ELLE
BELGIQUE
BELGIË

ELLE IS THE FEMININE BRAND GIVES EMOTION

ELLE makes you dream, diverts, surprises and gives emotion. All around the world, ELLE informs and sides the women. Since September 2003, ELLE fixes your appointment. From Brussels to Antwerp. From Arlon to Ostend. 36th edition of mythical female, ELLE Belgium and ELLE België affirm each one like one mix single of Belgian and international news, of information mode and people, beauty and lifestyle: the whole in two versions, French-speaking and Dutch-speaking. This year, ELLE celebrates her 150th issue of success!

STYLISH
Original, trendy, sensual, inspired

SEXY
Female, tempting

SPIRITED
Intelligent, free of spirit, tolerant

ELLE is in the actuality

ELLE an eye on all, is trendy

ELLE sets free your desires

ELLE is a moment for oneself

Pictures: Kai Z Feng
Fashion design: Anne Marie Curtis
Model: Lily Donaldson

ELLE BELGIQUE EDITORIAL TOPICS 2016

FEBRUARY N°150 22/01	**COLLECTOR ISSUE / SPECIAL MODE /150TH SPECIAL ISSUE** FASHION PREVIEW Catwalk spring/summer
MARCH N°151 19/02	**SPECIAL FASHION** Beauty: Trends spring/summer
APRIL N°152 18/03	**SPECIAL ISSUE "BE THE COVER! "** Launching special issue " the readressesse on the Elle Cover" Fashion : Kids
MAY N°153 22/04	**SPECIAL BEAUTY/ WELLNESS** Fashion: Little prices, lingerie
JUNE N°154 20/05	**SPECIAL READRESSES** Fashion & Beauty: Find your style **+ Extra free issue ELLE DECORATION 100% Belgium** **+ Extra free issue your MINI Elle santé (wellness)**
JULY N° 155 17/06	**THE SUMMER ISSUE/ SPECIAL SWIMWEAR** Fashion: all about holidays Stay at home or go abroad? Last minute "Beauty-full" on holidays (solar, depilation, nail, …) Summer cooking **+ Extra free issue GENTLEMAN**
AUGUST N°156 22/07	**BACK TO SCHOOL PREVIEW** Kids file (fashion, psycho, food) Fashion: Catwalks preview autumn/winter Beauty: Hair SPECIAL ZOUTE FILE (BELGIAN COAST – KNOKKE/HET ZOUTE)
SEPTEMBER N°157 19/08	**SPECIAL FASHION** Beauty: Autumn-winter make-up trends Trends deco / food
OCTOBER N°158 23/09	**SPECIAL ACCESSORIES** Fashion: jean's Beauty: Winter fragrances Winter cooking
NOVEMBER N°159 21/10	**SPECIAL BEAUTY** Fashion: Little prices, lingerie
DECEMBER N°160 25/11	**SPECIAL CELEBRATION** Fashion: Party clothes, accessories, watches and jewels Beauty: Special make-up party Presents **+ Extra free issue ELLE DECORATION 100% Belgium**
JANUARY N°160 23/12	**BEST ADDRESSES SPECIAL'S + ELLE BEAUTY AWARD** Beauty/Wellness: Detox **+ Extra free issue GENTLEMAN**

ELLE BELGÏE EDITORIAL TOPICS 2016

FEBRUARY N°150 22/01	**COLLECTOR ISSUE** FASHION PREVIEW Catwalk trend's spring/summer make-up
MARCH N°151 19/02	**SPECIAL FASHION** Beauty: Catwalk's trends spring/summer
APRIL N°152 18/03	**SPECIAL ISSUE "BE THE COVER!"** Launching special issue readressesses " be the cover model". Fashion : Kids
MAY N°153 22/04	**SPECIAL BEAUTY** Fashion: Little prices, lingerie
JUNE N°154 20/05	**SPECIAL READRESSESSES** Fashion & Beauty: Find your style **+ Extra free issue ELLE DECORATION 100% Belgium** **+ Extra free issue your MINI Elle santé (wellness)**
JULY N° 155 17/06	**THE SUMMER ISSUE** Fashion: all about holidays at beach Stay at home or go abroad? Last minute "Beauty-full" on holidays (solar, depilation, nail, …) Summer cooking **+ Extra free issue GENTLEMAN**
AUGUST N°156 22/07	**CATWALK SPECIAL ISSUE / SPECIAL HAIR** Catwalks preview autumn/winter Kids file (fashion, psycho, food) Beauty: Hair SPECIAL ZOUTE FILE (BELGIAN COAST – KNOKKE/HET ZOUTE)
SEPTEMBER N°157 19/08	**SPECIAL FASHION** New trends Beauty: Catwalk's make-up trends autumn-winter Trends deco / food
OCTOBER N°158 23/09	**SPECIAL ACCESSORIES** Fashion: Shoes, bags, jewels, glasses Beauty: Perfumes + anti-ageing, the new trends. Travels, deco, cookbook
NOVEMBER N°159 21/10	**SPECIAL BEAUTY** Fashion: Little prices, lingerie Travelling : ski
DECEMBER N°160 25/11	**SPECIAL CELEBRATION** Fashion: Party clothes, accessories, watches and jewels Beauty: Special make-up party Presents
JANUARY N°160 23/12	**BEST ADDRESSES SPECIAL'S + ELLE BEAUTY AWARD** Fashion : Party + lounge Beauty/Wellness: Detox Trends: Lifestyle, travels, food & design What's up in 2017? **+ Extra free issue ELLE DECORATION 100% Belgium** **+ Extra free issue GENTLEMAN**

WHO'S ELLE?

The ELLE readers are opinion leaders

YOUNG

61.3% of the Elle Belgique's readers and 58.1 % of ELLE België are between 15 et 44 yo*

LEADING

67.5% of the Elle Belgique's readers and 68.4% of Elle België belong to upper classes 1-4*
ELLE meets a interrupted and continuous success!

AUDIENCE 2014-2015

Elle Belgique & Elle België, Readers Last Period :
327.600 (Gross contact : 332.700)
Elle Belgique : 207.900
Elle België : 124.700
Readers Last Period (TOTAL BRAND) : 417.800
(CIM 14/15)

The magazines are printed by Corelio Printing

CIM CONTROLE 2014 CIM CONTRÔLE 2014

GENERAL INFORMATION

PRINT RUN

Elle Belgique + Elle Belgie : 80.000 ex
Elle Belgique : 41.000 ex
Elle Belgie : 39.000 ex

The special issue is printed at 100.000 ex
Elle Belgique : 51.000 ex
Elle Belgie : 49.000 ex
Periodicity: monthly

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GENERAL DIRECTOR

TECHNISCHE INFORMATIE

Material: High def ad. on CD in PDF version + Print color.
WARNING : all material which is not provided in PDF format will be invoiced.
All information about material, sizes, PDF can be checked on www.elle.be/pub

Deadline material: 4 weeks before publishing.
Booking: 6 weeks before publishing.
Cancellation: see sales conditions on the order form.

PRICE RATE 2016

PRICE LIST FOR BOTH EDITIONS

SIZE	GROSS SIZE TO DELIVER (HXB)*	QUADRI
2/1	290,5mm x 450mm	16.300 €
1/1	290,5mm x 225mm	8.200 €
1/2	290,5mm x 108mm	4.900 €
1/2	142mm x 225mm	4.900 €

Price for 1 edition only (French or Flemish): - 40% on the basic price

* + add 5 mm on each edge for the cut

For all other information, please contact us.

CREATIVE ADS

Inserts:

2 pages: 115 E/1.000 + technical costs
4 pages: 130 E/1.000 + technical costs
6 pages: 170 E/1.000 + technical costs
8 pages: 185 E/1.000 + technical costs

Pop Up: 55 E/1.000 + technical costs (contact us)

Glued card: 80 E/1.000 + technical costs (contact us)

Glued samples : 98 E/1.000 + technical costs (contact us)

For all other information, please contact us.

SPECIAL POSITIONS

1) Ads in first position in the magazine

Some special positions can be booked at the beginning of the magazine. The 12th first positions (it doesn't mean the 12 first pages) can only be booked for the 2/1 pages and 1/1 page. For the 1/1 page size, the right or the left position can not be guaranteed.

Double page
Double opening page + 25 % on the basic price.
Double 2/Dubbele pagina 2: + 22,5%
Double 3/Dubbele pagina 3: + 20%
Double 4/Dubbele pagina 4: + 17,5%
Double 5/Dubbele pagina 5: + 15%
Double 6/Dubbele pagina 6: + 12,5%
Double 7/Dubbele pagina 7: + 10%

Simple page
Cover 3: 8.500 €
Cover 4: 10.945 €

Simple 1: + 25% on the basic price.
Simple 2: + 22,5%
Simple 3: + 20%
Simple 4: + 17,5%
Simple 5: + 15%
Simple 6: + 12,5%
Simple 7: + 10%

2) Other special positions

For all other special positions and first half-part of the magazine: +10% on the basic price.

REDUCTION ON VOLUME

By page in both editions:

For booking 2 pages: 5%
3 to 5 pages: 7%
6 to 8 pages: 9%
9 to 11 pages: 11%
12 to 14 pages: 13%
15 to 17 pages: 15%
18 to 20 pages: 17%