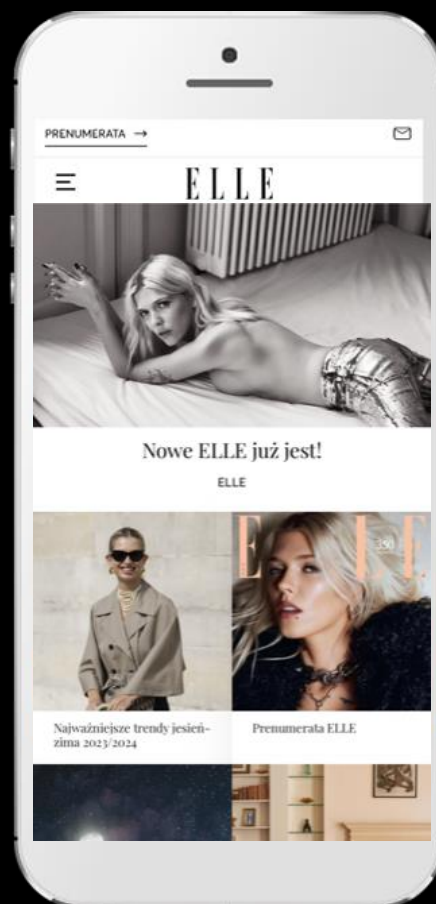


ELLE®





Mediakit 2024



World famous fashion brand

ELLE is self-aware and open.
She notices difficult issues, but stays optimistic. She
discovers young talents and presents them to the world.
She is a guide in the world of fashion and culture.
She is trustworthy, inspiring and thought-provoking.
You want to spend time with her.

ELLE
ELLE.pl

25 k sales
275 k readership

5,9 m PV
2,9 m UU (08.2023)

242 k fans (10.2023)

141 k followers (10.2023)

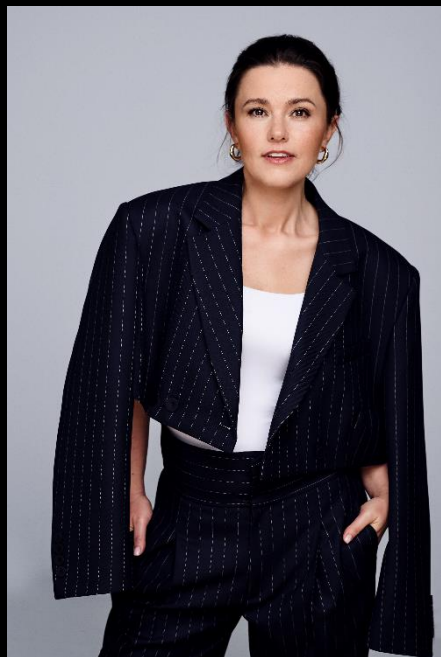
32,2 k subscribers (10.2023)



BurdaMedia
Polska

ELLE

The largest fashion magazine in the world and the 1st luxury service about fashion in Poland. In 2024, the Polish edition of ELLE celebrates its 30th anniversary!



ELLE has been setting trends in Poland for 29 years. It is a multimedia brand that is always where the ELLE woman is: in the press, online, on social media. We invite the best photographers, artists, journalists, influencers to work with us. We create daring fashion shoots, we reach for topics that touch, because the world we live in is increasingly inclusive and multidimensional. We help build an image, but we don't judge, we support choices. We talk about changes in fashion, ask experts how to take care of body, emotions and mind. We look for beauty in the world - in travel, tastes, people. But we also care about the Planet - we appreciate eco products, we support the vintage trend. Together with our users we have fun at summer festivals, we follow live presentations of the latest collections, recommend the best events from the world of culture, we are the first to inform about the most important news, forecast trends, and - use of our e-commerce experience - we suggest where to buy fashionable products. Like no one else, we combine interest in luxury and popular brands. In our world, the most important is SHE, which is ELLE. We want her to express herself with confidence, to say openly what she needs, to enjoy life as much as we do!

Marta Tabiś-Szymanek
Editor-in-Chief



ELLE is 78 years of history, 30 years of presence in Poland, 43 editions all over the world.

**BurdaMedia
Polska**

ELLE

A woman of ELLE

- has exceptional style, is an opinion-making leader in her social circle, she takes what's best for her from fashion
- is willing to pay more for better-quality products
- is changeable: sometimes original, sometimes practical, usually cheerful, sometimes serious

63%

she is
25-54 years old

64%

she lives in the city

79%

she has secondary or
higher education

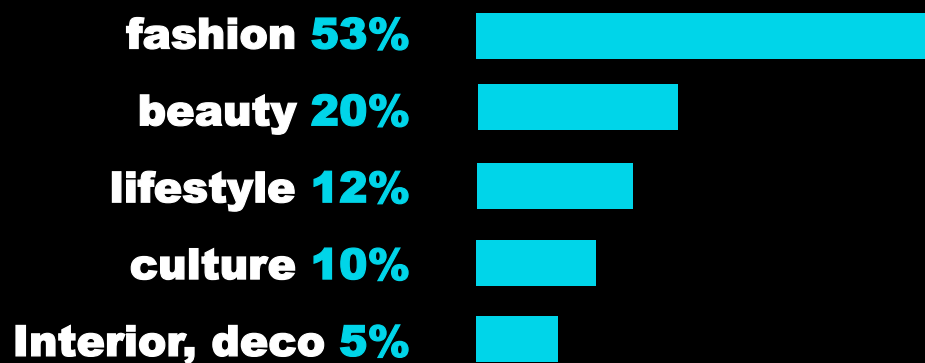
You want to be like her, follower her, be like her!



BurdaMedia
Polska

ELLE®

What do we write about?



*Burda Media Polska own data

**ELLE.pl – 2nd place in the
website ranking in the category
Fashion & beauty****

**Source: Mediapanel, 08.2023, real users, group: everyone 7-75, website ranking from Fashion & beauty category



**BurdaMedia
Polska**

ELLE®

We influence purchasing decisions

E-commerce

Our reader loves shopping, visits online stores, local boutiques, chain stores but also vintage fashion shops.

The ELLE.pl is a power of our affiliate actions. We have the best conversion on the fashion press market – in many cases it reaches up to 50%! (CTR).

Every month ELLE.pl redirects about 140 000 visits to our partners' stores.



ELLE®

Integrated 360° approach makes us special

Content to commerce, influencers, communities, events:

- **ELLE About Fashion** - a conference with the participation of editorial team and top experts, dedicated to people who want to develop in the fashion industry
- **ELLE Style Awards** - an international prize given annually to personalities of the fashion and culture world
- **ELLE International Beauty Awards** - beauty editors choose the best cosmetics of the year from 43 ELLE editions from all over the world
- **ELLE Icons** – an interactive special section on ELLE.pl

Production of dedicated content:

- fixed video formats and podcasts
- professional photo sessions
- engaging native content



ELLE

Price list - press

Opening spread	103 170 EUR
Spread	77 638 EUR
II cover	77 638 EUR
III cover	49 553 EUR
IV cover	86 362 EUR
Right page	45 298 EUR
Left page	42 532 EUR
Junior page	37 851 EUR
1/2 of right page	35 936 EUR
1/2 of left page	30 191 EUR
1/3 of right page	27 426 EUR
1/3 of left page	24 021 EUR
1/4 of right page	21 681 EUR
1/4 of left page	17 000 EUR
Island	25 936 EUR
1/4 page square	21 681 EUR

EXTRA CHARGES

Advertisement in first 1/2 of the magazine	15%
Advertisement in first 1/3 of the magazine	30%
Advertisement next to the material	15%
Second advertiser	10%

Other non-standard advertisements to be settled on the basis of separate cost calculation. All prices are net prices. Statutory VAT tax is to be added to all the prices above



ELLE®

Publishing schedule

Number of issue	Deadline of materials delivery	First day of sales
2/2024	13.12.2023	03.01.2024
3/2024	10.01.2024	01.02.2024
4/2024	14.02.2024	06.03.2024
5/2024	14.03.2024	03.04.2024
6/2024	16.04.2024	07.05.2024
7/2024	15.05.2024	05.06.2024
8/2024	12.06.2024	03.07.2024
9/2024	10.07.2024	01.08.2024
10/2024	14.08.2024	04.09.2024
11/2024	11.09.2024	02.10.2024
12/2024	16.10.2024	06.11.2024
1/2025	13.11.2024	04.12.2024



BurdaMedia
Polska

ELLE

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www.burdamedia.pl

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Bank accounts:

PLN: 49 1050 0086 1000 0090 3172 2672
EUR: 27 1050 0086 1000 0090 3172 2680
USD: 26 1050 0086 1000 0090 3172 2698

Payment date:

After the publication of the advertisement, on the basis of the VAT invoice issued, within the deadline indicated in the order or the invoice.

Periodicity: monthly

Territorial scope: nationwide

ISSN: 1232-8308



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