

ELLE

SOUTH AFRICA

MEDIA INFORMATION

2016

ELLE

IS THE WORLD'S #1 SELLING FASHION MAGAZINE

In 2015, *ELLE South Africa* has set new trends: we shot six covers locally, *launched ELLE Boss*, to recognise the talent and audacity of incredible female business leaders and entrepreneurs. We have also featured the remarkable work of *upcoming designers, prominent artists* and *influencers* while the fashion and the beauty teams, under the lead of fashion director Tarryn Oppel and beauty editor Nicole Newman, have brought local and international trends at the forefront of the magazine.

In 2016 ELLE South Africa will cover even more fashion ground and important issues. Together, we will keep *innovating, inviting our readers to experience our shoots, bringing you more fun and fabulous events* and being *more aspirational and inspirational than ever*.

Emilie Gambade, ELLE South Africa Editor



ELLE IN NUMBERS

33

THE AVERAGE AGE OF
THE ELLE READER

270 000

PAGE
IMPRESSIONS
PER MONTH

85 000

UNIQUE BROWSERS

29 500

FACEBOOK
FOLLOWERS

31 000

INSTAGRAM
FOLLOWERS

281 000

READERSHIP

ELLE

EDITORIAL PILLARS



FASHION
Spirited, stylish and sexy, the ELLE fashion DNA is also daring and confident, aspirational and wearable. Through our Shopping pages and our 'How To', ELLE offers to readers styles they can relate to, be inspired by, season after season. Without forgetting to add a touch of fun and lots of love!

FEATURES
ELLE feed readers with the most intriguing, inspiring, and thought-provoking features. Smart and contemporary, never earnest or depressing, ELLE is – above all – a stylish read, covering everything from cultural trends to emotional explorations, pop culture phenomena, career, exclusive interviews, and relationship insights.

BEAUTY AND WELLNESS
If there's a cult new moisturiser, a freaky new fitness fad, or a hip new nail art trend, you'll read about it first in ELLE. Probing, intelligent, witty and occasionally poetic, ELLE treats beauty as both science and art, creating buzz, inspiring creativity, self-expression and self-improvement, and getting readers excited to try something new every month.

SHOPPING
The ELLE reader is more than a fashion observer – she's a passionate and educated buyer. ELLE's shopping pages offer tips on how to put silhouettes together, wear and style garments, be inspired by the best edit of current collections in creative and clever layouts.

ELLE INNER CIRCLE
ELLE Inner Circle offers our most loyal fans the ultimate engagement platform. Members will receive weekly newsletters, receive special offers, product sampling, and even new product trial opportunities.

LIFESTYLE
ELLE is about inspiring style in all aspects of your life, not just your closet. Covering everything from the hottest travel destinations to the most fashionable food, and with an insider's view of the kinds of homes both here and around the world that only ELLE has access to, ELLE promises to be the resource South African women need to live a truly stylish life.

CULTURE AND ENTERTAINMENT
From the coolest high-brow to the smartest low-brow, music and culture feature heavily in our readers' life. And when she wants to discover the hippest shows and events, gallery exhibitions and festivals or the latest must-know television, film and books, there is... ELLE!



f 29 500 likes

31 000 followers



3 300 followers



63 700 followers

PRINT

CIRCULATION
30 026



GLOBAL BRAND
21M READERS
6.6M COPIES SOLD
88 COUNTRIES
44 INTERNATIONAL EDITIONS
MORE FASHION THAN ANY
OTHER MONTHLY

READERSHIP
281 000

ADVERTISING SPONSORSHIPS
CREATIVE CONTENT
SUBSCRIPTIONS
COMPETITIONS



ELLE SUPER ENGAGEMENT

SOCIAL

ELLE
impact²
for women

— 2016 —
ELLE
style
REPORTER

EVENTS
PROPERTIES

**ELLE INTERNATIONAL
BEAUTY AWARDS**

- 46 ELLE beauty editors around the world select the best beauty products of the year.
- Published in 46 editions around the world.

ELLE
BOSS
2014

#ELLEBOSS

ELLE wants to empower women and highlight entrepreneurial and career-driven spirit

ELLE
RISING
STAR
DESIGN
AWARD

ELLE RISING STAR

ELLE Rising Star is a platform to help grow and stimulate the next generation of fashion designers in Africa.



DIGITAL

ELLE.CO.ZA

UNIQUE USERS PER MONTH

85 000

PAGE IMPRESSIONS

270 000

AD SERVER IMPRESSIONS

2.5 MILLION

Jan - Sept 2014



DIRECT

NEWSLETTER
3 953 subscribers

ELLE INNER CIRCLE

INSERTS

THE BEST IN THE BUSINESS



EMILIE GAMBADE
EDITOR



TIDI BENBENISTI
ASSISTANT EDITOR



NICOLE NEWMAN
BEAUTY EDITOR



TARRYN OPPEL
FASHION DIRECTOR



JO YUENS
SENIOR DESIGNER

ELLE

READER PROFILE

*She's intelligent,
professional,
driven and stylish...
she's the young,
modern South
African woman*



ONE IN TEN ELLE READERS FALLS INTO THE PRESTIGIOUS **ELITE SECTOR** WHICH COMPRISES **3%** OF THE ADULT SA MARKET.

THE HOUSEHOLD INCOME **R26 015** WITH A PERSONAL INCOME OF **R9 273**

UPMARKET READERSHIP - HIGH REACH INTO THE ASPIRATIONAL LSM 6-8 MARKET (45%), WITH AN IMPRESSIVE 48% FALLING INTO THE LSM 9-10 GROUP

*Urban
Educated
Affluent*



ELLE REFLECTS THE CHANGING DEMOGRAPHICS OF SOUTH AFRICA - **75%** BLACK READERS

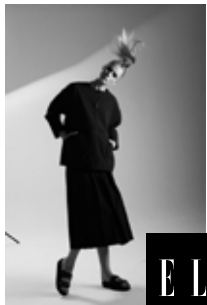
URBAN AND EDUCATED - **89%** LIVE IN METRO AND CITY AREAS; A THIRD HAVE TERTIARY EDUCATION



*Live in the most
economically
active province*

*49% live in
Gauteng*





ELLE
RISING
STAR
**DESIGN
AWARD**



THE LITTLE
BOOK OF BLUE



WINTER
FASHION ISSUE



MAY

WINTER BEAUTY
ISSUE

JUL

FUTURE TECH AND DIGITAL
ISSUE

AUG

POWER ISSUE



FESTIVELLE



BODY ISSUE

OCT

SUMMER
FASHION ISSUE

NOV

DEC

GREAT ESCAPE
ISSUE



JAN
FEB

THE ART ISSUE

MAR

BIRTHDAY ISSUE

VISIONARY ISSUE



ELLE
TOP 100

ELLEBRIDE



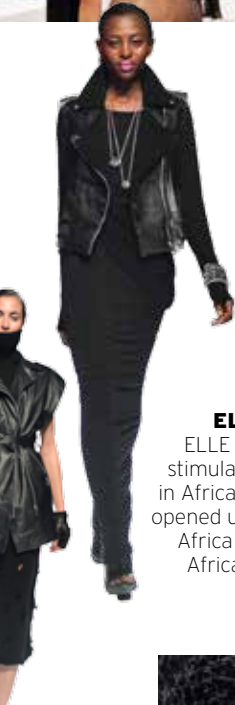
ELLE

THEMES



ELLE

PROPERTIES



ELLE RISING STAR DESIGN AWARD
ELLE Rising Star is a platform to help grow and stimulate the next generation of fashion designers in Africa. In 2015, ELLE cast its fashion net wider and opened up the competition to young designers across Africa - and so, every year, the search begins for Africa's most talented young fashion designer!



ELLE STYLE REPORTER

Launched in 2012, the ELLE STYLE REPORTER is looking for a style scout with a perfectly tuned instinct and an unerring eye for what is new and noteworthy on the street, the skills to turn raw images into striking visuals, and the fashion knowledge and credibility to take his or her place up in the front row.



ELLE BOSS AWARDS
Launched in 2015, the ELLE Boss Award was created to empower women, support and encourage female creativity and leadership, but also highlight entrepreneurial spirit. Every year, ELLE recognises someone who has been in business for at least three years and is showing success or someone that shows strong corporate managerial skills and social responsibility.



ELLE

PRINT SCHEDULE

ISSUE	ADVERTORIAL BOOKING	BOOKING DEADLINE	COMPLETE MATERIAL	COVER INCENTIVES AT CTP	ON-STREET
JANUARY/FEBRUARY	06.11.2015	20.11.2015	25.11.2015	30.11.2015	28.12.2015
MARCH	09.12.2015	13.01.2016	18.01.2016	25.01.2016	15.02.2016
APRIL	25.01.2016	24.02.2016	29.02.2016	29.02.2016	22.03.2016
MAY	29.02.2016	16.03.2016	21.03.2016	28.03.2016	18.04.2016
JUNE	28.03.2016	13.04.2016	18.04.2016	22.04.2016	16.05.2016
JULY	25.04.2016	18.05.2016	23.05.2016	27.05.2016	20.06.2016
AUGUST	23.05.2016	15.06.2016	20.06.2016	27.06.2016	18.07.2016
SEPTEMBER	27.06.2016	13.07.2016	18.07.2016	25.07.2016	15.08.2016
OCTOBER	25.07.2016	17.08.2016	22.08.2016	29.08.2016	19.09.2016
NOVEMBER	22.08.2016	14.09.2016	19.09.2016	26.09.2016	17.10.2016
DECEMBER	19.09.2016	13.10.2016	17.10.2016	24.10.2016	14.11.2016
JANUARY 2017	24.10.2016	16.11.2016	21.11.2016	25.11.2016	19.12.2016

ELLE

PRINT RATE CARD

COVERS

IFC DPS	129 609
IBC	69 576

SPECIAL POSITIONS

1ST DPS	124 175
2ND DPS	118 741
OPP MASTHEAD	65 202
OPP ED'S PAGE	65 202
OPP CONTRIBUTORS	65 202
1ST RHP ELLE EDITS	65 202

INSERTS

	1 PAGE	2-4 PAGES	5-10 PAGES	11-22 PAGES	23+ PAGES
LOOSE INSERTS (PER 000)	R578	R683	R788	R893	R998
BOUND INSERTS (PER 000)	R735	R840	R945	R1 050	R1 260

INSIDE POSITIONS

FP	54 070
DPS	107 874
½ PG	32 733
½ PG DPS	65 468
⅓ PG	37 861

ADVERTORIALS

FP	54 070
DPS	107 874

INSERTS MUST BE DELIVERED DIRECTLY TO THE PRINTERS: Lorna Louw / 021 929 6200 CTP PRINTERS: Duminy Street, Parrow east, 7500, Cape Town

ELLE

MATERIAL SPECIFICATIONS

FORMAT	TRIM	WITH BLEED	TYPE
DPS	275MM X 420MM	285MM X 430MM	245MM X 360MM
FULL PAGE	275MM X 210MM	285MM X 220MM	245MM X 180MM
½ PAGE HORIZONTAL	137MM X 210MM	147MM X 220MM	122MM X 180MM
½ PAGE VERTICAL	275MM X 105MM	285MM X 115MM	245MM X 90MM
⅓ PAGE HORIZONTAL	90MM X 210MM	100MM X 220MM	80MM X 180MM
⅓ PAGE VERTICAL	275MM X 70MM	285MM X 80MM	245MM X 60MM

IMPORTANT INFORMATION

- The booking deadline for half-page ads is 14 days prior to official booking deadline.
- A cancellation fee of 50% will apply after the booking deadline.
- Advertorial rates do not include production costs.
- Material can be sent in one of three ways: via websend or quickcut or on disc.
- Digital material should be sent as a PDF. PDF: Press-optimised PDS's has to include all elements such as high-resolution images (a minimum of 300 dpi) and have all fonts embedded. The PDF should be pre-flighted and verified prior to transmission.
- Should any material changes be requested, Isiko Media accepts no responsibility for print errors.
- A colour proof must be provided for all advertisements.

ELLE

DIGITAL MEDIA RATE CARD

SOCIAL MEDIA (PER POST)

FACEBOOK POST	R500
TWITTER	R500
INSTAGRAM	R500
PINTEREST	R500
SNAPCHAT (10 SECONDS)	R500

NEWSLETTER SPONSORSHIP

PER SUBSCRIBER	R1,50
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(ISLAND BANNER + 25 WORDS AND LINK TO DIGITORIAL ON ELLE.CO.ZA)

ELLE.CO.ZA BANNERS

LEADERBOARD (728 X 90) CPM	R350
ISLAND (300 X 250) CPM	R350
SKYSCRAPER (300 X 600) CPM	R350
MIDDLE BANNER (970 X 90) CPM	R350
TWO SIDE-BARS (315 X 1080 WITH CONTENT GAP)	R1 280
HOMEPAGE WALLPAPER (1900 X 1030)	R750
HOMEPAGE TAKEOVER	R50 000

(INCLUDES ALL BANNERS AND WALLPAPER FOR ONE WEEK EXCLUSIVITY)

ELLE.CO.ZA DIGITORIALS

1 IMAGE (1 000 PIXELS WIDE)	R7 500
GALLERY OF IMAGES (600 PIXELS WIDE)	R8 500
IMAGES AND VIDEO IMBEDDED	R9 500
CONTENT SERIES (5 POSTS)	R6 000 / POST

(EXCLUDES CREATIVE PRODUCTION COSTS IF REQUIRED TO SHOOT)

ELLE TV

TAILOR-MADE VIDEO	PRICE ON REQUEST
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TERMS AND CONDITIONS

- 1 All copy for advertisements / advertorials is subject to the approval of the publishers, who also reserve the right to decline or cancel any advertisements / advertorials or series of advertisements/ advertorials.
- 2 No responsibility will be accepted by the publishers for loss arising from typographical or other errors. The publisher's responsibility is limited to industry standard scanning and printing quality. No responsibility is taken for picture selection, enhancement or layout. The publishers are not responsible for any apparent discrepancy in this regard and clients are not exempt from liability for the full insertion price reflected on orders and or copy instructions, should an error have occurred.
- 3 It is a client's responsibility to supply material suitable for space bookings by the publisher's copy deadlines. If copy is not forthcoming, the publisher's have the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the client.
- 4 The publishers accept no responsibility for incorrect material supplied. All litho material supplied is assumed to be correctly sized, marked and appropriate in screen.
- 5 The proprietors and publishers shall not be liable for any loss occasioned by the failure of an advertisement to appear on any special day, or at all, for any cause whatsoever.
- 6 The publishers will use their best endeavours to place the advertisement correctly under this agreement but will not be liable for any loss of profits or damages suffered by the client as a result of their failure to do so and the account rendered in any respect. The publishers shall be exempt from any liability arising from force majeure or where performance of their obligations is prevented by circumstances outside their control.
- 7 While an enquiry service number may be supplied, this in no way forms part of the contract. The publishers are not responsible for an omission of an enquiry number nor the failure to supply the client with enquiries. The client may not, in any way, hold back payment or part thereof should the enquiry number service, for whatever reason, not be supplied.
- 8 Whilst every effort will be made to place advertisements/ advertorials/ insertions in requested positions, no guarantees can be given. The placement of advertisements/advertorials/insertions is at the sole discretion of the editor. A guarantee of position is subject to a 10% (ten percent) surcharge being paid by the client, otherwise no guarantee will be given.
- 9 No cancellation of space can be accepted less than (3) three months before publication date. Verbal cancellation will not be valid, only a written cancellation confirmed by the publisher will serve as notice.
- 10 Series rate quoted apply only to firm orders and insertions must be taken up within a (12) twelve month period unless otherwise arranged. Where the number of insertions taken does not justify the series rate, a surcharge will be made.
- 11 All production costs will be for the account of the client as per the publisher's client service rates. This includes all photography, layout expenses, litho positive make up and litho correction costs.
- 12 Payment is required within 30 (thirty) days of date of invoice and the publishers reserve the right to suspend services if payment is not received within 60 (sixty) days. This action by the publishers will not constitute a breach of agreement. The insertion charge is excluding Value Added Tax, and is, unless specified to the contrary, exclusive of production costs.
- 13 Nothing herein contained shall be interpreted as obliging the publisher to afford the client any indulgence to effect payment after due date.
- 14 All overdue accounts will bear interest at the rate of 2% (two percent) per month, the interest to be capitalised monthly. All accounts which are in arrears will be handed to a professional debt collection agency and all legal cost incurred, inclusive of a debt collection commission of 20% (twenty percent), will be for the account of the client and by placing his/her signature on the order form, the client agrees to his account being debited with such costs.
- 15 In the event of the publisher instructing its attorneys to collect any amounts, all legal fees and collection charges and tracing agents' fees as between attorney and client shall be borne by the client.
- 16 Once an account has been handed over for collection, all payments made shall firstly be allocated towards such collection/tracing fees and charges, thereafter to interest and finally to capital.
- 17 A certificate under the hand of any director, manager or accountant of the publisher whose valid appointment need not be approved by the publisher, in respect of any indebtedness of the client to the publisher or in respect of any other fact, including but without limiting the generality of the foregoing, the fact that professional publishing services were rendered, shall be prima facie evidence of the client's indebtedness to the publisher and prima facie evidence of such other fact and prima facie evidence of the services rendered, for inter alia the purpose of summary judgement.
- 18 In all cases where the client uses the postal service or any other service to effect payment, such service shall be deemed to be the agent of the client.
- 19 Where a client is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering the agreement or on publication, the authorising individual does hereby bind himself/herself as coprincipal debtor, in solidum, for the due and punctual payment of all amounts and sums of money which may now or at any time hereafter be or become due as a result of this contract with the publisher, irrespective of any changes which may now or in the future take place in the nexus between client and the authorising individual.
- 20 The authorising individual hereby expressly renounces the benefits of division, excussion and cession of action as well as the benefits of the legal exceptions non causa debiti, de duobus vel pluribus reis debendi, non numeratae pecunia, errore calculi, no value received and revision of accounts and declares that he/ she is fully acquainted with the meaning, legal effect and consequences of these renunciations.
- 21 The client does hereby irrevocably and in rem suam cede, pledge, assign, transfer and make over unto and in favour of the publisher all of its right, title, interest, claim and demand in and to all claims/ debts/book debts of whatsoever nature and description and howsoever arising which the client may now or at any time hereafter have against all and any persons, companies, corporations, firms, partnerships, associations, syndicates and other legal personae whosoever without exception as a continuing covering security for the due payment of every sum of money which may now be due or at any time hereafter be or become owing by the client to the publisher from whatsoever cause or obligation howsoever arising which the client may be or become bound to perform in favour of the publisher.
- 22 Should it transpire that the client at any time entered into prior deeds of cession or otherwise disposed of any of the right, title and interest in and to any of the debts which will from time to time be subject to this cession, then this cession shall operate as a cession of all the client's reversionary rights. Notwithstanding the terms of the foregoing cession, the client shall be entitled to institute action against any of its debtors provided that all sums of money which the client collects from its debtors shall be collected on the publisher's behalf and provided further that the publisher shall at any time be entitled to terminate the client's right to collect such monies/debts.
- 23 By placing his/her signature in the face hereof the client agrees to the terms and conditions as set out above, agrees that this order constitutes a valid contract with the publisher and certifies that the information given herein by him to the representative of the publisher is true and correct.
- 24 Ownership in all material handed to the publisher and subsequently published shall remain vested in the publisher until the full publishing price in respect thereof has been paid, in the event of a breach of contract by the client after material was handed back to him, the publisher shall be entitled, forthwith, to take possession of the material without prejudice to any further rights vested in it and is hereby irrevocably authorised to enter upon the client's premises to take delivery of such material without Court order. Where material was published and not claimed by the client within a period of 12 (twelve) months from date of publication, such material may be destroyed at the discretion of the publisher without prior notice to the client.
- 25 This agreement is governed by South African Law and is subject to the jurisdiction of the South African courts. The publishers are allowed to institute legal proceedings for the recovery of any amount owing hereunder in the Magistrate's Court of any district which by virtue of Section 28 of the Magistrate's Court Act has jurisdiction over the client, but this does not preclude the publishers at their own discretion from instituting legal proceedings in the Supreme Court of South Africa which has jurisdiction over the client.
- 26 The client chooses as his domicilium citandi et executandi the physical address contained herein for the purpose of giving or sending any notices provided for or required hereunder, or such other address as may be substituted by written notice given thereof.
- 27 All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by the publishers and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.
- 28 No concession, latitude or indulgence allowed by the publisher to the client shall be construed as a waiver or abandonment of any of its rights hereunder.
- 29 Each of the terms herein, excluding liability on the part of the publisher, shall be a separate and divisible term and if any such term becomes unenforceable for any reason whatsoever, that term shall be severable and shall not affect the validity of the other terms

ELLE

CONTACT

CAPE TOWN

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ELLE Offices Cape Town

(021) 045 0120

COLOUR PROOFS, MATERIAL AND TECHNICAL QUERIES:

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Daters road
Gardens

