

ELLE®





Mediakit 2026



BurdaMedia
Polska

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 **1,83 mln** total reach 360°*



309 k followers (11.2025)



161 k followers (11.2025)



40,8 k subscribers (11.2025)



139,3 tys. followers (11.2025)



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Polska**

ELLE

**The largest fashion magazine in the world
and the 1st luxury service about fashion in Poland.**



ELLE has been setting trends in Poland for 31 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 80 years of history, 32 years of presence
in Poland, 43 editions all over the world.**

ELLE

A woman of ELLE

- She has a distinctive sense of style and a natural confidence. She's a trendsetter within her social circle, she takes from fashion whatever best expresses her personality.
- She values quality and conscious choices - and is willing to pay more for products that truly meet her expectations.
- She can be original or pragmatic, joyful or serious – but always authentic

53%

she is
20-54 years old

72%

she lives in the city

88%

she has secondary or
higher education

**She is a woman to be inspired by
and someone you want to follow.**

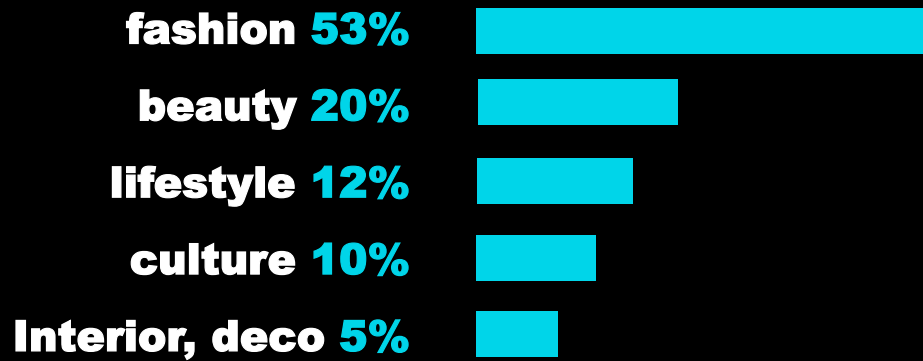
Source: PBC: CCS, 10.2024-09.2025, n=11 755, realisation Kantar Polska, Ogólnopolski Panel Badawczy Ariadna, prepared by Burda; Mediapanel 10.2025



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What do we write about?



*Burda Media Polska own data

1st PLACE – the largest
total reach 360° in reaching
readers and users of luxury
press titles*

*Source: PBC, Total Reach 360° (CCS, PRINT i E-Editions, www), 10.2024-09.2025



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The power of ELLE's recommendation

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 45%! (CTR).

Every month ELLE.pl redirects nearly **200 000 visits to its partners' stores.**

Source: Google Analytics 2025



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What makes us special is our integrated 360° approach

We combine editorial authority with the power of creators, communities and events – from inspiration to real business impact:

- [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:

- regular video formats
- professional photo sessions
- engaging native content and special projects



ELLE

Price list - press

Opening spread	124 044 EUR
Spread	93 347 EUR
II cover	93 347 EUR
III cover	59 579 EUR
IV cover	103 835 EUR
Right page	54 463 EUR
Left page	51 137 EUR
Junior page	45 509 EUR
1/2 of right page	43 207 EUR
1/2 of left page	36 300 EUR
1/3 of right page	32 974 EUR
1/3 of left page	28 881 EUR
1/4 of right page	26 067 EUR
1/4 of left page	20 440 EUR
Island	31 184 EUR
1/4 page square	26 067 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 for materials delivery	First day of sales
2/2026	12.12.2025	07.01.2026
3/2026	14.01.2026	04.02.2026
4/2026	10.02.2026	04.03.2026
5/2026	06.03.2026	01.04.2026
6/2026	10.04.2026	06.05.2026
7/2026	08.05.2026	03.06.2026
8/2026	05.06.2026	01.07.2026
9/2026	10.07.2026	05.08.2026
10/2026	07.08.2026	02.09.2026
11/2026	11.09.2026	01.10.2026
12/2026	09.10.2026	04.11.2026
1/2027	05.11.2026	02.12.2026



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Contacts

www.burdamedia.pl

BURDA MEDIA POLSKA SP. Z O.O.

ul. Marynarska 15
02-674 Warszawa
NIP: 897-14-11-483

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



Małgorzata Gurbala

Managing Director Luxury & Lifestyle Sales

mob.: +48 600 207 181

malgorzata.gurbala@burdamedia.pl



Ewelina Dorda

Luxury & People Team Leader

mob.: +48 608 356 156

ewelina.dorda@burdamedia.pl



Radosław Grabowski

mob.: +48 604 112 494

radoslaw.grabowski@burdamedia.pl



Renata Bogusz

mob.: +48 692 440 106

renata.bogusz@burdamedia.pl



Anna Muczyńska

mob.: + 48 668 553 943

anna.muczynska@burdamedia.pl



Joanna Hasny

Traffic Expert

mob.: + 48 694 455 354

joanna.hasny@burdamedia.pl



Małgorzata Janiszewska

mob.: +48 692 440 127

malgorzata.janiszewska@burdamedia.pl



Sylwia Klich

mob.: +48 694 455 430

sylwia.klich@burdamedia.pl



Joanna Sawa

mob.: +48 693 297 338

joanna.sawa@burdamedia.pl



Dagmara Zawistowska

mob.: +48 697 072 534

dagmara.zawistowska@burdamedia.pl