

ELLE

DENMARK

MEDIAKIT 2024

MAGAZINE · DIGITAL · NATIVE · EVENT



PRINT FACTS

*ELLE is published in 45 editions
The World's N°1 Fashion Magazine*

THE MAGAZINE

ELLE is the world's bestselling fashion magazine with more than 6 million copies sold and 23 million readers each month. ELLE is published in 45 different editions worldwide. Danish ELLE was published for the first time on September 22nd, 2008.

Danish ELLE is Denmark's leading fashion and trend universe across print and digital. ELLE is the (only) place to go when it comes to who's the next designer to watch, which beauty product should be in your bag, the book to read and what trends and tendencies you should entertain your friends with for your Friday dinner. ELLE focuses on fashion from a Danish point of view, however, giving it a twist with all the best from international ELLE.

From the US and UK to South Africa, China, and Denmark ... the ELLE network's core values are about inclusivity, being courageous, curious and open minded. The focus for ELLE Denmark is people and their inspirational stories, in the fashion industry and beyond. We believe that fashion is a mirror of the times we live in – the clothes we wear tell stories about the society surrounding us.

TARGET GROUP

ELLE addresses curious and courageous people. Our fans count people who want to be guided to the most important trends of the season. The core reader/user seeks quick information on fashion trends and wants to be guided to the best fashion purchases, that are both fun and stylish but also long lasting, as she cares about sustainability. They see fashion as a part of who they are, they are decisive and ambitious, but also very impressionable, forthcoming, and open-minded.





DIGITAL FACTS

Digital users: 500.000

Monthly page views: 1.000.000

ELLE.dk is a destination for women to learn, be challenged, inspired, and enlightened within fashion, beauty, culture, and new perspectives on current agendas in their everyday life and the society, they are a part of.

Through articles, interviews, galleries, and personal recommendations from ELLEs editorial team, we aim to be our readers preferred platform for news, inspiration and new perspectives on fashion, beauty, and culture.

We give our readers everything they need to know about fashion, beauty, and culture - from inspiring interviews with designers, style icons and celebs to shopping galleries, shopping tips, new collections, and collaborations from brands all over the world.

ELLE.dk is updated daily, and all content is produced specifically to the website, closely related to the magazine, however, in its nature of course more current and news focused. Besides the magazine and ELLE.dk, ELLE daily engages users on Facebook, Instagram, TikTok and via our own podcast Klædt på.

Instagram: 144.000

TikTok: 17.000

Facebook: 65.000

ELLE Decoration Instagram: 255.000

Podcast Klædt på: 15.000

RATECARD PRINT

STANDARD PLACEMENTS:	FORMAT	PRICE
	Full page	DKK 53,500
	Double page spread	DKK 89,900

PREMIUM PLACEMENTS:	FORMAT	PRICE
	1st double page spread	DKK 112,400
	2nd double page spread	DKK 107,900
	3rd double page spread	DKK 103,400
	4th - 10th double page spread	DKK 98,900
	Inside back cover	DKK 58,800
	Back cover	DKK 74,900

SPECIAL PLACEMENTS*:	FORMAT	PRICE
	Full page	DKK 58,800
	Double page spread	DKK 98,900

*Special placements are:
 Left page next to TOC (part 1)
 Right page next to TOC (part 2)
 Left page next to the fashion section
 Left page next to the beauty section
 Page next to the Editor's letter
 Guaranteed placement in the first half of the magazine
 Other guaranteed placements

VOLUME DISCOUNT:	NO. OF PLACEMENTS**	DISCOUNT RATE
	2 placements per year	7%
	3-5 placements per year	10%
	6-9 placements per year	13%
	10-12 placements per year	16%
	13-20 placements per year	20%
	More than 21 placements per year	25%

** Within a calendar year





PUBLICATION DATES & MATERIAL

ELLE 06 NEW BEGINNINGS

Publication date 30.05.2024
Booking deadline 15.04.2024
Material deadline 22.04.2024

ELLE 07 HOLIDAY ISSUE

Publication date 27.06.2024
Booking deadline 14.05.2024
Material deadline 21.05.2024

ELLE 08 A/W 2024 FASHION + ELLE TRENDREPORT

Publication date 25.07.2024
Booking deadline 17.06.2024
Material deadline 24.06.2024

ELLE 09 SEPTEMBER ISSUE + ELLE DECORATION SPECIAL

Publication date 29.08.2024
Booking deadline 15.07.2024
Material deadline 22.07.2024

ELLE 10 FALL FASHION

Publication date 26.09.2024
Booking deadline 12.08.2024
Material deadline 19.08.2024

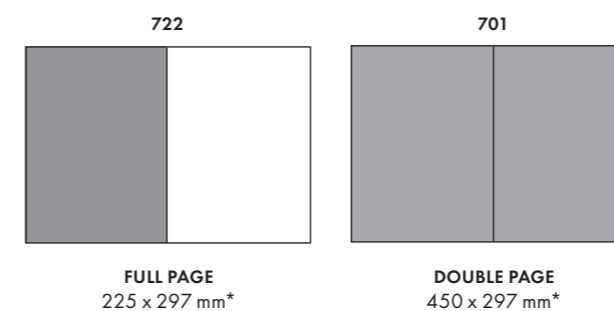
ELLE 11 PARTY ISSUE

Publication date 31.10.2024
Booking deadline 16.09.2024
Material deadline 23.09.2024

ELLE 12 CHRISTMAS ISSUE

Publication date 28.11.2024
Booking deadline 14.10.2024
Material deadline 21.10.2024

AD FORMATS:



*A 5mm trim must be added to all sides of the advertisement.

MATERIAL:

The advertising material must be in standard PDF format, version 1.3, generated from a PDF/X-1a standard. The PDF file must be created from an approved program such as InDesign or Quark, Adobe Acrobat Pro. The PDF file must have 5 mm trim on all sides. The PDF file must only contain CMYK colours. The fonts must be an integral part of the file and the picture resolution must be at least 300 DPI. All text, logo and similar features must be placed at least 10 mm within the trimmed format.

The advertisements must be sent to rasmus@elle.dk

RATECARD ONLINE & SOCIAL MEDIA

FORMAT

Wallpaper whole site (1 day)
Competition (14 days)
Advertorial (3 months)
Microsite

Social Media:

Instagram post
Instagram story
TikTok video
Facebook
Live shopping

Podcast

Klædt På

RATE

DKK 20,000 + production
DKK 20,000 + production
DKK 20,000 + production
DKK 75,000

DKK 25,000

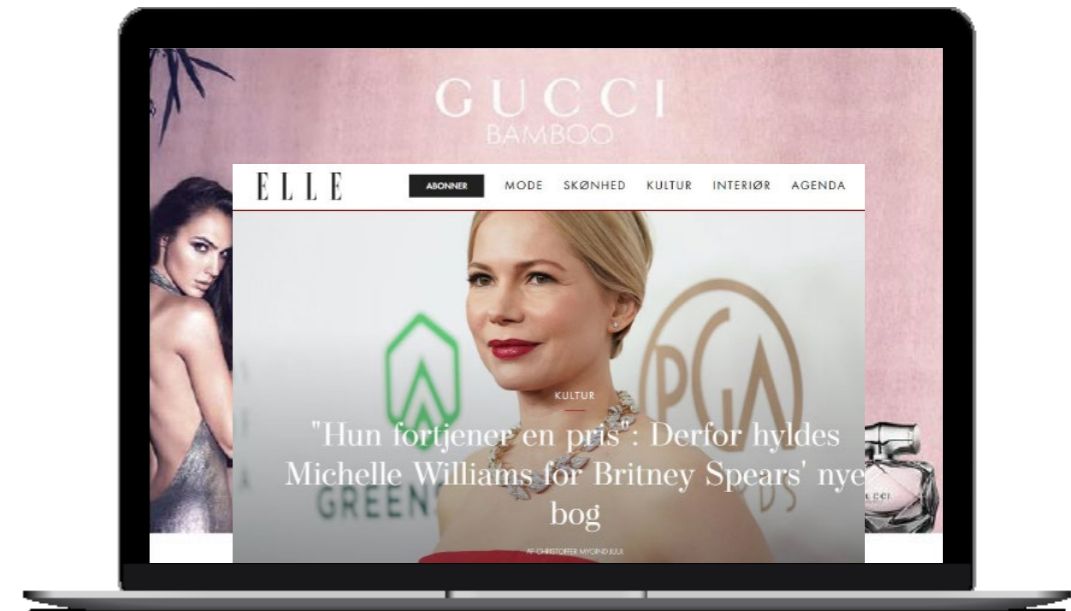
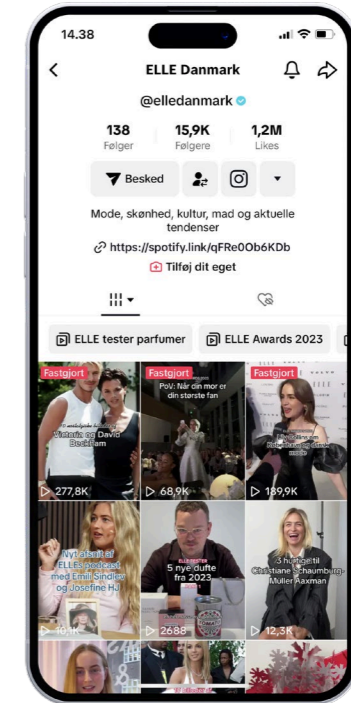
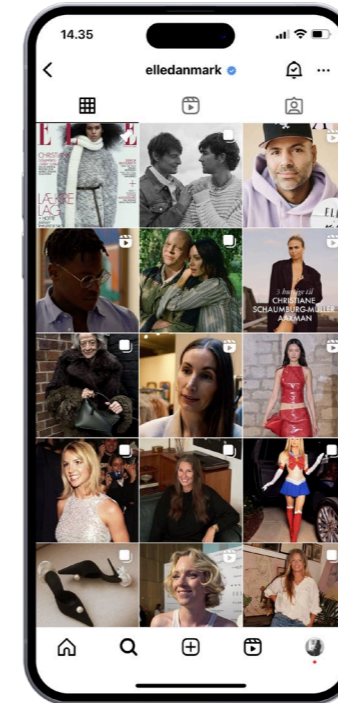
DKK 25,000

DKK 30,000

DKK 15,000

from DKK 40,000

DKK 25,000



EVENTS



The international renowned fashion award show, ELLE Awards, was held in Denmark for the first time in May 2013, and is the largest show of its kind in Denmark. ELLE Awards also exists in 17 other countries, among others in China, the UK, and Sweden.

CONCEPT

ELLE Awards takes place in an exclusive location in Copenhagen in the autumn. The guest list consists of the fashion industry, fashionistas, and stylish celebs. The show has 12 award categories, which include Designer of the Year, Beauty Brand of the Year and Voice of the Year.



CONTACT



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ADDRESS

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