

ELLE  
CANADA

# MEDIA KIT 2024

ELLE  
QUÉBEC





## Mission

ELLE is for independant, smart  
and energetic women.

She loves ELLE because it keeps her  
informed on the changing world around  
her and provokes her freedom of thought.

ELLE embodies the qualities that  
are most relevant today.

ELLE is creative, innovative and inclusive.



CANADA

# ELLE

QUÉBEC



## In Numbers

ELLE INTERNATIONAL

### 45 EDITIONS

### 100+ Spin-offs & Supplements

ELLE has unparalleled access to the world's greatest designers, models, photographers, writers and stylists.

The quality of photography and storytelling makes ELLE a trusted authority for consumers and a go-to partner for celebrity, fashion and beauty exclusives.

### 20 Million Readers

### 45 WEBSITES

### 30 Million Facebook Fans

### 15 Million Instagram Fans

### 110 Million Unique Users/Month

It is now possible, for all our KO Media clients, to have access to the commercial products of ELLE international all over the world!



# ELLE.COM

## ELLE.com and ELLEDecor.com

As the world's largest fashion magazine and media brand, ELLE inspires women to explore and celebrate style in all aspects of their lives with content that is inclusive and innovative.

Through KO Media, it is now possible to book digital commercial campaigns and benefit from the reach of the brand.

## USERS DATA ELLE.com

Unique visitors/month : 1 million

Unique visitors/year : 12,3 millions

Page views in 2022 : 22 millions

Time/session : 0:33 seconds



# Audience

ELLE CANADA

TOTAL READERSHIP: 2 962 000

Average circulation per magazine : 82 565

Paid & verified subs : 77 871

## PRINT

Readership: 1 126 000

## ELLECANADA.COM

Average Unique Users / Month: 215 450

Newsletter subscribers: 60 000


## SOCIAL MEDIA

Total Followers: 292 000

 67 000

 88 000

 5 244

 121 000

 16 000





# Audience

ELLE QUÉBEC

TOTAL READERSHIP: 829 000

Average circulation per magazine : 31 859

Paid & verified subs : 24 100

## PRINT

Readership: 397 000

## ELLEQUEBEC.COM

Average Unique Users / Month: 333 000


Newsletter subscribers: 27 700

## SOCIAL MEDIA

Total Followers: 172 400

 51 000

 34 500

 3 466

 56 200

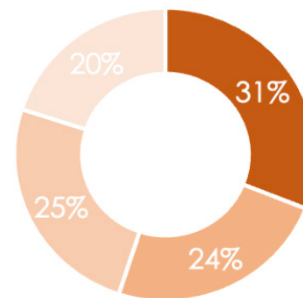
 30 700

# Audience Profile

ELLE CANADA

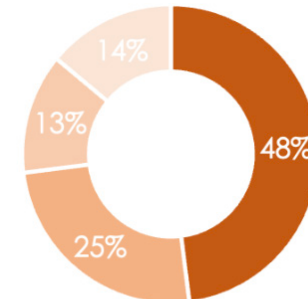
ELLE CANADA	PRINT	DIGITAL
Median age	37	37
Women	58%	58%
Urban (100K+)	79%	80%
Bachelors Degree+	29%	32%
Own Home	64%	64%
Children <18 in HH	48%	53%
Principal Grocery Shopper	86%	79%
CONNECTED		
Researched Online Prior To Purchasing Cosmetics/Skin Care	Index 126	
Shop Most Often Online for Jewellery	Index 139	
FASHION & BEAUTY		
Spent \$2,000 on women's clothing in the past year	Index 139	
Spent \$100 on makeup/skincare in the past month	Index 131	

## PRINT READERSHIP AGE



■ 14-34 ■ 35-49 ■ 50-64 ■ 65+

## DIGITAL READERSHIP AGE



■ 14-34 ■ 35-44 ■ 45-64 ■ 65+

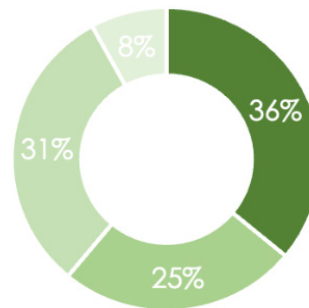


# Audience Profile

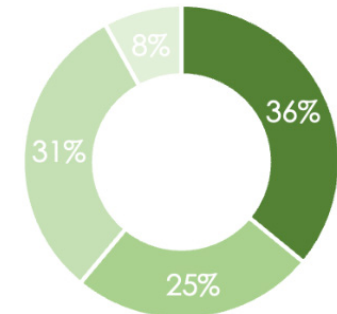
ELLE QUÉBEC

ELLE QUÉBEC	PRINT	DIGITAL
Median age	42	39
Women	61%	60%
Urban (100K+)	76%	79%
Bachelors Degree+	48%	37%
Own Home	59%	42%
Children <18 in HH	46%	47%
Principal Grocery Shopper	88%	71%
CONNECTED		
Researched Online Prior To Purchasing Women's Clothing	Index 170	
Shop Most Often Online for Jewellery	Index 123	
FASHION & BEAUTY		
Spent \$2,000 on women's clothing in the past year	Index 161	
Spent \$100 on makeup/skincare in the past month	Index 209	

## PRINT READERSHIP AGE



## DIGITAL READERSHIP AGE



■ 14-34 ■ 35-49 ■ 50-64 ■ 65+

■ 14-34 ■ 35-44 ■ 45-64 ■ 65+



# Editorial Calendar 2024

ELLE CANADA

## MARCH

New wellness  
Closing date for cobrand : Dec. 13  
Closing date Jan. 10  
Material : Jan. 15  
Newsstands: Feb. 19

## APRIL

Green issue  
Closing date for cobrand : Jan. 12  
Closing date : Feb. 9  
Material : Feb. 13  
Newsstands: March 18

## MAY

Power issue  
Closing date for cobrand : Feb. 8  
Closing date : March 7 Material :  
March 13  
Newsstands: Apr. 22

## SUMMER

Never giving up  
Closing date for cobrand : March 22  
Closing date : Apr. 19  
Material : Apr. 24  
Newsstands: June 3

## SEPTEMBER

Fall trends  
Closing date for cobrand : June 7  
Closing date : July 5  
Material : July 8  
Newsstands: Aug. 19

## OCTOBER

Cultural highlights  
Closing date for cobrand : July 15  
Closing date : Aug. 12  
Material : Aug. 14  
Newsstands: Sept. 23

## NOVEMBER

Beauty Grand Prix  
Closing date for cobrand : Aug.16  
Closing date : Sept. 16  
Material : Sept. 19  
Newsstands: Oct. 28

## WINTER

Holiday Issue  
Closing date for cobrand : Sept. 20  
Closing date : Oct. 18  
Material : Oct. 21  
Newsstands: Dec. 2

Editorial themes subject to change.



CANADA

# ELLE

QUÉBEC



## Editorial Calendar 2024

ELLE QUÉBEC

### FEB/MARCH

New wellness  
Closing date for cobrand : Dec. 13  
Closing date Jan. 10  
Material : Jan. 18  
Newsstands: Feb. 15

### APRIL

Green issue  
Closing date for cobrand : Jan. 12  
Closing date : Feb. 9  
Material : Feb. 15  
Newsstands: March 14

### MAY

Power issue  
Closing date for cobrand : Feb. 8  
Closing date : March 7  
Material : March 19  
Newsstands: Apr. 18

### JUNE/JULY/AUGUST

Never giving up  
Closing date for cobrand : March 22  
Closing date : Apr. 19  
Material : Apr. 29  
Newsstands: May 30

### SEPTEMBER

Fall trends  
Closing date for cobrand : June 7  
Closing date : July 5  
Material : July 8  
Newsstands: Aug. 15

### OCTOBER

Cultural highlights  
Closing date for cobrand : July 15  
Closing date : Aug. 12  
Material : Aug. 19  
Newsstands: Sept. 19

### NOVEMBER

Beauty Grand Prix  
Closing date for cobrand : Aug. 19  
Closing date : Sept. 16  
Material : Sept. 23  
Newsstands: Oct. 14

### DECEMBER/JANUARY

Holiday Issue  
Closing date for cobrand : Sept. 20  
Closing date : Oct. 18  
Material : Oct. 28  
Newsstands: Nov. 28

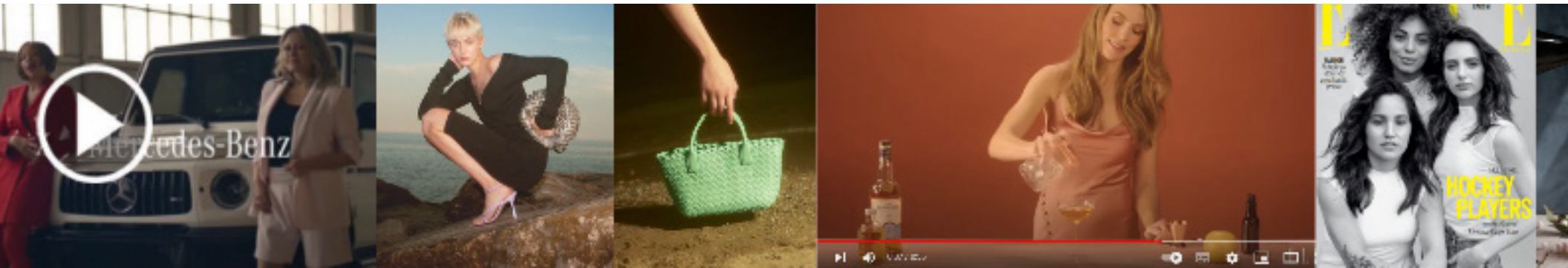
Editorial themes subject to change.



# Branded Content

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Custom content · Print · Digital  
Social media · Newsletter · Contest  
Events · VIP shopping session · Sampling  
Brand licensing · Influencer collaboration ·  
Editorial integration  
Video production · Podcast production ·  
Live video



# Partnerships

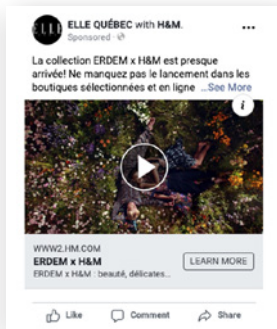
SOCIAL MEDIA

## FACEBOOK

### ACTIVIA

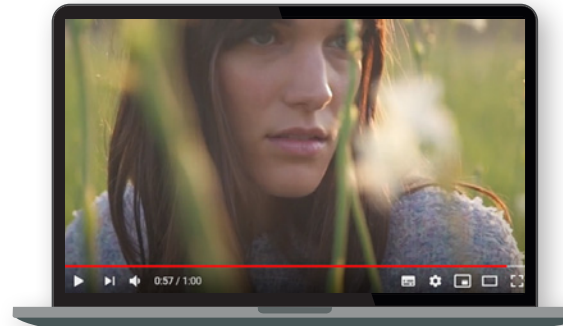


### H&M



## YOUTUBE VIDEOS

### CHANEL



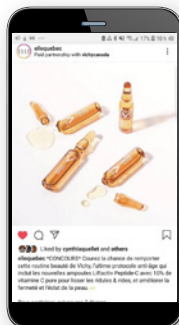
## TIKTOK VIDEO

### LAROCHE POSAY



## INSTAGRAM

### VICHY

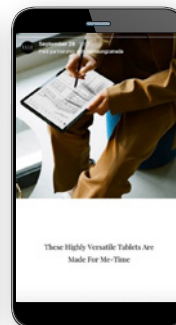


## STORIES INSTAGRAM

### ALDO

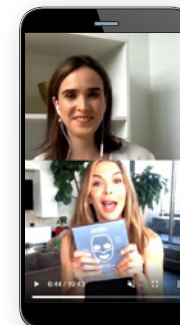


### SAMSUNG

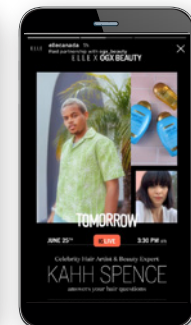


## INSTAGRAM LIVE

### HOLT RENFREW



### OGX







# Advertising Rates

EFFECTIVE SEPTEMBER 2024

FOUR COLOURS	ELLE CANADA	ELLE QUÉBEC
1 Page	\$ 20 000	\$ 11 000
Double Page	\$ 40 000	\$ 21 000
1/2 Page	\$ 14 000	\$ 7 500
1/3 Page	\$ 10 000	\$ 5 500
C-2 Double Page	\$ 48 000	\$ 25 500
C-4 OBC	\$ 26 000	\$ 15 000
Co-branded full page	\$ 22 500	\$ 12 500
Co-branded DPS	\$ 45 000	\$ 24 000

All rates are net  
Rates don't include production fees



# Digital Opportunities

————— EFFECTIVE SEPTEMBER 2024 —————

## STANDARD FORMATS

Leaderboard, Billboard, Banners, Big Box, Double Big Box

## IMPACT FORMATS

HPTO/EPTO

Pop-up on Entrypoint

Newsletter: Banner, Editorial Mention

Eblast

## CONTENT MARKETING

Co-branded content: article, video, podcast, photoshoot

Content Hub Sponsorship

Social Media: Reel, Live, Takeover, Mention, Carrousel, Contest

Advertorial

Custom Recipe

Please contact your account director for a customized campaign





## TECHNICAL SPECIFICATIONS

AD SIZE	TRIM SIZE	SAFETY MARGIN	BLEED SIZE
Full Page	7.875" x 10.75"	7.375" x 10.25"	8.125" x 11"
Double Page Spread*	15.75" x 10.75"	15.25" x 10.25"	16" x 11"
1/2 Page Horizontal	7.875" x 5.375"	7.375" x 4.875"	8.125" x 5.625"
1/3 Page Vertical	2.75" x 10.75"	2.25" x 10.25"	3" x 11"

\*NOTE: The publisher is not responsible for the lineup of content outside the safety margins on double page spreads. For a double-page, we recommend keeping between 1/4 and 3/8 in. of safety margin in the middle of the visual. Folding and trimming are subject to variation. According to the Charter of the French language in force in Quebec, we have the obligation to publish in a French-language magazine all advertisements in French. This includes addresses, credits and any text that can be francized.

## ADVERTISING INFORMATION

InDesign CS3 or higher templates for ALL ad sizes are available at [addirect.sendmyad.com](http://addirect.sendmyad.com) (select Ad Sizes from the left-hand navigation menu).

### PRODUCTION PROCESS

Printing Method  
High-speed, web offset lithography  
Binding Method  
Perfect bound  
Magazine Trim Size  
7.875" x 10.75"

### SUPPLIED ADVERTISING MATERIALS

PDF/X-1a:2001 created to Magazines Canada specifications, sent online using Magazines Canada Addirect at [addirect.sendmyad.com](http://addirect.sendmyad.com). For information regarding Magazines Canada specification, refer to [magazinescanada.ca/advertising/production/dmcs\\_specifications](http://magazinescanada.ca/advertising/production/dmcs_specifications) or contact the Production Manager (see Contact Us page) for details. KO Médias does not accept responsibility for material content or colour trapping. Text type should be a minimum of 8 point. Reverse type less than 12 point is not

suitable for reproduction. We are not responsible for reproduction of type sizes smaller than those mentioned for thin, serif type. The ad MUST be uploaded as a press-ready PDF file. Information on creating a proper PDF file is available on the Magazines Canada website [magazinescanada.ca/advertising/production/tools/](http://magazinescanada.ca/advertising/production/tools/). Keep all colours CMYK. Do not use Spot colours or RGB art. Keep any black/gray type as one-colour black (no four colour black text).

### ADDIRECT INSTRUCTIONS



- 1 Log into Magazines Canada's Addirect™ Ad Portal ([addirect.sendmyad.com](http://addirect.sendmyad.com)). *Note: A user account will have to be set up upon the first visit.*
- 2 Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload.
- 3 Follow the onscreen preflight process.
- 4 Approve your ad.



ELLE  
DECORATION

MEDIA KIT 2024



# Circulation

ELLE DECORATION

TOTAL CIRCULATION: 93 000

ELLE Decoration Canada: 50 000

ELLE Décoration Québec: 43 000

Source: AAM Publisher Statements June 2021



# ELLE DECORATION



## Advertising Rates

EFFECTIVE SEPTEMBER 2023

FOUR COLOURS	ELLE CANADA	ELLE QUÉBEC
1 Page	\$ 15 000	\$ 9 000
Double Page	\$ 21 000	\$ 14 000
Co-branded full page	\$ 17 000	\$ 10 200
Co-branded DPS	\$ 24 000	\$ 16 000

## Editorial Calendar

ELLE DECORATION  
CANADA

SPRING 2024  
Closing of cobranded sales  
: Feb 1  
Closing date: Feb. 29  
Material: March 4  
Newsstands: April 15

FALL 2024  
Closing of cobranded  
sales : July 27  
Closing date: Aug. 19  
Material: Aug. 21  
Newsstands: Sept. 30

ELLE DÉCORATION  
QUÉBEC

SPRING 2024  
Closing of cobranded sales  
: Feb 1  
Closing date: Feb. 29  
Material: March 7  
Newsstands: April 11

FALL 2024  
Closing of cobranded sales  
: July 22  
Closing date: Aug. 19  
Material: Aug. 26  
Newsstands: Sept. 26

All rates are net  
Rates don't include production fees



# Contact

FOR MORE INFORMATION

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Chantal Ferland  
Sales Director (Strategic Partnerships & Insight)  
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Natalia Tavares  
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CANADA **ELLE** QUÉBEC

# KO Média



**ELLE**  
CANADA

ELLE CANADA



**ELLE**  
QUÉBEC

ELLE QUÉBEC



**véro**

VÉRO MAGAZINE



**di Stasio**

JOSÉE DI STASIO



**K** POUR  
KATRINE

K POUR KATRINE



**ELLE**  
DÉCORATION

ELLE DÉCORATION