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POLSKA EDYCJA OTWIERAMY DRZWI DO ŚWIATA DIZAJNU

ELLE²⁵ lat DECORATION

SALON
SCENA DOMOWEJ
CODZIENNOŚCI



SŁONECZNE
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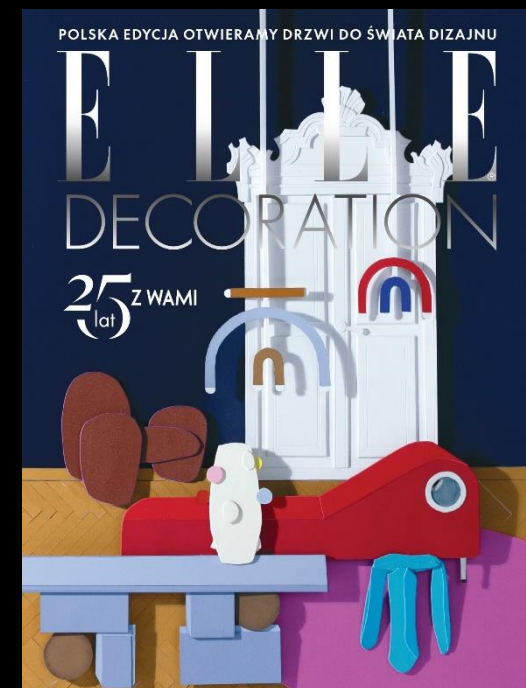
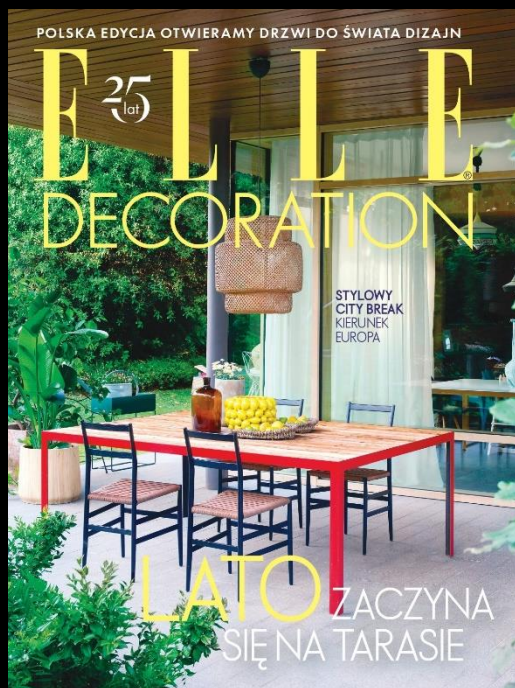
Mediakit 2026



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ELLE DECORATION

The longest-present international magazine in Poland about design, beautiful interiors and places. In 2025, the Polish edition of ELLE DECORATION celebrated its 25th anniversary!



ELLE DECORATION is 39 years of history, 25 years of presence in Poland, 25 editions all over the world.

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ELLE DECORATION

For 25 years, we have been inspiring new generations of readers. We follow the most important trends in architecture and interior design. We advise you on how to choose the best ones.



ELLE Decoration is to the world of interiors what **ELLE** is to the world of fashion - an inspiration and authority. Belonging to this global brand gives the magazine prestige and recognition worldwide. **ELLE Decoration** has a unique ability to combine international trends with local ones, making it a unique source of inspiration for both professionals and amateurs.

While interiors are the magazine's main focus, **ELLE Decoration** also focuses on broadly defined lifestyle, including fashion, art, travel and culture. This makes the magazine comprehensive and appeals to people who are looking for inspiration not only in the context of interiors, but also in other aspects of life.

The magazine combines the worlds of architecture, interior design and art, offering a comprehensive view of the latest trends in these fields. It presents interiors designed by leading architects and designers, but also lesser-known, alternative spaces with great artistic potential.

We regularly publish interviews with top designers, architects and artists from around the world, giving readers insight into their creative processes and philosophies.

Furthermore, **ELLE Decoration** provides practical advice on interior design, choosing materials and decorations, combining aesthetics with functionality.

We do not forget about sustainable development, ethical design and eco-trends. We promote ecological solutions, innovative materials and projects that aim to reduce the impact on the environment. So that our magazine is not only a modern but also a responsible source of information.

Anna Chwalińska
Editor-in-Chief

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ELLE DECORATION

The world of design at one's fingertips

ELLE DECORATION is a combination of the real world and the world of dreams. It shows how to combine classics with modernity. Therefore, it becomes perfect in presenting an eclectic style. As a result, **ELLE Decoration** never becomes outdated.

The magazine is distinguished by its exclusive character and international aspect. At the same time, the editors support Polish design and try to focus on interiors created in Poland. It encourages you to search for your own style while giving exemplary patterns of interior design styling.

Step by step, it introduces readers to the world of dream interiors, showing the solutions available in Poland. It sensitizes to beauty and conveys the idea that the interior is part of lifestyle.

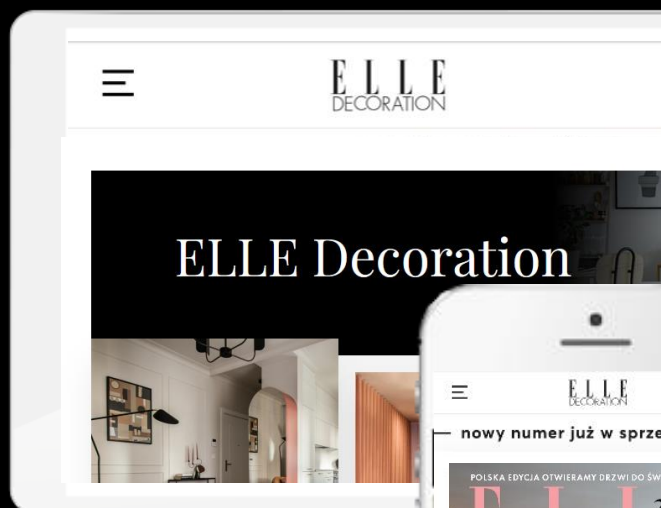
ELLE DECORATION is the title for a selected target group. They are educated and wealthy women, living in the largest cities. Individualists sensitive to beauty, expressing themselves through creation of their immediate surroundings and seeking harmony in it. When choosing a given product, the readers are guided more by its aesthetics than price.



ELLE DECORATION

Communication 360°

www.decoration.elle.pl
179 tys UU



64 tys followers
676 tys total reach



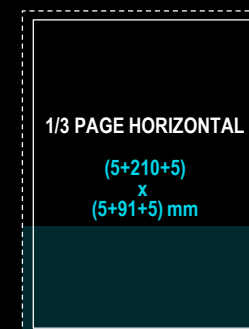
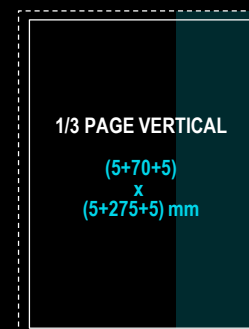
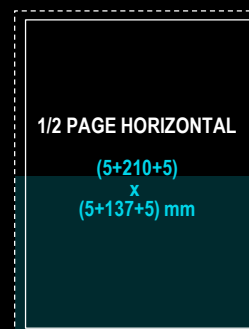
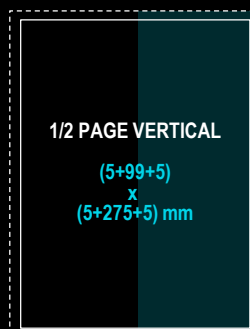
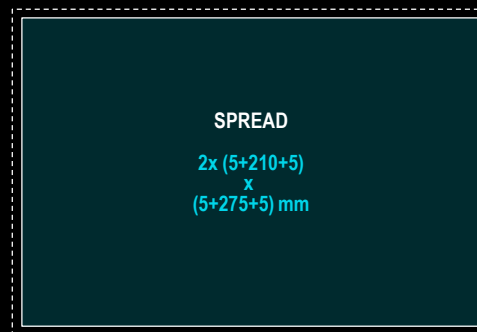
54,2 tys followers
2,2 mln views



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Price list - press

Opening spread	38 858 EUR
Spread	31 440 EUR
II cover	22 230 EUR
III cover	19 160 EUR
IV cover	28 881 EUR
I, II, III page	20 695 EUR
1/1 right page	19 160 EUR
1/1 left page	19 160 EUR
1/2 right page horizontal	12 765 EUR
1/2 right page vertical	12 765 EUR
1/2 left page horizontal	12 765 EUR
1/2 left page vertical	12 765 EUR
1/3 right page horizontal	9 695 EUR
1/3 right page vertical	9 695 EUR
1/3 left page horizontal	9 695 EUR
1/3 left page vertical	9 695 EUR



EXTRA CHARGES

Ad placement in the first 1/2 of the magazine	15%
Ad placement in the first 1/3 of the magazine	30%
Ad placement aside selected editorial 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 DECORATION

Publishing **schedule**

Number of issue	Deadline for submitting materials	First day of sales
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1/2026	19.12.2025	22.01.2026
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2/2026	23.02.2026	19.03.2026
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3/2026	27.04.2026	21.05.2026
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4/2026	22.06.2026	16.07.2026
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5/2026	24.08.2026	17.09.2026
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6/2026	26.10.2026	19.11.2026
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ELLE DECORATION

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PLN: 49 1050 0086 1000 0090 3172 2672
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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.

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Territorial scope: nationwide

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