

MEDIA KIT

ELLE

B R A S I L

2018

ELLE WORLDWIDE

PRESENT IN 46 COUNTRIES,
IT IS THE WORLD'S
LARGEST FASHION
MAGAZINE WITH OVER
21 MILLION READERS



WITH 6.6 MILLION
COPIES SOLD PER
MONTH

ELLE IN BRAZIL

LUXURY WITH ATTITUDE

ELLE is irreverent, bold and bets on the new. It approaches fashion in a young and innovative manner.





ELLE IN BRAZIL

DIGITAL PIONEERING

ELLE was the first fashion magazine to arrive on tablets, to feature augmented reality in the pages of its magazine and to cover Fashion Weeks in real time by Facebook Live and Periscope.



ELLE IN BRAZIL

IN TUNE WITH THE LUXURY MARKET

As well as major international luxury brands such as Prada, Céline and Marc Jacobs, ELLE, ahead of other fashion magazines, incorporated diversity as the theme in its fashion editorials.



ELLE IN BRAZIL

FIRST ON ELLE

Big names in fashion choose ELLE to carry out big projects in Brazil:

Karl Lagerfeld made his first cover in the country on ELLE; Bella Hadid, Miranda Kerr, Alexa Chung and Alicia Keys posed first for ELLE BRAZIL.



ELLE IN BRAZIL

FEMINISM, DIVERSITY, GENDER AND TECHNOLOGY

The first fashion magazine to bring these contemporary issues to content, communicating fashion in a different way and ahead of its time.



ELLE IN BRAZIL

THE MAIN TOP MODELS

ELLE features the main models of Brazil and the world on its covers, such as Karlie Kloss, Bella Hadid, Miranda Kerr, Alek Wek, Isabeli Fontana, Gisele Bündchen, Stella Maxwell, Carol Ribeiro, Valentina Sampaio, etc.





FOR THE **PAST TWO YEARS**,
THE MAGAZINE HAS TAKEN PART IN
IMPORTANT DISCUSSIONS SUCH
AS WOMEN'S RIGHTS, GENDER
EQUITY AND RACE.

***ELLE IS
CONSIDERED
THE MOST
ENGAGED
FASHION
MAGAZINE IN
BRAZIL.***



THE COUNTRY'S MOST AWARD-WINNING FASHION

ELLE IS IN TUNE WITH CONTEMPORARY DISCUSSIONS AND IS NOT AFRAID TO INNOVATE BY PUBLISHING ISSUES SUCH AS THE FEMINIST MANIFESTO AND THE MIRROR COVER, REPLICATED BY MAGAZINES AROUND THE WORLD. THESE CHARACTERISTICS GRANTED, IN THE LAST YEAR, SEVERAL ACKNOWLEDGMENTS FOR THE BRAND.





FIPP

The only Brazilian publication cited editorially by the FIPP, in the world's largest report on print innovation (2016).



MOST ADMIRED MEDIA

Winner in the largest digital engagement category through the Meio & Mensagem (2016).



SABRE LATIN AMERICA

Best digital campaign
for the action
#VocêNaCapa (2015).





ANER AWARD

Best cover of the year
2017 - December edition,
Fashion & Art.





AMPRO GLOBES AWARDS

Gold in the Best Event
Experience category and silver
in the Best Idea or Innovative
Concept category for ELLE
FASHION PREVIEW 2015.

COLUMNISTS OF THE YEAR

Best promotional event
Grand Prix for ELLE FASHION
PREVIEW, held in 2015.

ABRIL JOURNALISM AWARDS

The biggest winner of 2016: Magazine of the Year (popular and jury vote), Cover of the Year (popular and jury vote), News Report of the Year (fashion and beauty), and Photoshoot (2016). In 2017, it was awarded in the Photoshoot, Cover Story, Fashion Editorial, and Best Covers categories.





**276 K
READERS***

**61% AGED
18-39****

ELLE READERS

**43% DO NOT READ
COMPETING
MAGAZINES
(VOGUE)****

**73%
WOMEN****

**59%
CLASSES
AB****

**40% SHOP TO
RELAX****

**43% ASK FOR
ADVICE BEFORE
SHOPPING****

Source: *Brazil Readers Projection 2016 (based on EGM MARPLAN studies, considering printed + digital). ** EGM MARPLAN studies (9 markets, consolidated 2016).



ELLE'S CIRCULATION

ELLE'S CIRCULATION IS
9,000 COPIES
LARGER
THAN VOGUE'S.

61 K
COPIES

45 K
TOTAL CIRCULATION

18 % SINGLE COPIES ***82% SUBSCRIBERS***

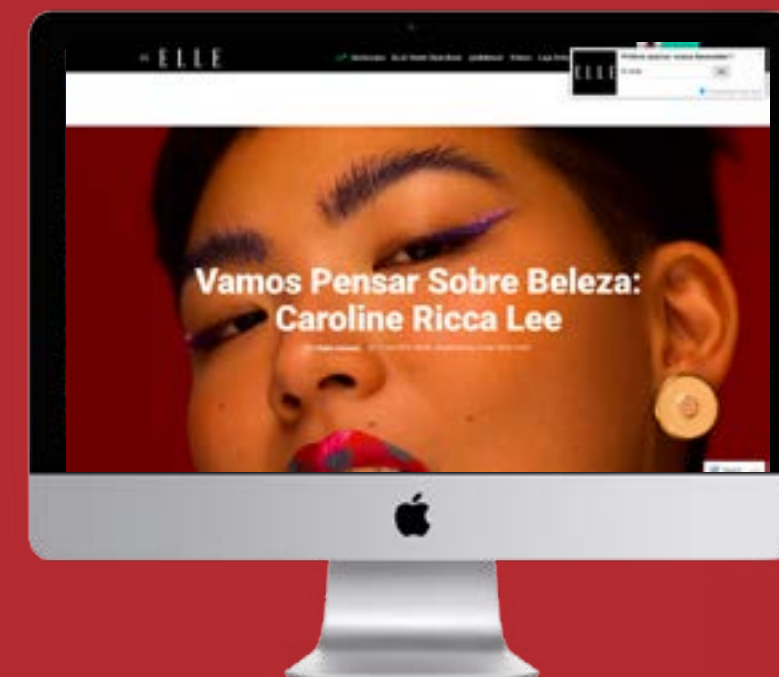


ELLE.COM.BR



ELLE'S website is a digital platform that addresses subjects that surround the universe of fashion, beauty and culture through a feminist bias, always seeking to portray diversity in both its reports and articles, columns, and notes. We seek to invest in topics that critically evaluate and put into perspective the mainstream news and events. It also offers coverage of the fashion circuit that encompasses and goes beyond the notions of trend and consumption.

CONTENT WITH SIGNIFICANCE AND QUALITY





ESSENTIAL IN YOUR BRAND'S MEDIA PLAN

ELLE'S website does not only feature standard advertising formats, but also includes the opportunity for large editorial projects. It is perfect for brands that wish to tell a little more about a launch or a placement.





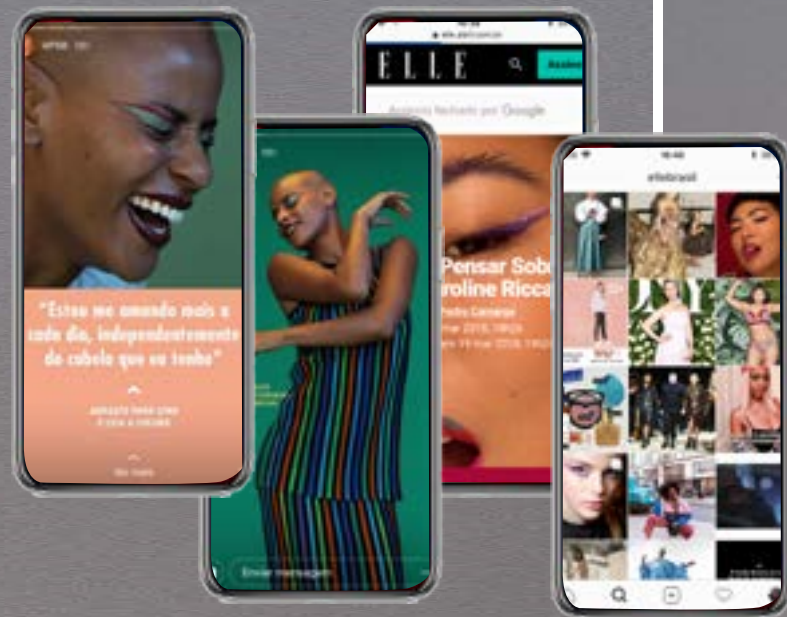
**91%
WOMEN***

61% CLASSES AB*

THE AUDIENCE YOUR BRAND NEEDS

**51% BETWEEN THE AGES
OF 18 AND 34*
INTEREST IN ENTERTAINMENT,
FASHION AND BEAUTY AND NEWS**

941 K PAGE VIEWS
669 K UNIQUE VISITORS****



ELLE IS ALSO ON SOCIAL NETWORKS AND BRINGS QUALITY CONTENT TO READERS WHO WISH TO BE MORE AND MORE CONNECTED WITH THE WORLD OF LUXURY FASHION.

SOCIAL MEDIA



**1 MM
FOLLOWERS
ON
INSTAGRAM**



**650 K
FACEBOOK FANS**



SPECIAL PROJECTS





ELLE FASHION BALL

A GALA AND GLITTER NIGHT
A major celebration of diversity with a casting formed by top models, drag queens, dancers and performers together in an unprecedented show. Attendants will present themselves in a different way: parading, dubbing, dancing and playing great themes, joining the glamorous side of fashion with the irreverent and fun spirit of ELLE - all featuring musical attractions and a jury of influencers, celebrities, and opinion makers.



Casa de Criadores is the breeding ground for new talents of Brazilian fashion. Focusing on authoring and introducing young designers, it is the main showcase of the country's creative fashion universe.

Elle will be curating the lineup and casting of the shows, in addition to bringing its team of professionals to sign the styling and beauty.

The shows will be presented sequentially, in an unpublished format developed by Casa de Criadores, in which the public will be able to learn more each day about the collections of the different brands.

Additionally, ELLE will be featuring shows with the launch of unprecedented collaborations and partnerships in the fashion world.



***WHY
ADVERTISE
ON ELLE?***

1

It is the world's largest fashion magazine.

2

It presents relevant fashion content in a differentiated way.

3

More competitive CPM compared to its main competitor.

4

It features the best of luxury fashion without fear of innovating and being a pioneer in its segment.

*Baseada no CPM em 2017, concorrendo com VOGUE e ELLE. IVC-Digital-17





ADVERTISE WITH US!

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