



FREE

FREE

MEDA

KIM
2025

TOAST PROJECTS

In February of 2024 Toast Projects was founded by ELLE's Editor-in-Chief Cecilie Ingdøl, creative director Josephine Aarkrogh and editorial director Nikita Hoffmann Andersen.

Ever since the June issue of 2024 Toast Projects has been the publisher of ELLE Denmark.

Toast Projects is located in the heart of Copenhagen.



PRINT FACTS

ELLE is published in 50 editions
The world's largest fashion magazine

THE MAGAZINE

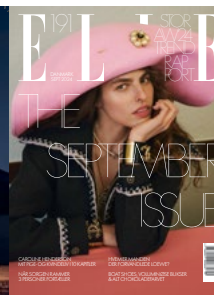
ELLE is the world's bestselling fashion magazine with more than 6 million copies sold and 23 million readers each month. ELLE is published in 50 different editions worldwide. Danish ELLE was published for the first time on September 22nd, 2008. Danish ELLE is Denmark's leading fashion and trend universe across print and digital. ELLE is the (only) place to go when it comes to who's the next designer to watch, what's this season's biggest fashion trends, which beauty product should be in your routine, the profound book to read at the moment, inspiration for home, art and what serious lifestyle topic to talk to your friends and family about right now.

ELLE Denmark looks at the world from a Danish point of view, however, with a twist of all the best from the international ELLE network. From the US and UK to South Africa and China. The ELLE network's core values are about inclusivity, being courageous, curious and open minded.

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 audience counts people who wants to be informed, guided, challenged and entertained. They reader sees fashion, beauty, lifestyle and decoration as a part of who they are. They are decisive and ambitious, but also very impressionable, forthcoming and open-minded.



AD VERTORIALS



CLIENT: CARTIER

Celebrating the iconic Cartier Santos watch we produced this native advertorial with a number of cool and inspiring cultural people wearing the watch in an editorial looking setting and layout.



CLIENT: TRESEMME

This client dreamed of showcasing the product, a shampoo, in an editorial looking context where fashion, beauty and a strong visual storytelling was the main focus for setting the product in a different setting than usual.

ADVERTORIALS

ANNOUNCE

EN DESSERT MAN BLIVER GLAD AF



I mange af vores færdige taller, bliver man faldt på halvsej, mykde i supertrøstende og serverede til bords. Men med Summerbirds' lækre blev den danske dessert gjort til dekadent mykde og seriøs gastronomi.

ANNOUNCE

DUPPEDE FLØDEBOLLER I SUMMERBIRD'S EGNE CHOCOLATTEDE FORLEDELSE OG HÆLEDE SAMMENBLENDE AF DE MANGE SPECIFIKationer, DER FORHÅNDELER DEN LÆGEMIDDEL GAVNEN I SUMMERBIRD'EN.




Kan man få øje på en dessert, der er sjovere end en flødebolle? Ikke rigtig, de må lige - så den søde hånd, fjeldt med trøst, men over det flødem, søde skure og til sidst det tykke chokoladestrejf - gør det muligt at indtænke søde strøm af bagest kvalitet og skabe en mandfald, der bliver taget seriøst - selv i et godt køkken. Summerbirds' skulpturelle flødeboller har siden 2012 sat nye standarder på det gastronomiske landskab.

Summerbird, Summerbird der produceres på Fyn og i København, har altid flere forskellige flødeboller i sortiment. Arns vinstoflede, der er i knivskærne nu, består af en mand-pain (chokoladebånd, kulturelt mættede med kære, mørk Amaranth) i - chokoladde og lakos vinstof i kærebrødre.

CLIENT: SUMMERBIRD

Celebrating the Danish luxury chocolate brand Summerbirds' version of the Danish dessert flødebollen, we produced a native advertorial showcasing the product and the story the most beautiful way possible.

ANNOUNCE

SAFETY ERST



ANNOUNCE

Drømmer du om luksus, komfort og ikke mindre sikkerhed, når du skal bevæge i en ny bil til dig selv og din familie? Så skal du kende den nye VOLVO EX90.

Designet til at være den sikreste VOLVO nogensinde, vil bekymringerne, når du sætter dig i den 7-personers SUV, udelukkende dreje sig om, hvilken sang i skal høre i de 25 installerende lyddere af Wireless Audio. Anvender du netværk og kammerer hjælper dig nemlig med at opdatere potentielle risiko i og uden for bilen og giver ekstra roens, når du får brug for det.

Med en rækkevidde på hele 600 kilometer, på en et, skal du heller ikke bruge meget tanketidsomkost på opfyldning - men kan i stedet benytte komforten på at nyde og fryde dig over accelerationen, der tager dig fra 0-100 km/h på under 3 sekunder.

Skal du ud i det blå sammen med venner eller familie, er der fuld komfort i hver af de nye sæder. Og har du den næste dag mere brug for bagageplads end sædepladser, klapper du med et enkelt tryk let de justerbare sæder ned.

FORBEREDTE: I DEN NYE VOLVO KØBESKIVE: ALLEDEKORRELATIONER UDEN STRAF. FORBEREDTE: KØBESKIVE UDEN STRAF. I DEN NYE VOLVO KØBESKIVE: ALLEDEKORRELATIONER UDEN STRAF. I DEN NYE VOLVO KØBESKIVE: ALLEDEKORRELATIONER UDEN STRAF. I DEN NYE VOLVO KØBESKIVE: ALLEDEKORRELATIONER UDEN STRAF.


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ELLE DANMARK NOVEMBER 2024

CLIENT: VOLVO

When launching the safest Volvo ever made, the EX90, we produced a native advertorial with lifestyle focus framing the product for the modern, resourceful and safety-oriented reader.

ADVERTORIALS



ANNOUNCE

FREMTIDENS
DIAMANTER

Så længe vi har kendt til diamanter, har de små, ædle og sjældne sten været nogle, der kom op af jorden efter at være blevet skabt for milliarder af år siden – og dermed var de dyre. Meget dyre. Men hvad hvis de fanklende, bjergtopmøntediamanter kunne skabes på bare få uger og dermed demokratiseres i en helt anden grad? Mod PANDORA LAB-GROWN DIAMONDS

Pandora Lab-Grown Diamonds er ikke efterligning. De er diamanter. De er skabt ved hjælp af avanceret teknologi, der imiterer jordens naturlige proces, og de er kemisk, fysisk og optisk set fuldstændig identiske med minediamanter. Pandora Lab-Grown Diamonds skabes på 100% vedvarende energi, CO2 aftrykket er dermed 5% af en minediamant, og så bliver jernene på diamantrykterne under 1.000 kroner.

DU FINDER BLA. PANDORA LAB-GROWN DIAMONDS I DEN NYE PANDORA PLACE&POTONE PÅ VIVWELSKAPET 35 I KØBENHAVN K ELLER PÅ PANDORA.COM

ELLE DANMARK NOVEMBER 2024

CLIENT: PANDORA

When launching Pandora's innovative lab grown diamond collection, we showcased the products while educating on the facts of the production of the democratic diamonds.



ANNOUNCE

LEVE
RUM

KOM MED INDENFOR I VELLUX' LIVING PLACES, HVOR ET BEDRE INDEKLIMA OG DERVED FYSISK OG MENTAL VELVÆRE ER I HØJSEDET. VELLUX MANGE FØRSKELLEGE VINDUESLØSNINGER HJÆLPER MED AT SKABE LYSE, SUNDE OG ENERGIEFFEKTIVE RUM TIL DEM, DER BOR, ARBEJDER OG LEGER LINDER TAGET – SÅ DU BARE SKAL KONCENTRERE DIG OM HVERTERUM, DET SAMT DE SMUKKESTE BOLIGTENDENSER HAR ELLE SAT I SCENE HER I LIVING PLACES.

HOGARTS OG MALER. THE APARTMENT 1.000 KR. GRØN VÆG. LISA STYVERI, PHO PA FURNITURE OG STÅLBAKKE, TAPASMA, CTX KR. SKÅL, SÅS BLA. COPERNICUS, DR. KR. BIRD KLASSE, SAKURA COPERNICUS, 900 KR. DR. KR. LIPSTIK, TAPASMA, 4.000 KR. BLA. VÆG. PE. DR. FIBR. 1.000 KR. GRØN KØKKEN, AASA OBJECTS 1.000 KR. BIRD LAMP, ELLE FOTOGRAF, COFFIN, STÅLBAKKE, TAPASMA, PHO PA FURNITURE, BUNDEKØR, THE ANIMAMBI, STYVERI, GRØN VÆG, LISA STYVERI, 1.000 KR. BØRSTEDSREKKE, NEDS COPERNICUS, JUTAKA SPEJL, LINDORF GELDREKKE, PHO PA FURNITURE, FLETTET KULDE, PHO PA FURNITURE, ALL PARTS APARTMENT

ELLE DANMARK OKTOBER 2024

CLIENT: VELUX

In a special ELLE Decoration issue the Velux windows was set in a homey context by the native advertisement production of redecorating an entire home styling it with bespoke furniture and art in order to frame the Velux product in worthy surroundings.

TRAVEL GUIDES

Do you want to showcase your country, city, hotel, restaurant or cultural offer? We make native advertisement for travel purposes in Denmark as well as all over the world where your place is the main focus.

NEW YORK I ET ANDE ÅRHUNDREDE

HOW MED I DEN FOR PÅ THE NED NOMAD, DER LUGER MIDT PÅ MANHATTAN I NYCK OCHSOM DETTET HELT NYTT BYBYGGE

AF NIKITA HOFMANN ANDERSEN FOTOGRAF & PRIVAT ELLER VÅR INVERTERTELE AT OVERNATTE PÅ HOTELLET

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ELLE DANMARK AUGUST 2016

REISE

Med julepyntede træer, der i bedste fald er bygget og indstillet i Madison Square Park alle årligt i New York end i New York i år 2012. Og men her, der aldrig ser, påker ved en lig udsat datter, er det virkelig som at træde ind i et andet univers, der de mange, de beholder åbner sig til landet, der ligger i den historiske Bronx fra Johnson bygning fra 1910, der giver smukke indblik for den tid - var op af en kvinde, nemlig Caroline A. Johnson.

I råd med den feministiske fortælling har kommission, som der i øvrigt er meget af, her op med 150 værelser, der efter det største tekniske konstruktionsfirma, der også udfoldes sig på det første 'The York' som de finder i London i den historiske bygning er konstrueret af Kate Ryan, der er Chief Director of Art for Soho House Group, som op The York.

Hotellerne her værelser og de kan måske selvsagt fra mange af dem er et værk af arkitektur, der giver en oplevelse 'a room with a view' en helt ny oplevelse. Her bliver det eneste ikke en at starte en lille 'tag' ligesom i mange på Manhattan i et hotel med udsigt til Empire State Building?

Alle værelser er indrettede i en 1920'erne stil og der er, der går igen på hele hotellet og under værelserne kan til New York i et andet univers. Som en del af oplevelsen har der været adgang til blandt andet restauranten 'Coco's', markedsplads 'Noir', et bar og et af disse har med 'Lorraine' - der skal ikke at tale om 'show' stopper af en tagrestaurant ...

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ELLE DANMARK AUGUST 2016

NATURVINS PARADIS & SURFER VIBES I ALGARVE

NATURVINS PARADIS & SURFER VIBES I ALGARVE

DET SYDLIGE PORTUGAL byder på naturskønne strande, små charmerende byer med specialtjilbetaler og lokale markeder samt veje og natur i lange baner.

ELLE DANMARK OKTOBER 2016

RESEGUIDE

RESEGUIDE

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ELLE DANMARK OKTOBER 2016

RESEGUIDE

RESEGUIDE

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ELLE DANMARK OKTOBER 2016

RESEGUIDE

RESEGUIDE

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ELLE DANMARK OKTOBER 2016

RESEGUIDE

RESEGUIDE

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ELLE DANMARK OKTOBER 2016

ELLE DECORATION

Today ELLE DECORATION is a strong and steady part of ELLE. In each print edition we have an ELLE DECORATION section showcasing at least one home shot and produced exclusively for ELLE.

Twice a year (March and October) we do a special ELLE DECORATION issue with + 40 extra pages featuring homes, decoration trends, styling guides, art focus etc.



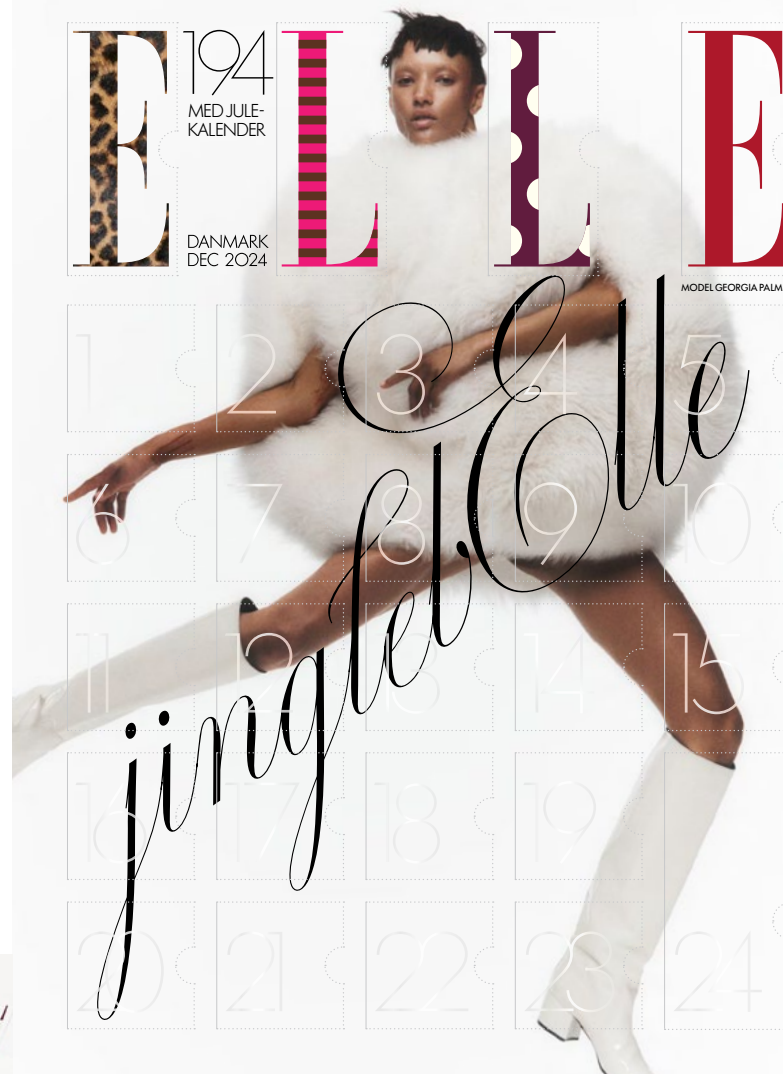
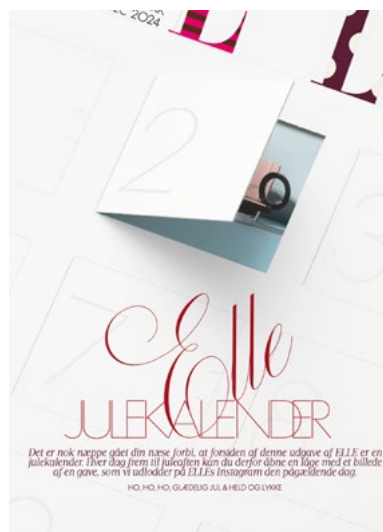
CHRISTMAS CALENDAR

December issue

On the cover of ELLE's December issue we celebrate the most festive season with a true Christmas calendar. Each day from the 1st to the 24th of December the reader opens a door showcasing the gift of the day. By entering the contest on ELLE's Instagram the same day you can partake in the competition on winning the product of the day.

Each door is sold to an advertiser who gets their product on the magazine cover (inside the door of the day), the brand's logo (the other side of the door of the day), on ELLE's Instagram feed, in ELLE's Instagram story and in the daily updated article on ELLE.dk showcasing all the gifts from the Christmas calendar.

All image content for the Christmas calendar – both pictures used on the magazine cover and on all digital platforms – is produced by ELLE using one of our best photographers.



RATECARD PRINT

STANDARD PLACEMENTS:

FORMAT

Full page
Double page spread

PRICE

DKK 53,500
DKK 89,900

PREMIUM PLACEMENTS:

FORMAT

1st double page spread
2nd double page spread
3rd double page spread
4th - 10th double page spread
Inside back cover
Back cover

PRICE

DKK 112,400
DKK 107,900
DKK 103,400
DKK 98,900
DKK 58,800
DKK 74,900

SPECIAL PLACEMENTS*:

FORMAT

Full page
Double page spread

PRICE

DKK 58,800
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

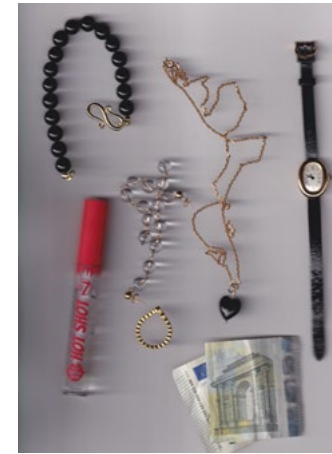
VOLUME DISCOUNT:

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 2025 — 03 ELLE DECORATION ISSUE

Publication date 27.02.2025
Booking deadline 27.01.2025
Material deadline 07.02.2025

ELLE 2025 — 04
Publication date 27.03.2025
Booking deadline 27.02.2025
Material deadline 10.03.2025

ELLE 2025 — 05
Publication date 24.04.2025
Booking deadline 24.03.2025
Material deadline 07.04.2025

ELLE 2025 — 06
Publication date 27.05.2025 (moved due to bank holiday)
Booking deadline 29.04.2025
Material deadline 09.05.2025

ELLE 2025 — 07
Publication date 26.06.2025
Booking deadline 29.05.2025
Material deadline 09.06.2025

ELLE 2025 — 08
Publication date 31.07.2025
Booking deadline 23.06.2025
Material deadline 01.07.2025 (moved due to summer holiday)

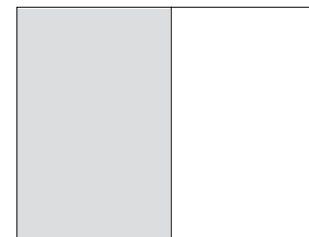
ELLE 2025 — 09
A/W TRENDRAPPORT
Publication date 27.08.2025
Booking deadline 28.07.2025
Material deadline 11.08.2025

ELLE 2025 — 10
ELLE TRENDRAPPORT
Publication date 25.09.2025
Booking deadline 25.08.2025
Material deadline 08.09.2025

ELLE 2025 — 11
Publication date 23.10.2025
Booking deadline 29.09.2025
Material deadline 13.10.2025

ELLE 2025 — 12
CHRISTMAS CALENDER
Publication date 20.11.2025
Booking deadline 27.10.2025
Material deadline 10.11.2025

ELLE 2026 — 01
Coming up



FULL PAGE
225 x 297 mm*



DOUBLE PAGE
450 x 297 mm*

*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

Please forward samples to:

PNB Print
'Jansili', Silakrogs
Ropazu Novads
LV-2133
Latvia
Att: Liga Gulbe/Inga Fotina

Please note all deliveries should be marked with the following information:

Titel on sample
Title of magazine + volume
Total amount

Please also inform ELLE Denmark Commercial Director on shipping status

Price: DKK 12.000 incl. handling + correspondence.

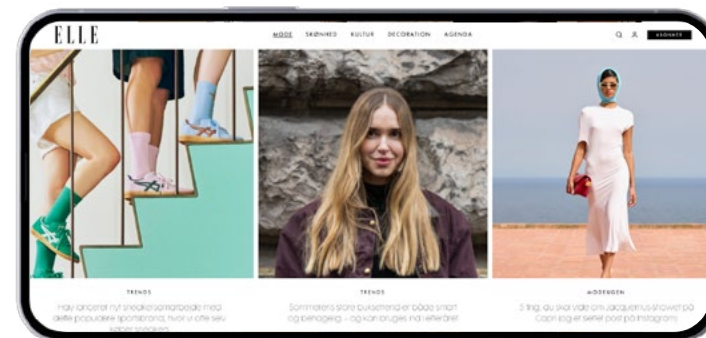
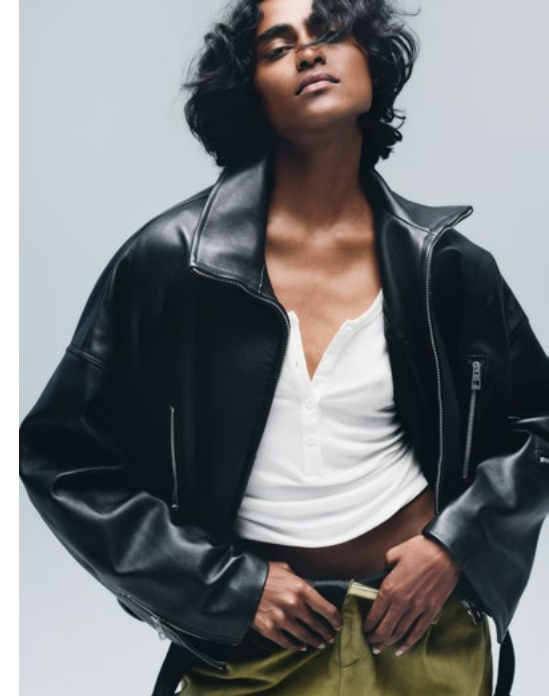
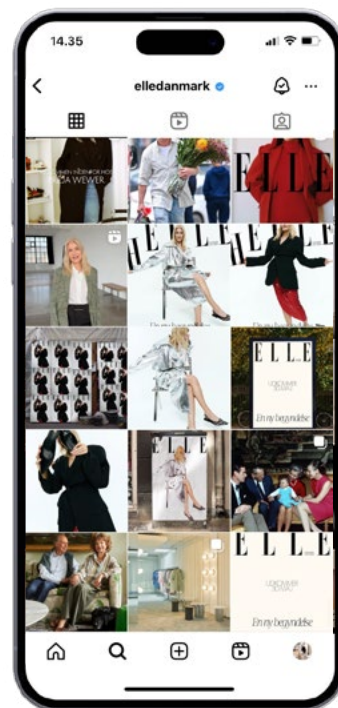
DIGITAL FACTS

Digital users: 500.000
Monthly page views: 1.000.000

ELLE.dk is a destination for readers 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 ELLE's editorial team, we aim to be our reader's preferred platform for news, inspiration and perspectives on fashion, beauty and culture.

ELLE.dk is updated daily, and all content is produced or adapted specifically to the website, closely related to the magazine. Besides the magazine and ELLE.dk, ELLE daily engages users on Facebook, Instagram, TikTok and via our podcast Klædt på

Instagram: 144.000
TikTok: 17.000
Facebook: 65.000
ELLE Decoration Instagram: 255.000
Podcast Klædt på: 15.000



ELLE.DK

Monthly views: 294.000

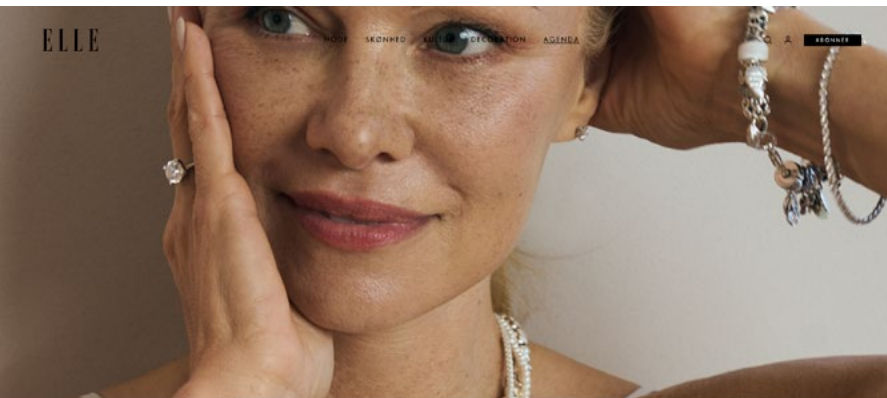
Active monthly viewers: 155.000

Views per active users: 1,90

Average engagement time per active user: 1m 21sec

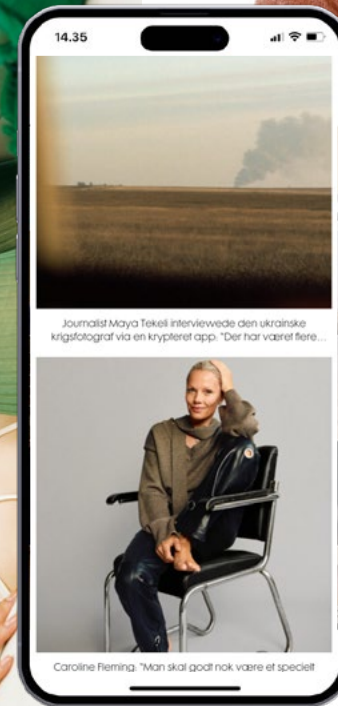
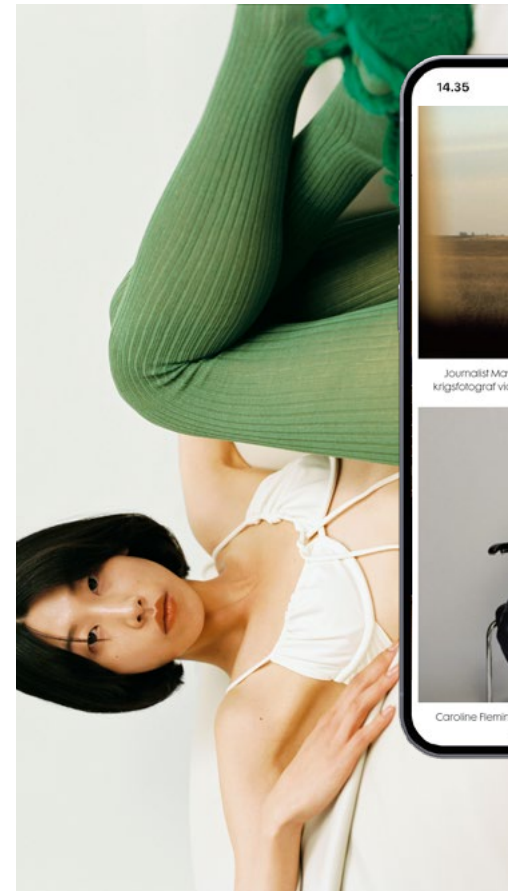
ELLE.dk is Denmark's largest and only standalone fashion site. Each day the website is updated with articles on fashion, beauty, culture, decoration and agenda.

In 2024 we launched a completely remade site showcasing an updated visual DNA, new digital features and a smoother navigating experience for the reader.



IDENTITET

Pamela Anderson: "Jeg kæmpede virkelig for mit liv, jeg ville bare være mig selv, men jeg følte mig låst af andres forventninger. Hver gang jeg havde fotoshoots, skulle jeg have pink plastik og falske øjenvinner på"



MODE

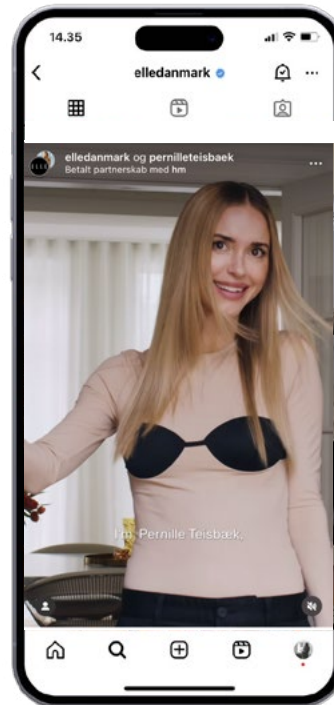
Dette populære, danske smykkebrand åbner ny butik på en helt særlig lokation

DIG TORIALS

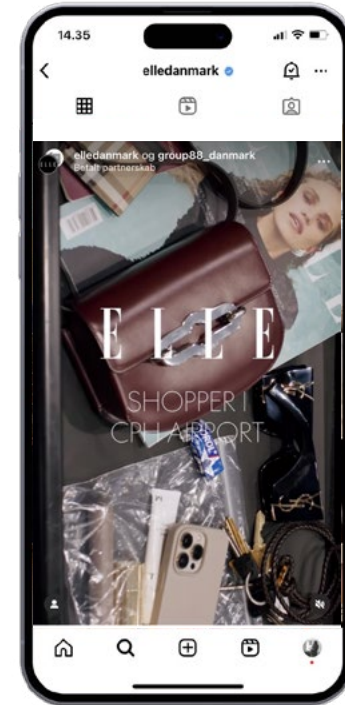
We showcase your brand and history in a true ELLE way via native produced digital editorials online. No matter what product, story or vision you want to express, we come up with individual native solutions to frame your brand the best way possible for the ELLE readers to enjoy and be inspired by.



CLIENT: THE ORDINARY
When launching the new product Retinal 0.2% Emulsion The Ordinary chose Editor-in-Chief Cecilie Ingdal as an ambassador for the product. We produced the native digital content in line with ELLE DNA and showcased the product in a well-known setting.



CLIENT: H&M
When celebrating the 20th anniversary for the H&M design collaborations, we produced a native digital video and article featuring Pernille Teisbæk showing her favourite pieces from the previous H&M collections.



CLIENT: GROUP 88
While summer travels were booming in Copenhagen Airport, we produced native digital content for Group 88 (Bottega Veneta, Saint Laurent, Mulberry and Burberry) that wanted to empathize the possibility of shopping the season's hottest trends in the airport stores.

RATECARD ONLINE & SOME

FORMAT

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

PRICE

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

SOCIAL MEDIA:

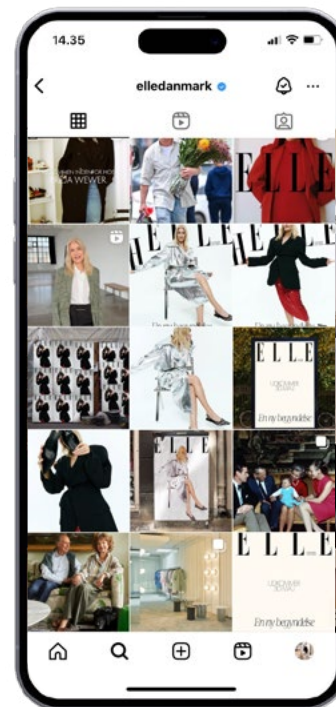
Instagram post
Instagram story
TikTok video
Facebook
Live shopping from

DKK 25,000
DKK 25,000
DKK 30,000
DKK 15,000
DKK 40,000

PODCAST:

Klædt På

DKK 25,000



ELLE AWARDS

The international renowned fashion award show ELLE Awards was held in Denmark for the first time in 2013 and is the only award show focusing on fashion and the business surrounding it in Denmark.

ELLE Awards takes place in November each year where we gather the 200 most influential people in the Danish fashion industry to celebrate and honor.

During the dinner and show, 12 awards – from designer of the year to beauty brand of the year over voice of the year and person of the year – are being given to the people and brands that the jury voted for.

During the evening and in the upcoming and following print and digital coverage the carefully selected partners of the night get to showcase their product and brand in the most luxurious surrounding and to the most influential crowd who all share the evening with their own audience.



EVENTS

Want ELLE Denmark to plan, produce and host your event?

We have a strong understanding of visual storytelling and a loyal network of A-list influencers and talents. No matter your vision we can bring it to life in a commercial yet organic setting.



CONTACT

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ELLE