

ELLE[®]

MEDIA KIT 2020



ELLE

EVERYWHERE

In addition to its glossy full color magazine, ELLE features highly engaging mobile, web, e-newsletter, video, apps, social and event channels for its readers, allowing partners to enjoy a rich 360° promotional experience.

MAGAZINE

Over **140,000** print readership/month
66% HCMC;
34% HN and other cities



INSTAGRAM

> **91,200** followers



ZALO

> **383,744** followers



FACEBOOK

> **726,000** fans
> **12,000,000** reach/month



YOUTUBE CHANNEL

Over **25,000** subscribers



E-NEWSLETTERS

Over **35,000** subscribers

> 24,500,000

TOTAL REACH OF ALL ELLE MEDIA CHANNELS EACH MONTH

ELLE.VN

> **1,800,000** users/month
> **2,500,000** sessions/month
> **5,300,000** page views/month



SPIN-OFF SUPPLEMENT

> **140,000** print readership/month
66% HCMC;
34% HN; and other cities



WHITE LABEL EVENTS

Photoshoot
Fashion show



EVENTS

ELLE Fashion Journey
ELLE Beauty Awards
ELLE Women in Music
ELLE Style Awards
ELLE Women In Society
Brand Experience Events

ELLE

VIETNAM READER

Trend-setters

85% OF ELLE READERS ARE ASKED BY FRIENDS AND FAMILY FOR ADVICE ON FASHION AND BEAUTY

WHO READS ELLE?

Sexy, stylish and spirited, the ELLE reader in Vietnam is rich in taste and means. She's hungry to discover new looks and to share her own. She's a fashion trendsetter who will spend easily for high quality products that match her aspirations and values. But she's also a passionate shopper devoted to ELLE, since the media brand connects to her via mobile, Facebook, glossy print magazine and e-newsletter.

Urban

66% OF ELLE READERS ARE IN HO CHI MINH

34% OF ELLE READERS ARE IN HANOI & OTHER CITIES

Loyal

73% OF ELLE READERS BOUGHT ITEMS FEATURED IN ELLE MAGAZINE

Affluent

85% OF ELLE READERS HAVE A MEDIUM TO VERY HIGH INCOME

91% AB SOCIO ECONOMIC CLASS (SEC)

Young

48% OF ELLE READERS ARE 25 - 34 YEARS OLD



ELLE

WORKSHOPS

- **Fashion Road Trip:** A series of talkshows, workshops and movie screenings at fashion schools, where students and fashion lovers share their know-how and expertise about the media and fashion industry.
- **Beauty Experience Event:** Special talk by ELLE representatives (e.g. Beauty Editor, Influencer) and beauty experts.
- **In-Store Styling Event:** Your "Total Look" will be selected and mix-and-matched by ELLE Fashion experts and top stylists.
- **Mini Fashion Show**
- **Lifestyle Experience Event**
- **Women in Society Event:** Business and Culture focus



ELLE WOMEN IN SOCIETY



ELLE

EVENTS

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ELLE FASHION JOURNEY



ELLE GLAM NIGHT



ELLE STYLE AWARDS

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ISSUE MONTH	PUBLISHING DATE	SUPPLEMENT	EDITORIAL THEME	SPECIAL FEATURE / SPIN-OFF	BEAUTY TOPICS	FASHION TOPICS	FEATURE TOPICS	BEAUTY AWARD	EVENTS
JANUARY (ELLE 111)	19/12/2019	ELLE DECOR 23 (21/1/2020)	NEW YEAR CELEBRATION	BEAUTY SPECIAL: EIBA HOROSCOPE SPECIAL	New year resolution Hope for skincare	Cruise collection	Horoscope	- Voting for VN's Beauty Awards - Print ad for Beauty Awards event	ELLE BEAUTY AWARDS EWIS: Lam chủ tương lai Predict and make your own
FEBRUARY (ELLE 112)	16/1/2020		TẾT / VALENTINES		Beauty for Tết - Product for love	Shopping for Tết	Love Actually - the new definition of LOVE	Beauty Awards results / Event	ELLE FASHION JOURNEY
MARCH (ELLE 113)	20/2/2020	ELLE MAN 31 (9/3/2020)	THE FASHION ISSUE	SS2020 TREND BOOK	The hair issue	Spring/ Summer collection 2020 ELLE Fashion Journey 2020	Women's First (priority) Choice in Life	Shampoo	EWIS: Women pioneer / Entrepreneurship
APRIL (ELLE 114)	19/3/2020	Sách ELLE DECOR phát hành thêm (6-10/4/2020)	THE GREEN ISSUE	ELLE International Green Issue	Beauty for Gen Z	Manufacturer: Saitex, Denim revolution / Jewelleries (Tiffany, Chopard) / Fashion Revolution	The Green Life	Sunscreen	EWIS: Tuổi trẻ và hướng nghiệp
MAY (ELLE 115)	23/4/2020	ELLE DECOR 24 (11/5/2020)	THE DENIM ISSUE / GEN Z	Denim A to Z	The guide to K beauty & J beauty	The street wear hype Vietnamese in New York	Work life balance	Whitening	ELLEMAN style workshop
JUNE (ELLE 116)	21/5/2020	ELLE MAN 32 (8/6/2020)	HEALTH & WELLNESS	The ZEN Special	Detox/ Giảm cân/ Clean Beauty	Swimwear Olympics inspired style	Olympics Tokyo 2020	Best Moisturizer	EWIS: Wellness: Hiểu đúng, làm đúng về Detox và Giảm cân
JULY (ELLE 117)	25/6/2020		THE SUMMER / SPORTS ISSUE	TRAVEL GUIDE BOOK (shopping, eating, drinking, beauty treatment, nightlife...)	Body issue	Sport style, Sneakers	Travel in Style (Food, sports, Drinks, shopping, Treatment, photography)	Body lotion	EWIS: Take care of your souls
AUGUST (ELLE 118)	23/7/2020	ELLE DECOR 25 (10/8/2020)	THE (PERSONAL) STYLE ISSUE	PERSONAL STYLE BOOK (inspirations / how-to / expert guides / personal stories)	Beauty of the future: new products, new icons, new routine	Pre-fall collection Accessories: watch & jewelries special	Stress release, rebalance your life	Lipstick	EWIS: Hạnh phúc gia đình / Làm mẹ đơn thân
SEPTEMBER (ELLE 119)	20/8/2020	ELLE MAN 33 (14/9/2020)	THE BIG FASHION ISSUE	FW2020 TREND BOOK	Beauty trends Fall Winter	Fall/ Winter Collection 2020	Friendship	Mask	ELLEMAN style workshop EWIS: Wellness / Vượt qua nỗi sợ về bệnh tật
OCTOBER (ELLE 120)	24/9/2020		THE BEAUTY ISSUE	The best of innovation	The scents booklet	Style of Vietnamese women	Women in Business	Perfume	EWIS: STAND UP FOR WOMEN
NOVEMBER (ELLE 121)	22/10/2020	ELLE DECOR 26 (9/11/2020)	THE BIRTHDAY ISSUE	BIRTHDAY SPECIAL	The ageless issue	Accessories	Women in Arts/ Birthday issue	Anti - aging	ELLE FASHION JOURNEY EWIS: Plastic Surgery - Pro & Con / Yes or No?
DECEMBER (ELLE 122)	26/11/2020	ELLE MAN 34 (14/12/2020)	THE CHRISTMAS ISSUE	FASHION/BEAUTY: Xmas shopping catalogue	Party issue	Shopping, party style	Festive season	Best innovation	ELLEMAN style workshop EWIS: Đi tìm mỏ neo trong cuộc sống - niềm tin & cách ứng xử giữa người và người

ELLE MAGAZINE RATE CARD

PREMIUM ADVERTISING POSITION	AD DIMENSION	PRICE (VND)	PRICE (USD)
Inside Front Cover (IFC)	Double Page Spread (DPS)	214,270,875	9,316
1ST Double Page Spread (DPS1)	DPS1	200,057,812	8,698
2ND	DPS1	175,812,000	7,644
3RD	DPS1	155,507,625	6,761
4TH	DPS1	147,983,062	6,434
5TH	DPS1	142,966,687	6,215
6TH	DPS1	140,219,625	6,096
7TH	DPS1	137,830,875	5,992
8TH	DPS	135,442,125	5,888
9TH	DPS	132,336,750	5,753
10TH	DPS	126,364,875	5,494
Standard DPS	DPS1	120,393,000	5,234
Cover 3	Premium Single Page (PSP)	67,721,062	2,944
Cover 4	PSP	172,422,250	7,496
Facing Table of Contents	PSP	107,351,562	4,667
Facing 2nd & 3rd Table of Contents	PSP	100,327,500	4,362
Facing Masthead Credits	PSP	89,339,250	3,884
Facing Editor's letter	PSP	80,262,000	3,489
Facing Contributor's Page	PSP	71,662,500	3,115
Facing ELLE.vn	PSP	69,273,750	3,011
Standard Single Page	SSP	65,212,875	2,835
ELLE Focus Feature Page	PSP	78,255,450	3,276
ELLE Promotion Page	PSP	65,212,875	2,835
ELLE Update	Dimension 1/6 of single page includes basic information and representative picture	8,000,000	347

MAGAZINE ADVERTISING SPECIFICATIONS

- + TRIM SIZE (10MM WHITE MARGIN AROUND)
 - Double page spread: **400x265mm**
 - Single page: **190x265mm**
- + TYPE AREA (CONTENT IS PLACED IN DESIGNATED AREA)
 - Double page spread: **380x254mm**
 - Single page: **170x254mm**
- + BLEED SIZE (3MM EXTRA ON EACH SIDE OF THE TRIM SIZE ADVERT)
 - Double page spread: **426x291mm**
 - Single page: **216x291mm**



ELLE

SUPPLEMENTS

- Ideal for branded content, native advertising and content marketing solutions
- Incorporate your product and image in a highly visible in-book environment
- Editorial style
- Optimised for brand communication

SPIN-OFF

Everything women need to know to look gorgeous, beautiful and stylish "from head to toe" will be featured in a special stand-alone fashion and beauty bible.

Specifications

Cover: 230gsm

Pagination: Minimum 16 pages

BOUND IN

ELLE Bound-In supplements feature carefully curated topics: from beauty secrets, new product innovation, healthy lifestyle ideas, fashion tips and advice

Specifications

Cover: 230gsm

Pagination: Minimum 8 pages





THANK YOU FOR CHOOSING
ELLE ❤️ **YOU**

