

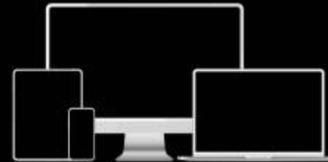
# ELLE





## PRINT

Magazines  
Brand Shoots



## DIGITAL

Social Media  
Content creation  
White label content  
Elle.in



## EVENTS

On-ground events

# THE ELLE AUDIENCE

SHE IS AFFLUENT, INFORMED AND WELL-TRAVELLED. SHE KNOWS HER BRANDS WELL AND IS AN ADMIRER OF LUXURY.  
THE ELLE WOMAN IS BETWEEN 18 - 45 YRS OLD.

98%

**PURCHASE  
LUXURY  
BRANDS**

78%

**OWN  
A CAR  
OR TWO**

93%

**PURCHASE  
FASHION &  
BEAUTY  
PRODUCTS  
ONLINE**

97%

**TAKE TWO  
LUXURY  
VACATIONS  
PER YEAR**



# ELLE INDIA - PRINT COVERS



# ELLE INTERNATIONAL COVERS

46 International Editions

9.3 Million Copies Sold

21 Million Active Readers





## 2025-26 EDITORIAL CALENDAR - PRINT

April/May - Sustainability Issue

June/July - Luxury Issue

Aug/Sept - Fashion Special

Oct/Nov - Beauty Special

Dec/Jan - Anniversary Issue

Feb/Mar - Art Issue

# 2025 EDITORIAL CALENDAR

## DIGITAL

### **January**

New Beginnings

### **February**

Art Issue

### **March**

Women's Day

### **April**

Sustainability Issue

### **May**

Summer Theme

### **June**

Inclusivity Month

### **July**

Luxury Issue

### **August**

Fashion Issue

### **September**

Fashion Issue

### **October**

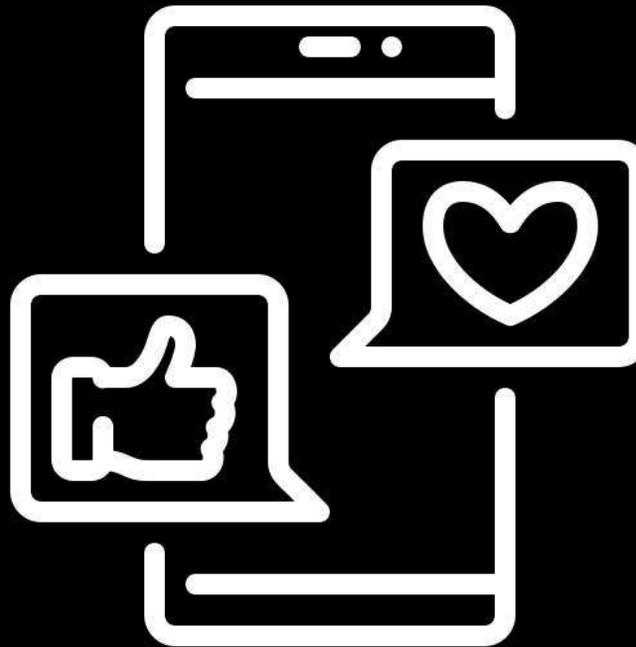
Beauty Issue

### **November**

Festive Issue (Diwali)

### **December**

Anniversary Issue



## AVERAGE ISSUE DISTRIBUTION

### WEST ZONE - 34.5%

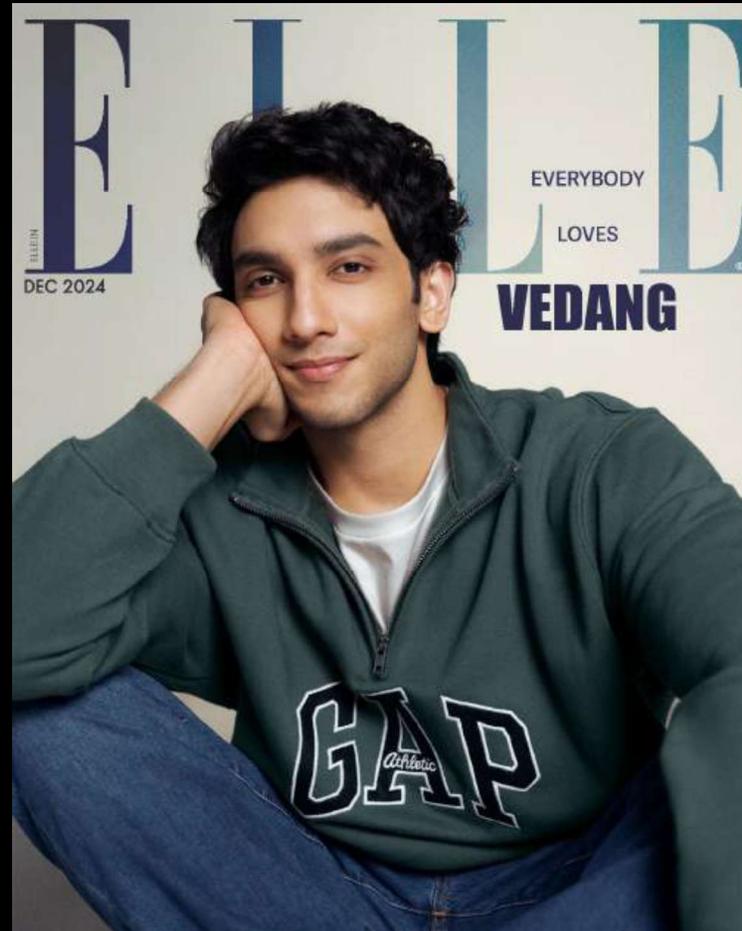
<b>Mumbai</b>	<b>20975</b>
<b>Pune</b>	<b>1665</b>
<b>Ahmedabad</b>	<b>1500</b>
<b>Others</b>	<b>1435</b>
<b>Total</b>	<b>25575</b>

### NORTH ZONE - 32.9%

<b>New Delhi</b>	<b>20225</b>
<b>Chandigarh</b>	<b>910</b>
<b>Jaipur</b>	<b>345</b>
<b>Lucknow</b>	<b>350</b>
<b>Others</b>	<b>2105</b>
<b>Total</b>	<b>23935</b>

### SOUTH ZONE - 19%

<b>Bengaluru</b>	<b>5825</b>
<b>Chennai</b>	<b>4825</b>
<b>Hyderabad</b>	<b>2880</b>
<b>Others</b>	<b>295</b>
<b>Total</b>	<b>13825</b>



### EAST ZONE - 8.7%

<b>Kolkata</b>	<b>5495</b>
<b>Others</b>	<b>875</b>
<b>Total</b>	<b>6370</b>

### OTHERS - 4.9%

<b>A H Wheeler</b>	<b>20225</b>
<b>Promotions/ Office</b>	<b>1125</b>
<b>International</b>	<b>395</b>
<b>Total</b>	<b>3645</b>
<b>Subscriptions</b>	
<b>All Subscriptions</b>	<b>20135</b>
<b>All India Newsstands</b>	<b>73350</b>
<b>Total</b>	<b>93485</b>

## ELLE INDIA - MARKET REACH

**7M+**

Digital Reach

**93485**

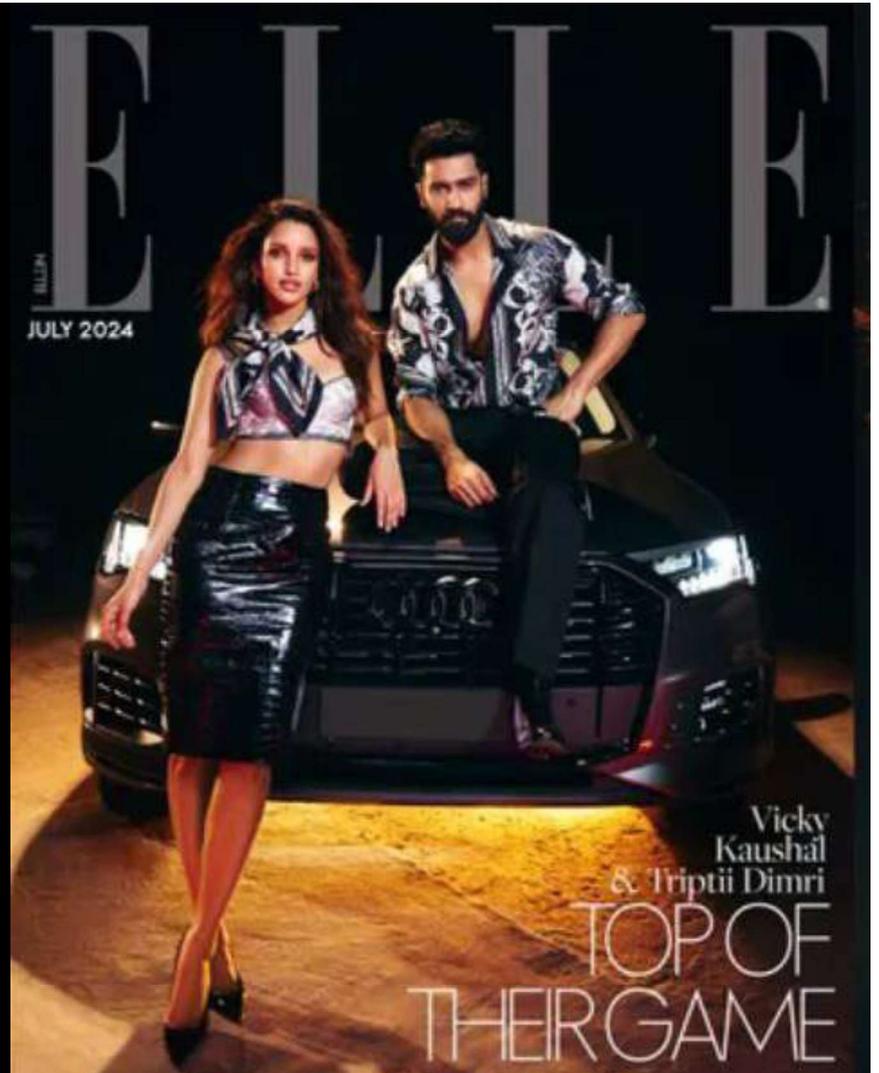
Print Run

**45%**

Market Share

**100+**

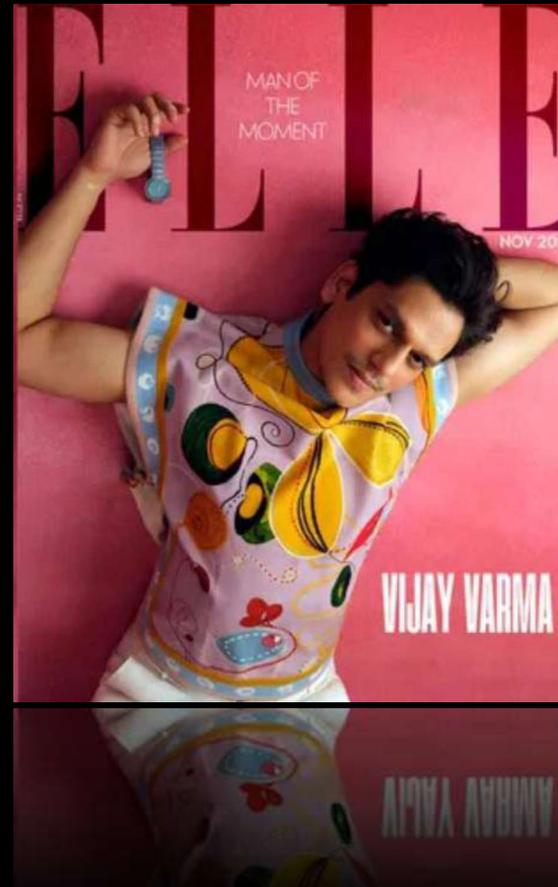
Digital Brands

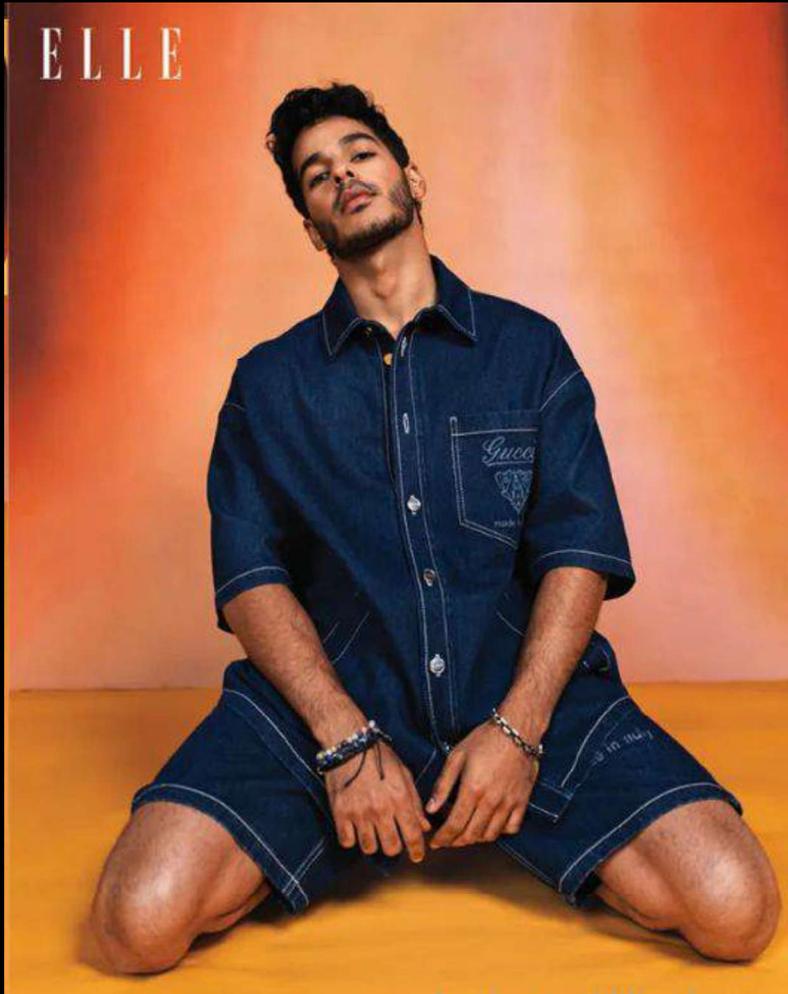


# ELLE INDIA - DIGITAL COVERS



# ELLE MAN





## ELLE INDIA - SOCIAL MEDIA REACH



1.2M



1.01M



1.1 M



10.5K



81.4k

# ELLE.IN



**TOTAL UNIQUE USERS**  
2.3M



**AVG. TIME SPENT**  
1:59 MINS



**NEW USERS / MONTH**  
2.1 M



**MONTHLY ACTIVE USERS**  
3M



**DAILY ACTIVE USERS**  
1,00,000

**ELLE**

**BRANDED CONTENT VIDEOS**

# BRANDED CONTENT VIDEOS



ELLE X Bepanthen



ELLE X Mia By Tanishq



ELLE X Twamev

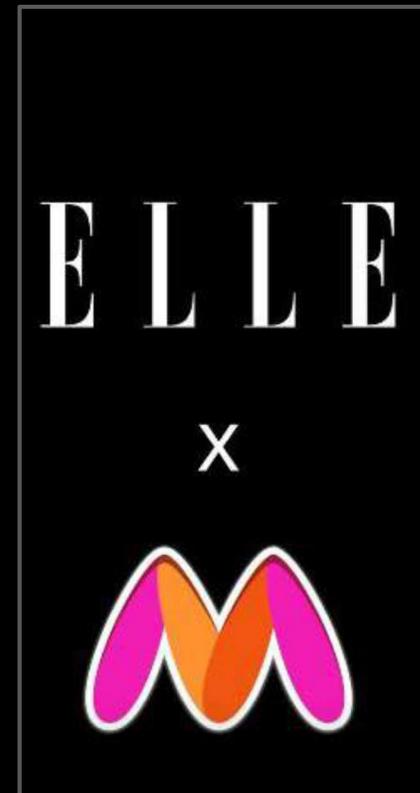
# BRANDED CONTENT VIDEOS



ELLE X Tresemmé



ELLE X Timex



ELLE X Myntra

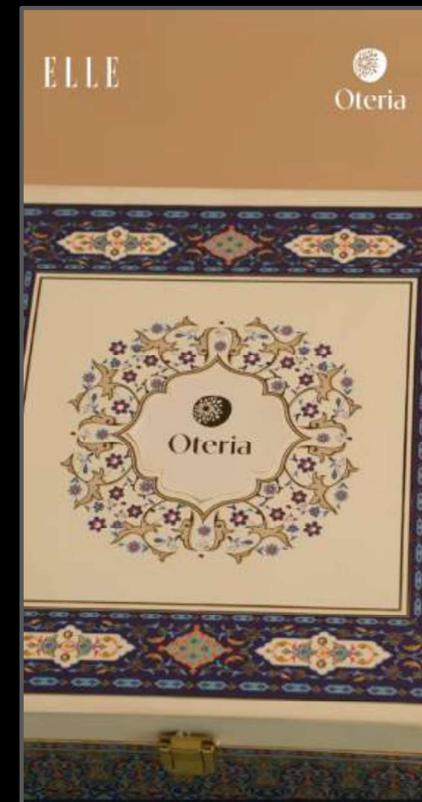
# BRANDED CONTENT VIDEOS



ELLE X Dove



ELLE X Titan



ELLE X Oteria

ELLE

ON GROUND EVENTS

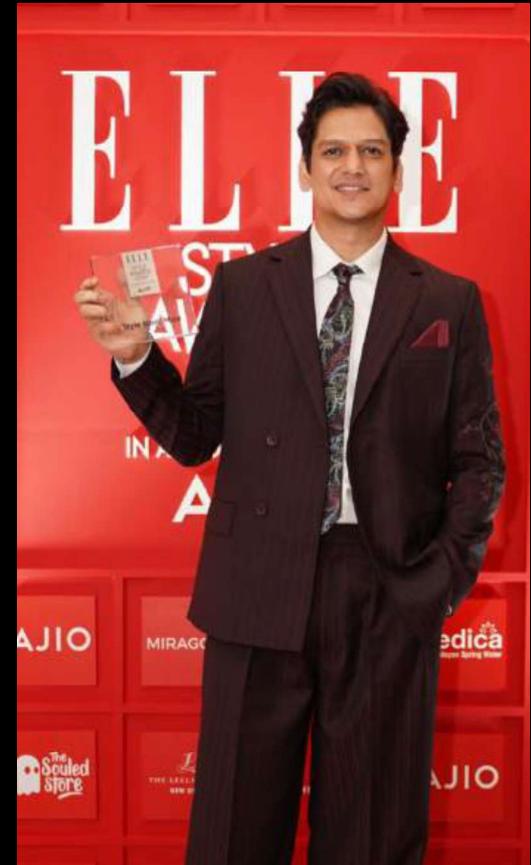
# ELLE SUSTAINABILITY AWARDS 2024 - HIGHLIGHTS



# ELLE SUSTAINABILITY AWARDS 2024 - HIGHLIGHTS



# ELLE STYLE AWARDS 2024 - HIGHLIGHTS



# ELLE STYLE AWARDS 2024 - HIGHLIGHTS



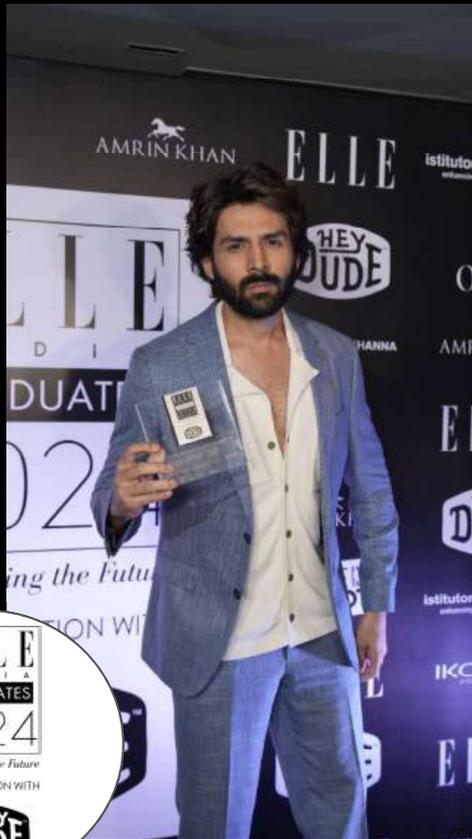
# ELLE BEAUTY AWARDS 2024 - HIGHLIGHTS



# ELLE BEAUTY AWARDS 2024 - HIGHLIGHTS



# ELLE GRADUATES 2024 - HIGHLIGHTS



# ELLE GRADUATES 2024 - HIGHLIGHTS



# ELLE LIST 2024 - HIGHLIGHTS



# ELLE LIST 2024 - HIGHLIGHTS



# ELLE IMPACT 2025 - HIGHLIGHTS



# ELLE IMPACT 2025 - HIGHLIGHTS



**E L L E**

**BRAND LED EVENTS**

# ELLE X Hoegaarden Gin Launch



# ELLE X Chandon Brunch Series



CHANDON



# ELLE X AUKERA Brunch Series



# ELLE X Myntra



ELLE

DIGITAL CAMPAIGNS

# ELLE X Bepanthen

Two-Phase Campaign:

1. **Instagram Video** – A conversation featuring the **ELLE Beauty Editor, Kannagi Desai** and **Bayer Country Head, Sandeep Verma**.
2. **Influencer Collaboration** – Partnering with **10 content creators** for a dedicated campaign.



# ELLE X Azorte

ELLE  
X  
AZORTE



# ELLE X Kalamandir Jewellers



ELLE X OPPO X Unnati Malharkar



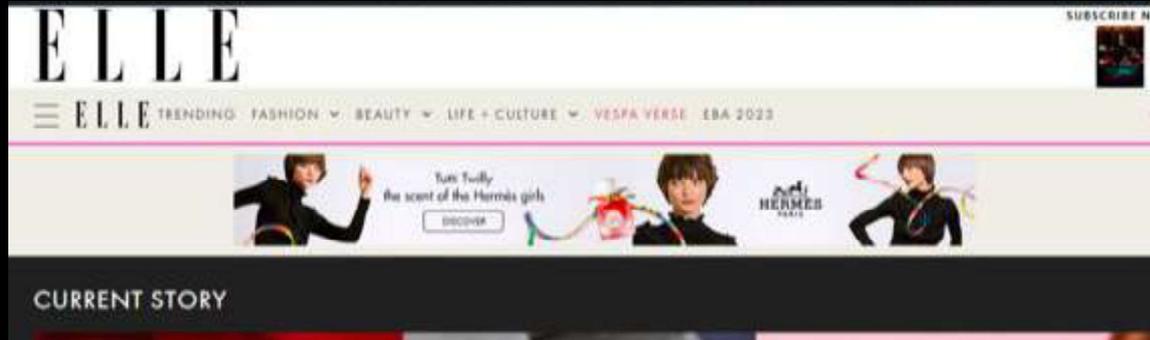
ELLE X GAP X Vedang Raina



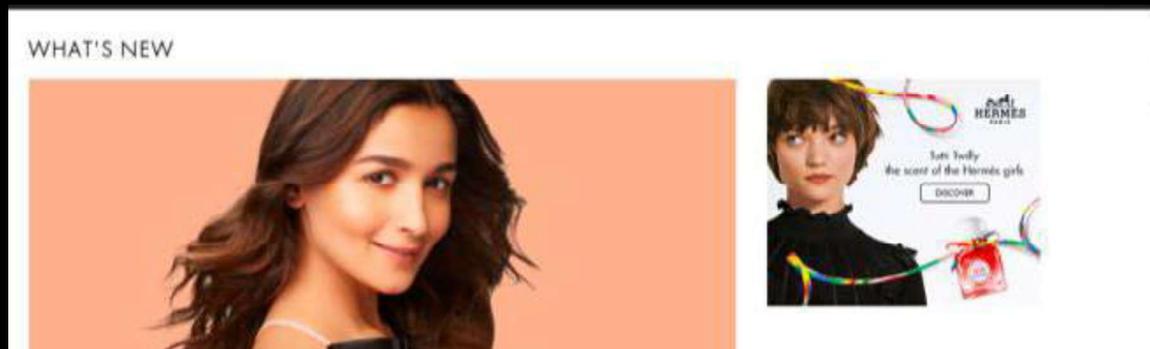
**E L L E**

**WEBSITE CAMPAIGNS**

# ELLE X Hermès



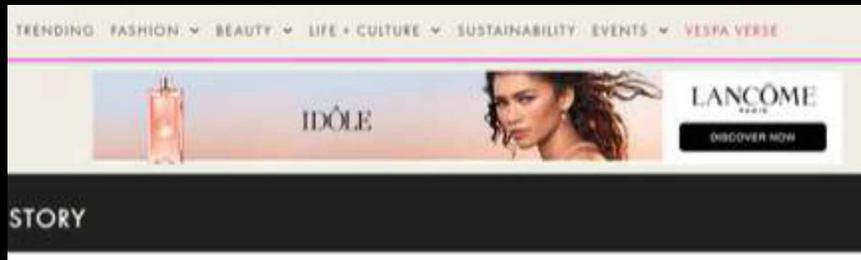
Leaderboard Banner



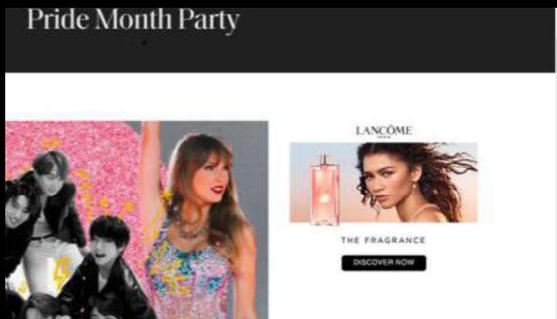
RHS Banner



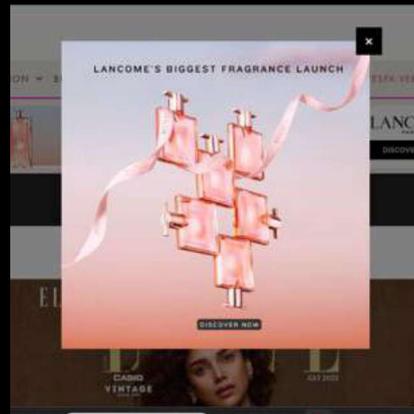
# ELLE X Lancôme



Leaderboard Banner



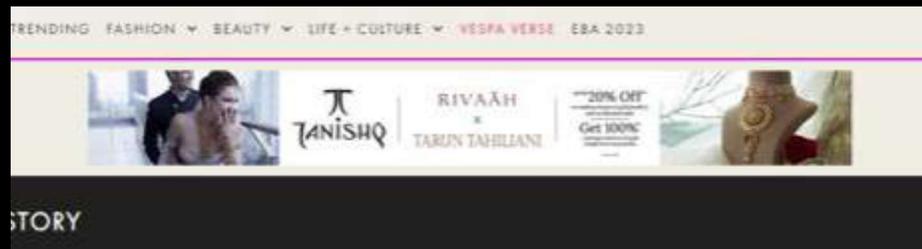
RHS Banner



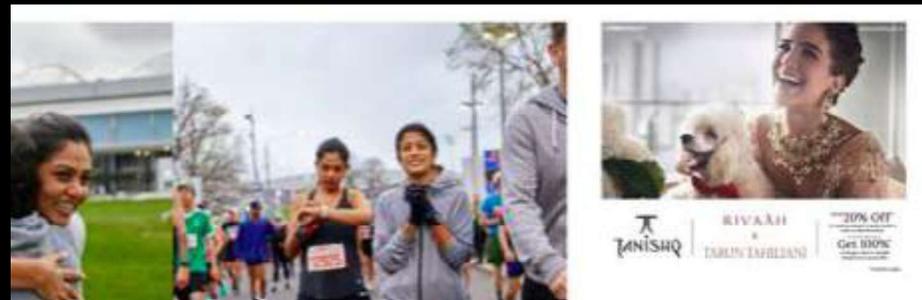
Pop Up Banner



# ELLE X Tanishq



Leaderboard Banner



RHS Banner



# BRANDS THAT ADVERTISE WITH ELLE INDIA

GUCCI



JIMMY CHOO



BVLGARI

# BRANDS THAT ADVERTISE WITH ELLE INDIA

**PHILIPS**



MOROCCANOIL.



**crocs**<sup>™</sup>

AJIO.COM

TANISHQ

MANISH MALHOTRA

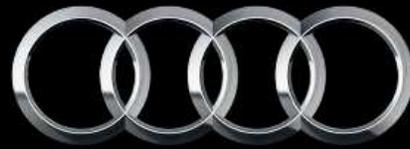
Schwarzkopf  
PROFESSIONAL

# BRANDS THAT ADVERTISE WITH ELLE INDIA



# BRANDS THAT ADVERTISE WITH ELLE INDIA

SKODA



Audi

vedica  
Himalayan Spring Water

LAKMÉ  
REINVENT

pressto



  
Hoegaarden

CHANDON

GAP



STANDARD AD POSITIONS	
Full Page	₹287,500
Double Spread	₹575,000
COVER POSITIONS	
Opening Cover Spread	₹698,500
Inside Back Cover	₹475,000
Back Cover	₹690,000
Reverse Gatefold	₹700,000
SPECIAL POSITIONS	
2nd/ 3rd Double Spread	₹632,500
Double Spread Pre Contents	₹575,000
PREMIUM POSITIONS	
Double Spread after Table of Contents & Before Elle Edits	₹575,000
Double Spread Before Contents & Before Elle Edits	₹575,000
Double Spread Fixed Positions	₹600,000
Full Page from Table of Contents in Elle Online	₹437,000
Full Page-1st RHS ad in section	₹360,000
Full Page- Fixed Positions	₹300,000
2ND HALF OF THE MAGAZINE	
FPC	₹250,000
DSP	₹505,000



**THANK YOU**