

The ELLE brand

ELLE is sexy, stylish and spirited. It attracts the best brands, is read by the market with the most potential and is the **most definitive guide to the latest in fashion, beauty and a fashionable lifestyle.**

ELLE readership

Total: **314 000**
Circulation: **36 677**
Average number of readers per copy: **8.6**

The ELLE reader

The ELLE SA reader is **confident, ambitious, aspirational, educated, image-conscious and a trendsetter.**
■ 82% women ■ 66% black ■ 70% single ■ 59% aged 20 – 44

ELLE.co.za

The ELLE website, elle.co.za, receives **1 000 visits per day** and is backed by an established Facebook fan base (facebook.com/ElleMagazineSA).

ELLE.co.za page impressions per month: **60 000** Unique users per month: **17 000** Twitter followers: **10 023**
Newsletter subscribers: **2 106** Facebook fans: **5 574**

Website and social media

ADVERTISING OPPORTUNITIES

Website, newsletter and social media

Full sponsorship: R30 000 per month (homepage exposure, Facebook competition tab and newsletter exposure)

Customised campaigns: The components and cost of a tailor-made campaign will be negotiated with the client and the creative material for the Facebook tabs and social media campaign elements will be conceptualised and created by the online editor.

Website

- Advertorials: R1 000 (500 words and a static picture of 250 x 250 pixels)
- Video: R1 000 per video
- Rich media, flash and third-party ads are available. (For rich media, add 20% to the normal advertising rate.)
- Giveaways: R1 000 per weekly giveaway; R5 000 per main monthly giveaway (The main monthly giveaway includes an island/medium rectangular banner with R5 000's impressions whereafter the sponsor may continue with the banner at a discounted rate of R300/1 000 impressions.)

Cost/1 000 impressions (CPM) rates

- Leaderboard: R350/1 000
- Skyscraper: R300/1 000
- Island/medium rectangle: R400/1 000



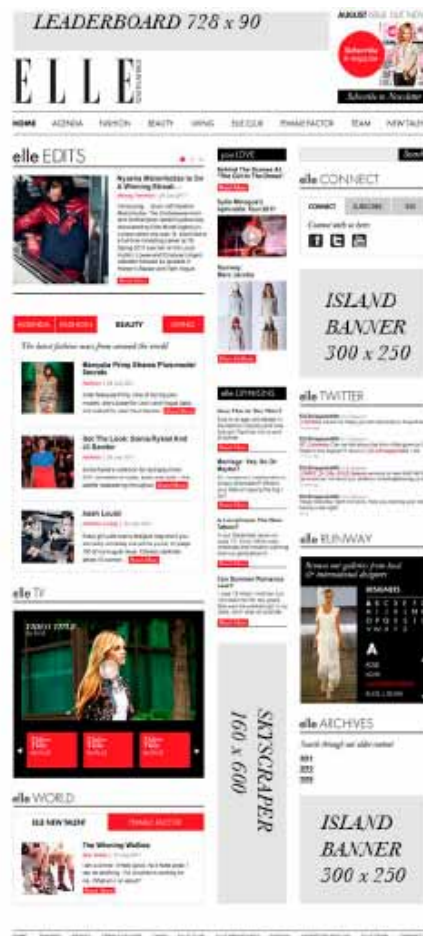
Twitter

- Weekly campaign (one tweet/day): R10 000
- Once-off tweets: R500 each



Facebook

- Two-week campaign tab, profile photograph and posts: R20 000
- Once-off posts: R500 each



Contact details

Mirelle Katz: Cape Town
mirellek@avusa.co.za

Beverly Mwallo: Johannesburg
beverly@ellemag.co.za

Jacelize du Preez: marketing manager
jdpolivetree@mweb.co.za

Terms and conditions

- All rates exclude agency commission and VAT.
- Avusa Magazine Division at Avusa Ltd, the publishers of ELLE, and/or the online editor have the final right to approve, decline or withdraw any advertising material before and during placement.

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Newsletter

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Newsletter

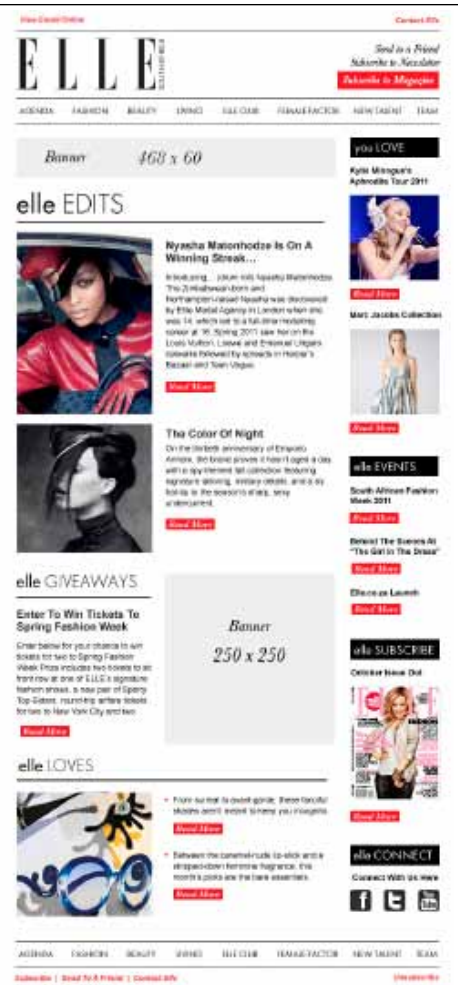
- Banner 1: R2 500
- Banner 2: R2 500

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ONLINE SPECIFICATIONS

General

- All digital elements are to be designed with the **ELLE editorial style** in mind.
- If ELLE.co.za has to shoot any products, please note that the **cost of photography** will be negotiated separately.
- **Deadlines:**
 - All standard artwork must be supplied three working days before the start of a campaign.
 - Rich media advertisements must be supplied five working days before the start of a campaign.
- **Brief:** On booking, a detailed brief should be provided with:
 - The click-through URL
 - The position of the banner on the website/newsletter with the required size
 - The start and end dates of the campaign
 - The value and quantity of the prize in case of a competition
 - The high res visual(s) as a JPEG or PDF of at least 300 dpi.

Technical

- Advertisements may be supplied as static (JPEG) or animated gif files. If it's for the website, Flash files will also be accepted.
- Animated gifs are limited to four frames each.
- Should a banner be submitted as a Flash file, gif back-ups will have to be provided.
- Flash files should be no bigger than 50kb. Other files should not exceed 30kb.
- To allow us to track clicks on a Flash banner, it must not be embedded with a URL but should have a click-tag to direct visitors to the client's website.



Sizes: website

- **Leaderboard:** 728 pixels (w) x 90 pixels (h)
- **Skyscraper:** 160 pixels (w) x 600 pixels (h)
- **Island/medium rectangle:** 300 pixels (w) x 250 pixels (h)

Sizes: newsletter

- **Banner 1:** 468 pixels (w) x 60 pixels (h)
- **Banner 2:** 250 pixels (w) x 250 pixels (h)

