, we never lose sight of the reality of everyday life - complex, layered, and worth bringing to the forefront.

ELLE is, at its core, an ongoing essay on what it means to be a woman, a mother, and a global citizen in an ever-changing world.

With that in mind, I don't seek to focus on scale but on quality. I strongly believe that positioning drives. Both in print and digital. Today, our ambition is to bring cultural relevance across media. And I'm excited to see where we can take it - together.

Elodie Ouédraogo

EDITOR-IN-CHIEF ELLE BELGUM

ELLE

INSPIRES, SURPRISES, AND STIRS EMOTIONS

The modern ELLE woman combines a refined sense of style with a strong social conscience.

Confident and independent, she's in control of her own story.

The ELLE reader seeks inspiration, values creativity, and celebrates individuality - from emerging talent to established icons.

As a leading fashion and lifestyle magazine with a presence in over 50 countries, ELLE connects Belgian readers to the best of international fashion and culture while keeping a distinctly local voice.

Through its editorial and digital platforms, ELLE encourages women to speak up, dream bigger, and live boldly.

WHO IS ELLE?

ELLE readers are opinion leaders
42,6% Dutch
57,4% French

72,9% Woman
27,1% Man

36,4% between 21-34 years
26,2% between 35-54 years
37,4% between 55-70 years

INFLUENTIAL

63% of Belgique & België readers
belong to the upper social strata 1-4*

A growing and unbroken success!

AUDIENCE 2024

Readership 385.000 (AQ rate)
Conducted by AQ Rate, a specialized research firm, and validated by neutral experts, Bruno Liesse and Bernard Cools.

ELLE
IS EVERYWHERE

155.400
followers

14.800
followers

podcast
NEW in 2026

295.000
followers

1.000.000
unique visitors monthly

ELLE PILLARS

FASHION: *influential*

ELLE is an iconic fashion magazine. Through trend analysis, in-depth storytelling, and immersive experiences, we strengthen our role as Belgium's leading fashion voice. We don't just focus on what's happening today - we anticipate what's next.

BEAUTY: *inclusive*

We embrace beauty in all its shapes and forms. We explore the less obvious, elevate diverse perspectives, and celebrate new voices redefining the beauty industry.

CULTURE: *activism, investigation & Commitment*

ELLE explains, we don't impose. With curiosity and conviction, we shine a light on issues that matter, sparking dialogue and reflection.

LIFESTYLE: *empowerment*

Self-care is power. At ELLE, we believe that when you feel good, you do good.

ELLE.be

MONTHLY WEBSITE & SOCIALS STATISTICS

FACEBOOK
295K FANS
FR 225K – NL 70K

INSTAGRAM
155,4 followers
FR 74,6k – NL 80,8k

TIKTOK
14,8 followers

964.593
Pages views
FR 189.824 – NL 774.769

870.778
Sessions
FR 160.150 – NL 710.628

621.642
Unique visitors
FR 127.153 – NL 494.489

01 MIN. 14
AVERAGE SESSION

ELLE.BE NEWSLETTER
45.196 subscribers
7,65% opening rate
NL : 18.470 subscribers / 8,4% opening rate
FR : 26.726 subscribers / 6,9% opening rate

DEDICATED NEWSLETTER
44.663 subscribers
6,25% opening rate
NL : 18.076 subscribers / 6,7% opening rate
FR : 26.587 subscribers / 5.8% opening rate

MOBILE 78%
DESKTOP 17%
TABLET 5%

ELLE.be CREATIVE PACKAGES

BRANDED CONTENT ARTICLE

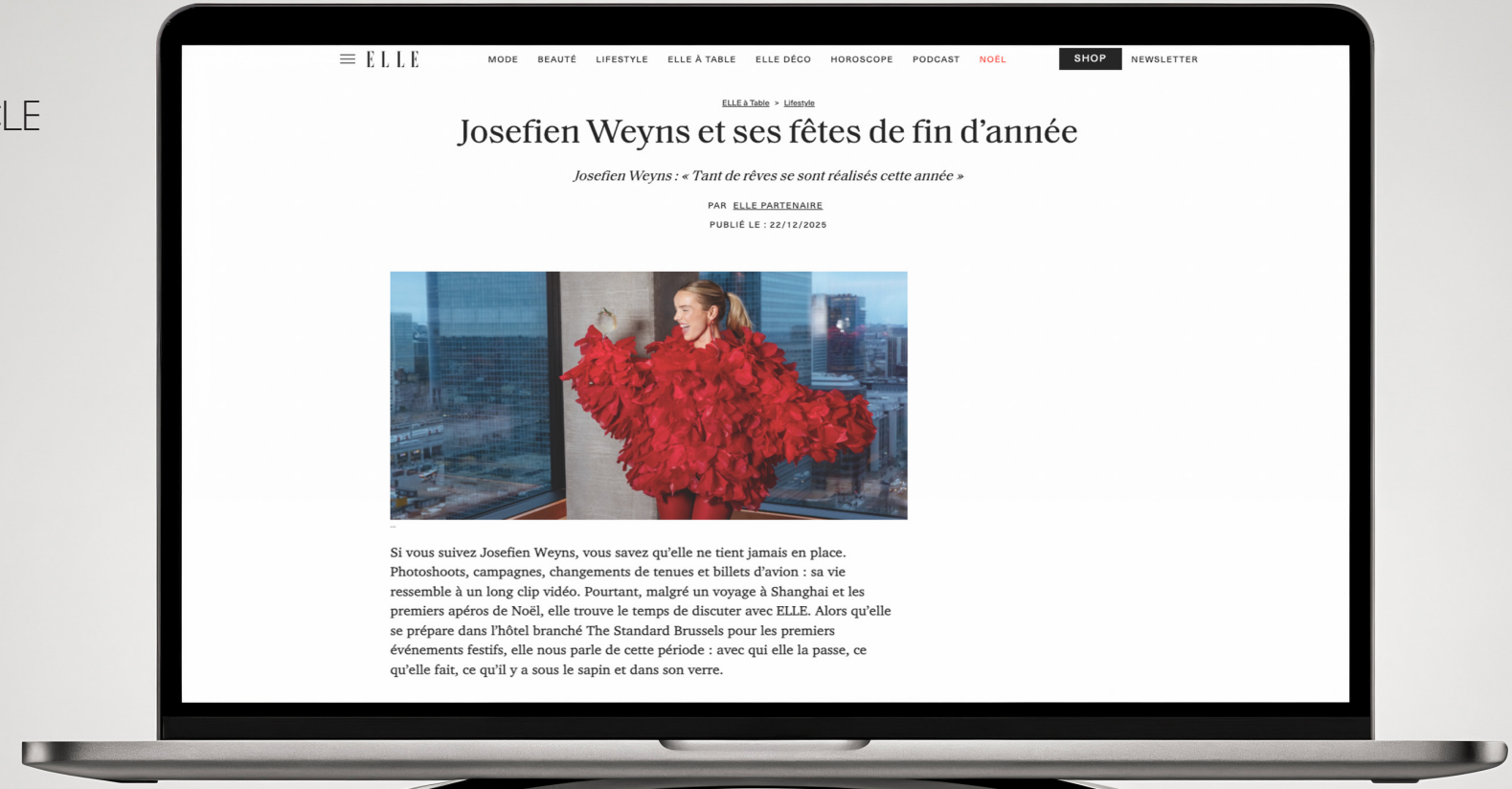
MEDIA COST : €4.000
REGULAR PRODUCTION COST : €500

PRODUCTION BY US : FEE UPON REQUEST

CONTEST ARTICLE

MEDIA COST : €2.000
REGULAR PRODUCTION COST : €500

PRODUCTION BY US : FEE UPON REQUEST



INSTAGRAM REEL

MEDIA COST : €3.500

INSTAGRAM STORY

MEDIA COST : €2.750

TIKTOK VIDEO

MEDIA COST : €3.500

DEDICATED NEWSLETTER

MEDIA COST : 6.000
REGULAR PRODUCTION COST : €500

WEEKLY NEWSLETTER INSERT

MEDIA COST : €2.750

FACEBOOK POST

MEDIA COST : €2.750

INSTAGRAM POST

MEDIA COST : €2.750

ELLE.be SOCIALS ONLY

FACEBOOK POST

MEDIA COST : €3.500
REGULAR PRODUCTION COST : €250

PRODUCTION BY US : €500*

INSTAGRAM POST

MEDIA COST : €4.000
REGULAR PRODUCTION COST : €250

PRODUCTION BY US : €500*

INSTAGRAM REEL

MEDIA COST : €4.500
REGULAR PRODUCTION COST : €250

PRODUCTION BY US : €750 IPHONE / €2.000 PRO*

INSTAGRAM STORY

MEDIA COST : €3.500
REGULAR PRODUCTION COST : €250

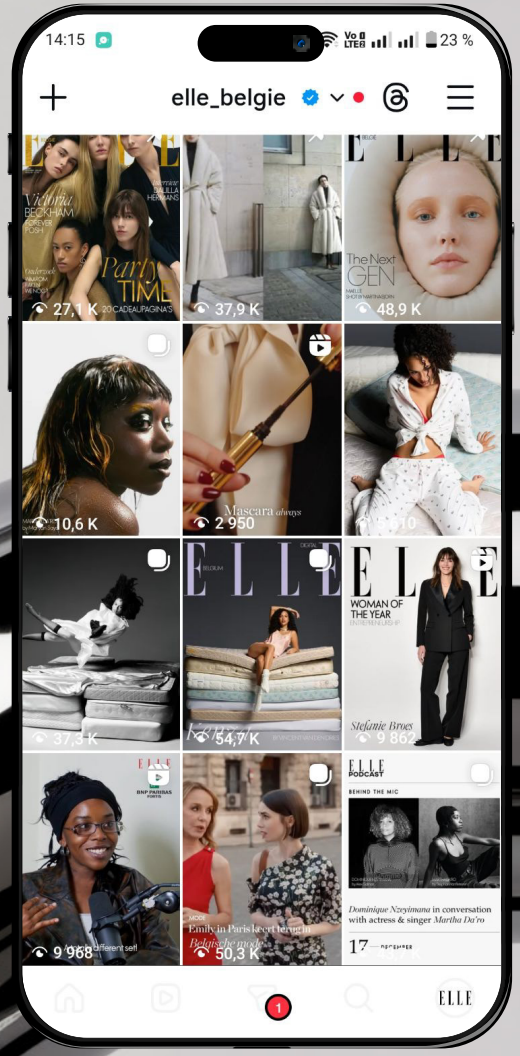
PRODUCTION BY US : €500*

TIKTOK VIDEO

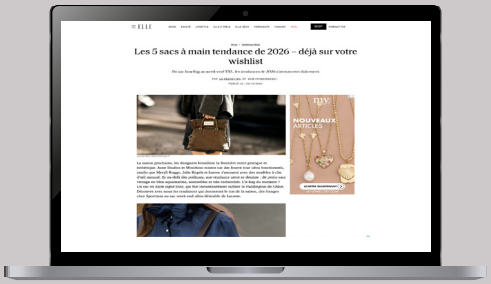
MEDIA COST : €4.500
REGULAR PRODUCTION COST : €250

PRODUCTION BY US : €750 IPHONE / €2.000 PRO*

*MUAH, STYLING, STUDIO AND MANNEQUIN NOT INCLUDED.



ELLE.be DISPLAY



LEADERBOARD
CPM : €20

LARGE LEADERBOARD
CPM : €20

BILLBOARD
CPM : €30

MOBILE LEADERBOARD
CPM : €20

MEDIUM RECTANGLE
DESKTOP CPM : €20
MOBILE CPM : €20

HALF PAGE DESKTOP
CPM : €30

PREROLL
DESKTOP CPM : €30
MOBILE CPM : €30

TAKEOVER
CPM : €50

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