



ELLE BELGIUM

MEDIAKIT 2025

ELLE
BELGIUM

THE WOMEN BRAND

ELLE inspires dreams, surprises, and stirs emotions. Since its launch in September 2003, ELLE has been a trusted guide for women everywhere, from Brussels to Antwerp, and Arlon to Ostend. The 36th edition of this iconic magazine cements ELLE Belgique and ELLE België as a unique blend of Belgian and global trends in fashion, beauty, lifestyle, and people. Available in both French and Dutch, ELLE continues to be a go-to source for women across the country. This year, ELLE celebrates 21 years of success!





WHO IS ELLE?

ELLE readers are opinion leaders

42,6% Dutch
57,4% French
72,9% Woman
27,1% Man

36,4% between 21-34 years
26,2% between 35-54 years
37,4% between 55-70 years

INFLUENTIAL

63% of Belgique & België readers
belong to the upper social strata 1-4*

A GROWING AND UNBROKEN SUCCESS!

AUDIENCE 2024

Readership 385.000 (AQ rate)

Conducted by AQ Rate, a specialized research firm,
and validated by neutral experts, Bruno Liesse and
Bernard Cools.



GENERAL INFORMATION / CIRCULATION

ELLE Belgique + Elle België: **35.000** copies

ELLE Belgique: **17.500** copies

ELLE België: **17.500** copies

SPECIAL FASHION ISSUE

Elle Belgique + Elle België: **40.000** copies

Elle Belgique: **20.000** copies

Elle België: **20.000** copies

PERIODICITY: 9 ISSUES A YEAR

ELLE

PLANNING 2025

ELLE BELGIUM
EDITORIAL TOPICS



FEBRUARY NR. 243
31-01-2025

BUSINESS

ELLE Women of The Year

MARCH NR. 244
28-02-2025

FASHION

APRIL NR. 245
28-03-2025

ACCESSOIRES

Nafissatou Thiam as guest editor

MAI - JUNE NR. 246
02-05-2025

BEAUTY

JULY - AUGUST NR. 247
27-06-2025

SPECIAL SUMMER

+ catern Luxemburg (adressess, watches & cars)

SEPTEMBER NR. 248
29-08-2025

FASHION

OCTOBER NR. 249
26-09-2025

ACCESSOIRES

NOVEMBER NR. 250
31-10-2025

BEAUTY

DECEMBER - JANUARY NR. 251
28-11-2025

PARTY



ELLE

PREFERENTIAL PLACEMENT

FIRST ADS IN THE MAGAZINE

Preferential placements are provided at the start of the magazine. The first 12 positions (this is not the first 12 pages) are reserved for 2/1 and 1/1 pages. Concerning the 1/1 format, placement on the left or right page cannot be guaranteed.

DOUBLE PAGE

Double opening page: +25% on the basic rate
Double 2: + 22.5%
Double 3: + 20%
Double 4: + 17.5%
Double 5: + 15%
Double 6: + 12.5%
Double 7: + 10%

SIMPLE PAGE

Cover 3: 9.460 €
Cover 4: 12.185 €

Single 1: + 25% on the basic rate
Single 2: + 22.5%
Single 3: + 20%
Single 4: + 17.5%
Single 5: + 15%
Single 6: + 12.5%
Single 7: + 10%

OTHER PREFERENTIAL PLACEMENTS

For any other preferential placement and first half of magazine: + 10% on the basic rate.

SLIDING SCALE PER PAGE IN PAIRING





When buying 2 pages: 5%
from 3 to 5 pages: 7%
from 6 to 8 pages: 9%
from 9 to 11 pages: 11%
from 12 to 14 pages: 13%
from 15 to 17 pages: 15%
from 18 to 20 pages: 17%

PRICE FOR 1 VERSION (NL OR FR)

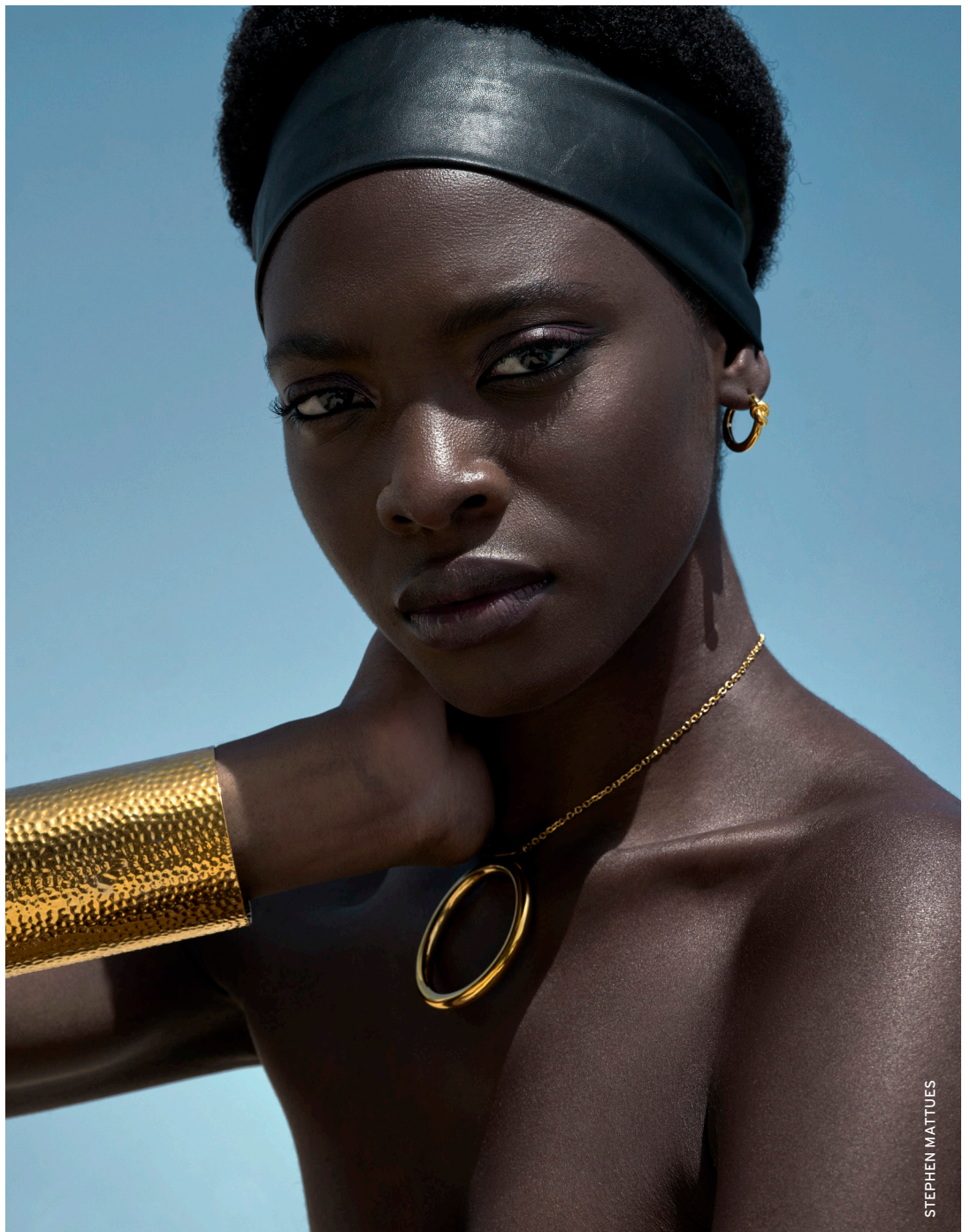
- 40% on basic price

NATIVE PAGES

Natives 1/1 + € 800 technical costs
Natives 2/1 + € 1.500 technical costs

FORMAT FORMATEN	BORDS PERDUS (HXL)* MET SNIJRAND (HXB)*	QUADRI
 2/1	275 mm (H) x 430 mm (L/B)	18.150 €
 1/1	275 mm (H) x 215 mm (L/B)	9.130 €
 1/2	275 mm (H) x 107,5 mm (L/B)	5.455€
 1/2	137,5 mm (H) x 215 mm (L/B)	5.455 €

* 5mm more on both sides for the cutting edge



STEPHEN MATTUES

ELLE

TECHNICAL DETAILS

- **To be supplied to us:** PDF format CD + full-bleed colour proof
- **Note:** all material not provided in the requested PDF format will be subject to an invoice.
- **Send publicity material to:** Valérie De Jonghe
support.ad@editionventures.be
- **Submit material:** 4 weeks prior to publication.
- **Bookings:** 6 weeks prior to publication
- **Cancellations:** see conditions of sale.

CREATIVE PACKAGES

INSERTS:

- 2 pages: € 115/1,000 + technical costs
- 4 pages: € 130/1,000 + technical costs
- 6 pages: € 170/1,000 + technical costs
- 8 pages: € 185/1,000 + technical costs

GLUED SAMPLE:

€ 98/1,000 + technical costs

Contact us for further creative packages.



ELLE

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