

ELLE®



# ELLE

ELLE.PL

NOWY ROZDZIAŁ  
KOBIECOCI

PIA SKRZYSZOWSKA

REESE  
WITHERSPOON

MANUELA  
GRETKOWSKA

JENNIFER  
ANISTON

## FASHION & BOOKS

TRENDY Z KULTOWYCH POWIEŚCI *moda na kluby książki*  
HORROR CHIC *ciemna strona literatury*

# 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** **1,74 mln** total reach 360°\*



**318 k** followers (04.2026)



**189 k** followers ((04.2026)



**41,8 k** subscribers (04.2026)



**157,9 tys.** followers (04.2026)



**BurdaMedia  
Polska**

# ELLE®

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



ELLE is a unique multimedia brand on both the Polish and global markets. Created over 80 years ago in France to support women in their everyday choices. ELLE is the perfect mix of high fashion and accessible inspiration straight from stores. ELLE is beautiful fashion editorials that motivate women to search for their own style. ELLE also provides reliable information from the world of beauty – presented in an accessible way, accompanied by exceptional images. In ELLE, culture is also important – both high culture and that which serves entertainment. ELLE also features important social content that matters in the discussion about the situation of women. ELLE is, finally, also lifestyle – inspiring content from the fields of design, cuisine, and travel. ELLE is everything a modern woman needs to stay up to date, develop, and take care of herself. Join the world of ELLE. You are invited.

Katarzyna Dąbrowska  
Editor-in-Chief, ELLE



**ELLE is 80 years of history, 32 years of presence  
in Poland, 43 editions all over the world.**

**BurdaMedia  
Polska**

# 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.**

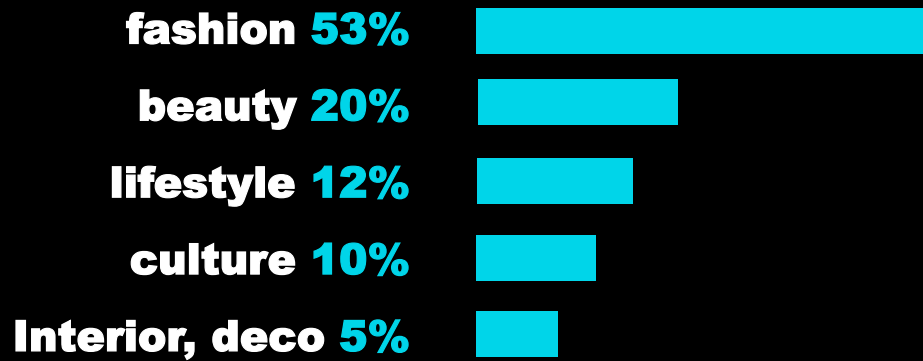
Source: PBC: CCS, 10.2024-09.2025, n=11 755, realisation Kantar Polska, Ogólnopolski Panel Badawczy Ariadna, prepared by Burda; Mediapanel 10.2025



BurdaMedia  
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# ELLE

## 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



# ELLE®

## 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



BurdaMedia  
Polska

# ELLE®

## 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



# ELLE

## Contacts

[www.burdamedia.pl](http://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



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