

E.be ELLE

Media kit 2019





#Beauty
#Fashion
#Femininity
#Humor
#Society

Statistics

Profile





- Women
- Urban & educated
- NL - FR
- 15 - 44 years old
- High income - purchasing power

Source: CIM 2018



More than
430,300 users

MOBILE 65,4%
DESKTOP 26,6%
TABLET 8,1%

	FR	NL	TOTAL
 210 k	210 k	63 k	273 k fans
 64,6 k	64,6 k	68 k	132,6k followers
 18,2 k	18,2 k	5,9 k	24,1 k followers
 18,1 k	18,1 k	2,0 k	k followers

NEWSLETTER ELLE.be
FR / 36.071 subscribers
NL / 26.501 subscribers
Total / 62.572 subscribers
Opening rate / 14,9%
FR / 12,6% NL / 17,1%

NEWSLETTER PARTNER
FR / 29.841 subscribers
NL / 26.167 subscribers
Total / 56.008 subscribers
Opening rate / 12,7%
FR / 11,6% NL / 13,8%

FACEBOOK FANS
18 > 24 years old / 23,5%
25 > 34 years old / 30,5%
35 > 44 years old / 13,5%

Page views/month

FR 5.595.264 NL
2.653.402 2.929.727

549.095

Unique Visitors/month (fr/nl)

744.949

Sessions /month (fr/nl)

25,86%

Bounce rate (fr/nl)





Displays – Specifications - Prices

ELLE.be				
WEBSITE	FORMATS	DEVICES	W x H	CPM
ELLE.be FR & NL	Billboard	Desktop / Tablet	970 x 250	25 €
ELLE.be FR & NL	Half Page	Desktop / Tablet	300 x 600	25 €
ELLE.be FR & NL	Large Leaderboard	Desktop / Tablet	840 x 150	20 €
ELLE.be FR & NL	Leaderboard	Desktop / Tablet	728 x 90	20 €
ELLE.be FR & NL	Medium Rectangle	Desktop / Tablet	728 x 90	20 €
ELLE.be FR & NL	Takeover	Desktop / Tablet	Variable	45 €
ELLE.be FR & NL	Takeover + Half Page	Desktop / Tablet	Variable	63 €
ELLE.be FR & NL	Takeover + Medium Rectangle	Desktop / Tablet	Variable	74 €
ELLE.be FR & NL	In-article	Desktop / Tablet	640 x 360	40 €
ELLE.be FR & NL	Leaderboard	Mobile	640 x 150	10 €
ELLE.be FR & NL	Medium Rectangle	Mobile	600 x 500	10 €
ELLE.be FR & NL	In-article	Mobile	640 x 360	40 €
ELLE.be FR & NL	In-article	Desktop / Mobile	640 x 360	40 €
ELLE.be FR & NL	Large Leaderboard + Leaderboard	Desktop / Mobile	840 x 150 - 728 x 90 - 640 x 150	14 €
ELLE.be FR & NL	Leaderboard	Desktop / Mobile	728 x 90 - 640 x 150	14 €
ELLE.be FR & NL	Half Page + Medium Rectangle	Desktop / Mobile	300 x 600 - 728 x 90	13 €
ELLE.be FR & NL	Medium Rectangle	Desktop / Mobile	728 x 90 - 600 x 500	14 €
ELLE.be FR & NL	Takeover + Leaderboard	Desktop / Mobile	Variable - 728 x 90 - 640 x 150	23 €
ELLE.be FR & NL	Takeover + Half Page + Leaderboard	Desktop / Mobile	Variable - 728 x 90 - 640 x 150	30 €
ELLE.be FR & NL	Takeover + Leaderboard + Medium Rectangle	Desktop / Mobile	Variable - 728 x 90 - 600 x 500	33 €



Native article



Media value: 3.500 €

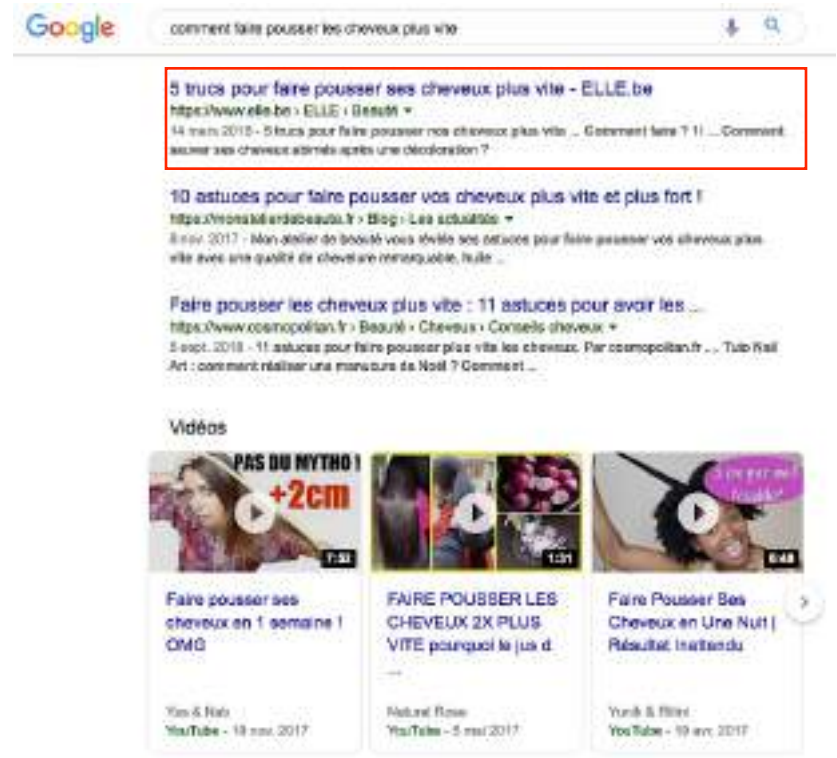
Technical costs: 800 € TC*

*if influencer involved: fee influencer + 300 € TC on top



SEO – Search Engine Optimisation

In-depth SEO recommandation (upon request, on a case by case basis, depending on the topic)



Article length : between 1.000 and 2.000 words
Technical costs article : 1.400 €
Technical costs SEO analysis : min. 350 €

Contest



Media value: 2.000 €
Technical costs: 500 € + gifts
+ Opt-in : 1.000 €

Video



Media value: 2.500 €
Total media value video + article : 4.500 €
Technical costs: 2.600 € (to be confirmed)

Shooting



Media value: To be confirmed
Technical costs: 4.000 €

Survey



Media value: To be confirmed
Technical costs: 2.500 €
+ Opt-in: 1.000 €

Teasing via Facebook

Dark Facebook post sponsored to target group (to be defined together with the client)



Dark Facebook post

Media value: 2.500 €

+ boost
+ 250 € TC

Facebook post on the ELLE Facebook page sponsored to target group (to be defined together with the client)



Facebook post

Media value: 4.000 €

+ boost
+ 250 € TC

*Only possible with the approval of the editor in chief

Teasing via Instagram



Instagram post

Organic* : 3.500 € / Paid : 2.500 €
+ boost + 250 € TC

*only possible with the consent of the editor in chief



Instagram story

24h: 2.000 € / 24h with Swipe Up: 2.500 €
+ boost + 250 € TC

Newsletter

This newsletter is specially content & is dedicated to the brands sent to our 'partner' database



Dedicated newsletter
sent to 56.008 subscribers

5.881€ + 500 € TC



Insert in newsletter
sent to 62.572 subscribers

1.877 € + 250 € TC



#Contacts

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