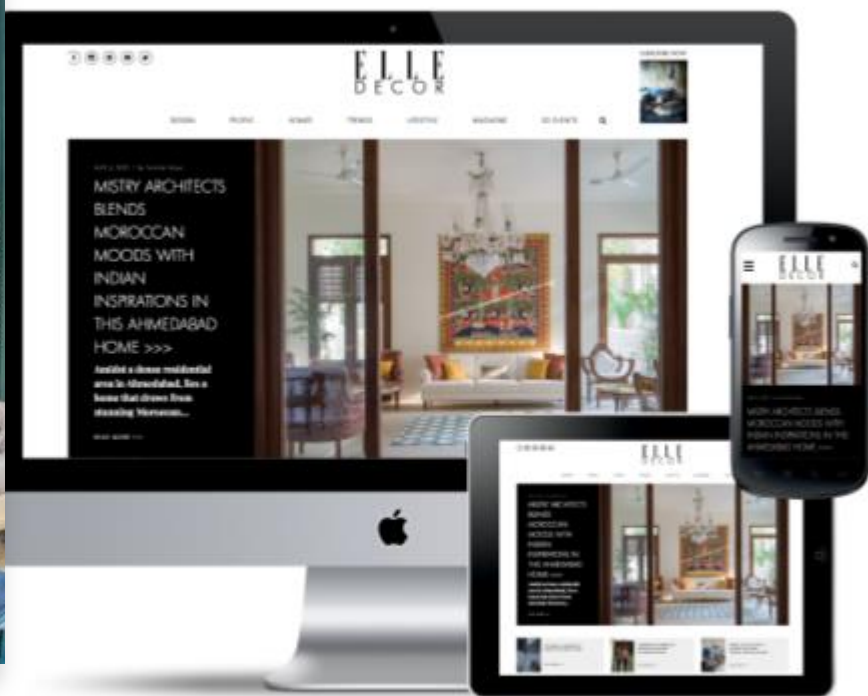


ELLE
DECOR





ELLE DECOR INDIA

A global brand dedicated to design with 25 editions published in 25 countries on the 5 continents, ELLE DECOR INDIA belongs to the world's largest design magazine network.

MAIN SECTIONS

We aim to aspire, inspire and encourage our audience to indulge in enhancing and transforming their environment, through a strongly visual and informative magazine.



FRONT OF THE BOOK (FOB)

Beautiful,
Stylish
Products,
Trends and
Style

Dreamy and
Inspirational
Interiors

BACK OF THE BOOK (BOB)

Practical
Solutions and
Leisure

HOW WE STAND OUT



ONE OF THE OLDEST DESIGN MAGAZINES

Bi-monthly magazine launched in November 2000. Celebrated 21st anniversary last December

RELATABLE, EXCLUSIVE CONTENT

From predicting trends and covering state of the art homes, to featuring important fairs like Salone del Mobile and Maison & Objet

UNIQUE IDENTITY

A Premium, go-to style and design magazine – we're the last word for all things trendy

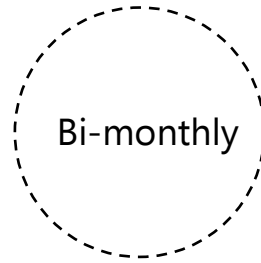
GROWING DIGITAL PRESENCE

New website and activities on social media platforms

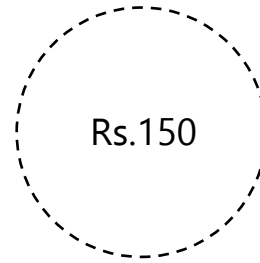
FACTS & FIGURES



CIRCULATION



FREQUENCY



COVER PRICE

TARGET AUDIENCE

TRADE

Interior designers,
architects, product
designers,
builders, lifestyle
storeowners and
HNIs

CONSUMERS

Home owners and
rented homes

STUDENTS

Design and
Architecture
institutes and
colleges

READER

PROFILE

WHO READS ELLE DECOR

Architects, interior designers, product designers, HNIs, urban consumers, young couples, house makers, professionals, students, decision makers and influencers.

DEMOGRAPHICS

SEC A1/A2
(highest income, education and employment)

MHI (Monthly Household Income):
high/very high

Female: **55%**,
Male: **45%**

PRIME READERSHIP
Age group of 25-50 years

PSYCHOGRAPHICS

ELLE DECOR reaches out to a discerning audience that:

- has traveled extensively and is aware of prevalent décor trends
- is able to imbibe fashion trends and to extend it to the home as well
- has a keen sense of design and enjoys fine living, apart from entertaining often
- has high aspirational levels and makes independent decisions about their space
- is house proud and constantly applying new trends and concepts to their space

ADVERTISING RATES

STANDARD POSITIONS	RATES
--------------------	-------

Full page cover	1,72,000
Double page cover	3,44,000
Thicker paper insert (170 gsm)	3,65,000
Thicker paper insert (200 gsm)	4,25,000

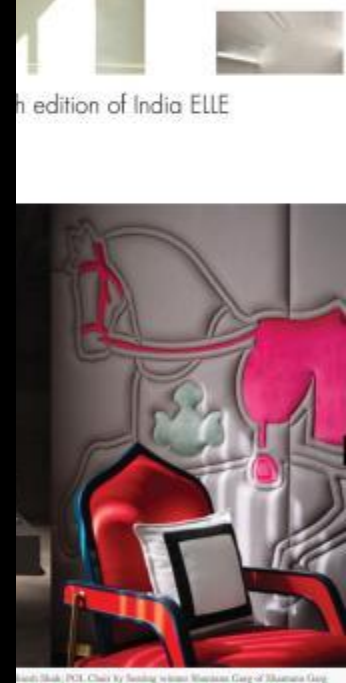
PREMIUM POSITIONS	RATES
-------------------	-------

Cover rpf	5,50,000
Inside cover spread	4,30,000
2nd, 3rd, 4th dsp	4,00,000
Fpc facing contents	1,90,000
Fpc facing masthead / editors note / aknowledgement	1,80,000
Inside back cover	3,50,000
Back cover	4,20,000

Magazine Circulation details

METROS	
Ahmedabad	4,405
Bangalore	5,915
Calcutta	5,770
Chennai	3,860
Delhi	17,215
Hyderabad	2,575
Mumbai	17,410
Pune	1,325
Trivendrum	425

NEW MARKETS	
Jaipur	265
Mangalore	245
Guwahati	300
Chandigarh	855
Lucknow	410
Indore	215
Ludhiana	380
Goa	225
Nagpur	205
Kolhapur	225
SUBSCRIPTION	
Online - Digital Edition	305
Magzter / Readwhere / Rockstand / Inflight Readers	
Physical Subscription	6,345
ADDITIONAL OUTLETS	
Crossword, Oxford & Décor Stores	1,795
AHWheeler - Railway Stalls	630
OTHERS	
Institutional Sales	540
Export - USA - SA - UAE - Nepal - Bangladesh	1,095
Promotion Copies	1,865
TOTAL	
	74,800



MAIN SECTIONS

elledecor.in

Browse for inspiring and innovative ideas you can use every single day

HOMES

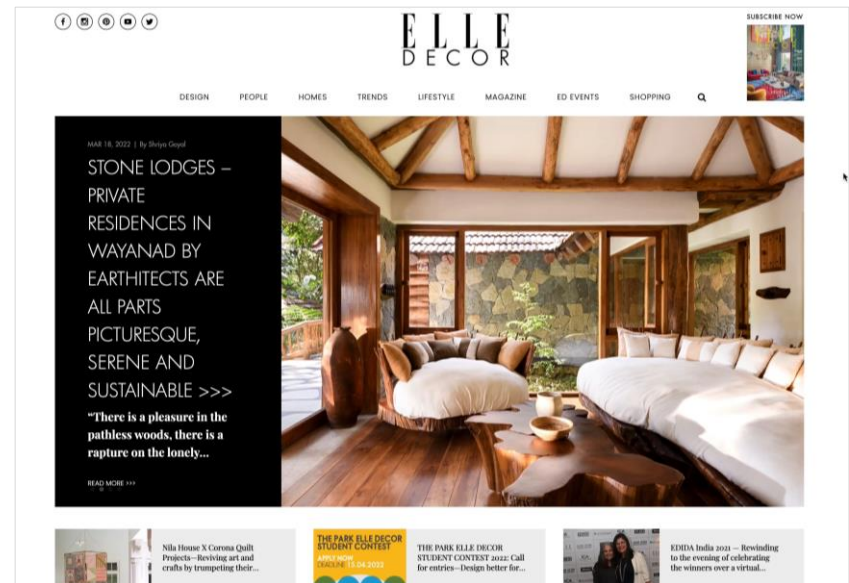
Tour some of the most exclusive homes in India and across the globe that are high on design

DESIGN

The best of design, architecture and product design—furniture, accents, fittings and brands—across categories—in India and from around the world

TRENDS

Decoration ideas in and around the house, plus a glimpse of the styles in-demand



MAIN SECTIONS

elledecor.in

LIFESTYLE

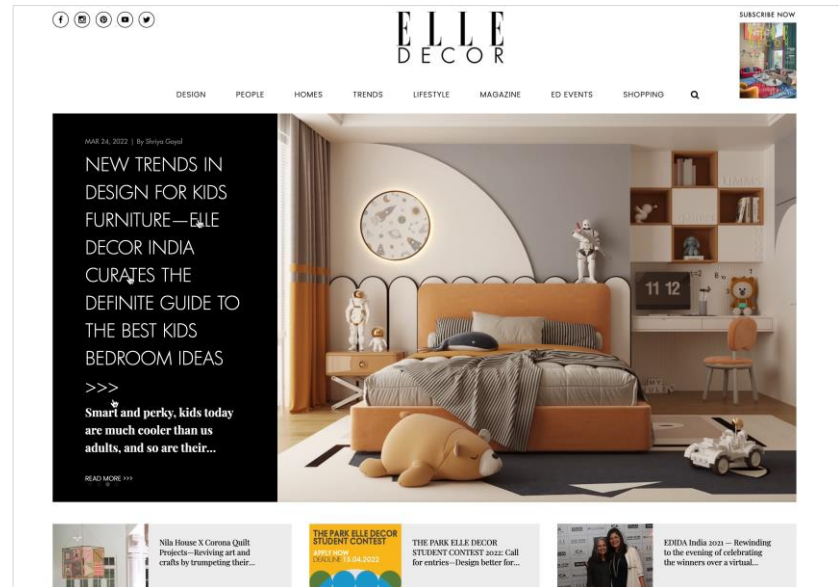
The latest in all things leisurely—from restaurant reviews to gorgeous getaways and art exhibitions to bookmark and treasure

PEOPLE

Conversations with the who's who of the design fraternity

EDIDA

Presents everything you need to know about the Indian edition of the annual product awards—the ELLE DECO International Design Awards



EXCLUSIVE ACTIVITIES

Website takeovers with...

Teaser campaign on our site & social media

Changed skin of the homepage for the week

Special stories, plus Instagram takeover

**MARCEL
WANDERS**



Interstitial GIF pop-up added on ED Homepage. Skin of homepage was revamped

Stories on Ashiesh's home, office, special report on Maison, ID Symposium
The EDIDA Designer of the Year also took over our Instagram

**ASHIESH
SHAH**



EXCLUSIVE ACTIVITIES

Website takeovers with...

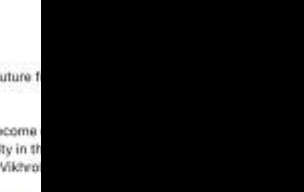
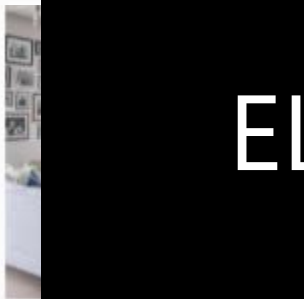
**ASIAN
PAINTS**

An interstitial GIF pop-up was added on the Homepage, revealing the takeover. The skin was revamped with Asian Paints' Colour of the Year wallpaper.

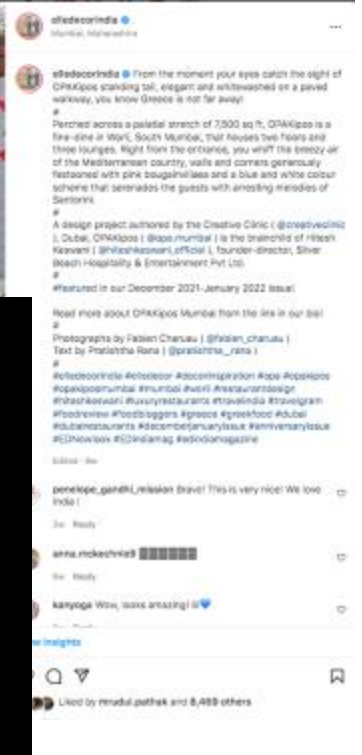
We published one story per day for a week around the trend across various sections of the website, which were extensively promoted on social media platforms.

Emailers were also sent out to our database.





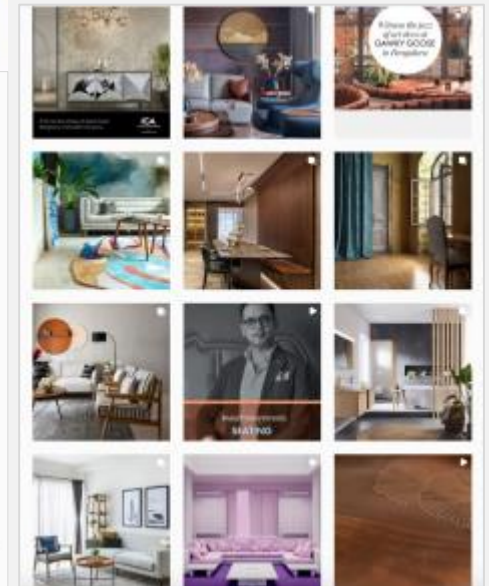
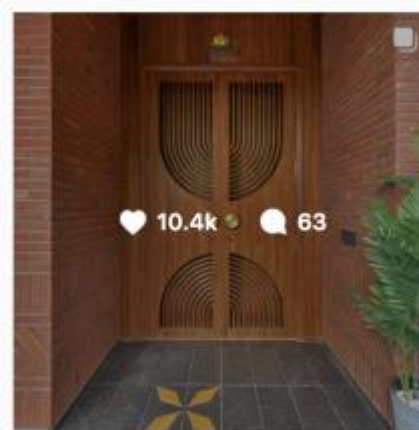
As seen on social media



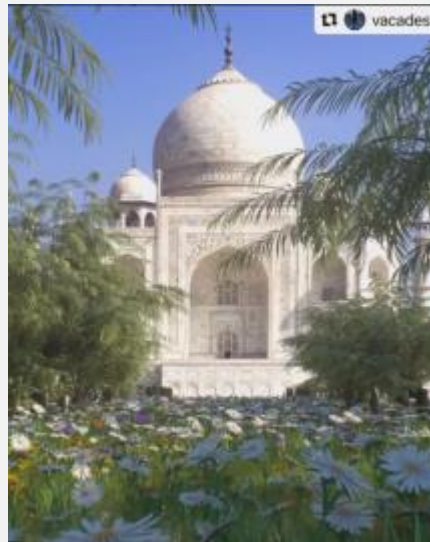
ED ON *Instagram*

Out of all our platforms, Instagram is the most favoured by our readers.

We have a total of 2,75,000 plus followers and counting...



ED ON *Instagram – posts*

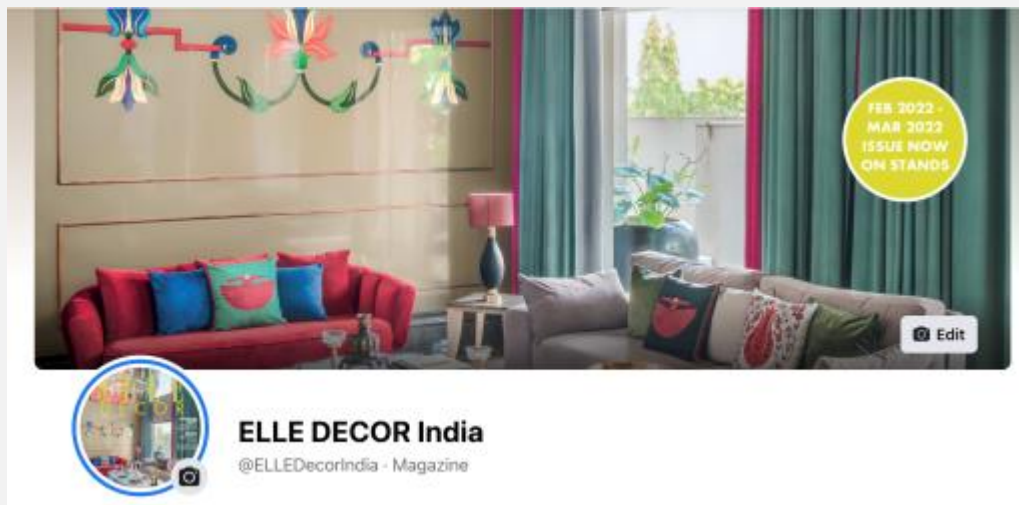
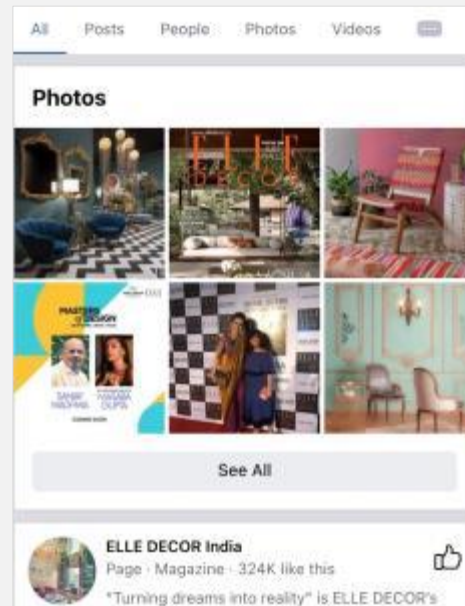


ED ON *Instagram – reels and videos*



ED ON *Facebook*

Facebook remains the second favorite social media platform for our readers. 3,35,000 plus are the number of followers of the page



DIGITAL STRENGTH

ELLE DECOR SOCIAL MEDIA			
SOCIAL MEDIA	NO OF FOLLOWERS	MIN. IMPRESSIONS PER STATIC POST/ VIDEO	MIN. REACH PER STATIC POST & VIDEO
Instagram	275K PLUS	80 - 90K	70 - 80K
Facebook	335K PLUS	80 - 90K	70 - 80K

ELLE DECOR SOCIAL MEDIA			
MINIMUM VIEWS GENERATED FOR VIDEOS	AVG LIKES ON POSTS	MINIMUM VIEWS GENERATED FOR STORIES	ENGAGEMENT RATE
3k - 4k	800 - 1000	2800 - 3000	Upto 2%
4k - 5k	100 - 150	1000 - 1200	Upto 1%

ELLE DÉCOR WEBSITE					
WEBSITE	MONTHLY VISITORS	UNIQUE VISITORS	PAGE VIEWS ON WEBSITE	AVG PAGE VIEWS PER ARTICLE	AVERAGE TIME SPENT
ELLEDECOR.IN	90 – 100K	70 – 80K	120 – 150K	20-25K	2 TO 3 MINUTES

DIGITAL RATE CARD

ACTIVITY	CARD COST (INR)
NATIVE ARTICLE (ELLEDECOR.IN) WITH SWIPE UP LINK ON INSTAGRAM STORY	1,50,000 per article
SOCIAL MEDIA POST (INSTAGRAM & FACEBOOK)	1,00,000 per post
ROAD BLOCK	1,50,000 per week
BANNER AD	1,00,000 per week
SIDE BANNER AD	75,000 per week



June 1, 2022 | by Sunil Sethi
 THE PARK ELLE
 DECOR STUDENT
 CONTEST 2022:
 CALL FOR ENTRIES
 —DESIGN BETTER
 FOR THE FUTURE



ELLE DECOR INDIA

Events



DEC 17, 2020 | by EDIDA

Meet the winners of EDIDA
 India 2020! Watch the virtual
 ceremony now!

[READ MORE >>>](#)

ELLE DECOR INTERNATIONAL DESIGN AWARDS (EDIDA)

For 18 years now, EDIDA has been the foremost platform that recognises and celebrates creative visionaries and discovers emerging talent in the field of design.

It is the only platform that awards product design which recognises and rewards the skill and initiative of talents from across the country.

It's a direct platform to network with the trade, influencers, decision makers and consumers resulting in high brand recall.



INDIA DESIGN ID

An annual design fair which is curated by Ogaan Media and the 9th edition of ID in Feb 2021. It has 4 key verticals to it

ID EXHIBIT: Where a curated collection of India's best brands (including international names) are showcased under 10,000 sq m of space. We focus on style, design & luxury

ID SYMPOSIUM: Where we invite 15-20 speakers from across the world to share via solo presentations, panel discussions and dialogues, their inspirations and creativity to a select audience of 200-300 people

ID HONOURS: To engage and reach out to a large number of Indian architects and designers who are doing noteworthy work across the country

ID SATELLITE: Where we identify Design Districts in the city of Delhi and extend good design to the people of the city through store launches, cocktails and events



CURATED SOLUTIONS AND INITIATIVES

LOREM
IPSUM



INDIA DESIGN ID:

Country's largest & only luxury design fair & the only one to be listed internationally. Successfully done for 6 consecutive years & still going strong.

THE EDIDA'S

Competition concept, call for entries, event conceptualization and execution

KOHLER BOLD DESIGN AWARDS

Competition concept, call for entries, jury and jury process, to event conceptualization and execution, collaterals

GREENLAM DESIGN DIVAS

Competition concept, call for entries, jury and jury process, collaterals, promotions

PARK ELLE DECOR STUDENT CONTEST

Sixth year now - call for entries, jury and jury process, collateral, all round promotions

D'DÉCOR AND THE PURE CONCEPT

Concept of the new campaign - product shoot, styling and productions

BRAND SOLUTIONS



WEST ELM

Country's largest & only luxury design fair & the only one to be listed internationally. Successfully done for 6 consecutive years & still going strong.

SAINT GOBAIN

Competition concept, call for entries, event conceptualization and execution



THANK YOU