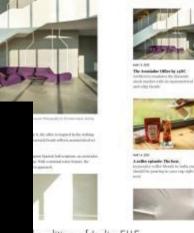


ELLEDECOR.IN

RECENTLY DISCOVERED

In June 2020, an all-new look of www.elledecor.in was revealed. Its clean, clutter-free and minimalist design breaks the mould to provide a platform that's easy on the eyes and promises to make the user experience a pleasurable activity!



edition of India ELLE



HEAD TO BOLLYWOOD ACTOR ABHAY DEOL'S HOME IN GOA BEYOND THE **BIG SCREEN IN** THE LATEST EPISODE

OF ASIAN PAINTS



MAIN SECTIONS elledecor.in

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

HOMES

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

DESIGN TRENDS

The best of design, Decoration architecture and ideas in and product design— around the homes in India furniture, accents, house, plus a fittings and brands glimpse of the across categories—styles inin India and from demand around the world





MAIN SECTIONS elledecor.in

LIFESTYLE

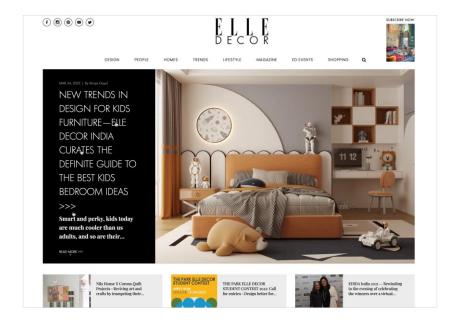
The latest in all things leisurely—from restaurant reviews to gorgeous getaways and art exhibitions to bookmark and treasure

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

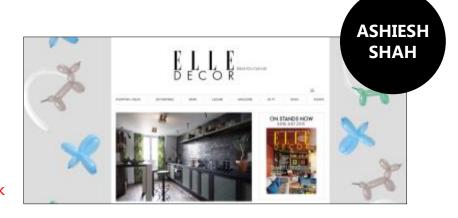
Special stories, plus Instagram takeover

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







EXCLUSIVE ACTIVITIES

Website takeovers with...



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













ELLE DECOR INDIA

As seen on social media

ELLE DECOR India Published by Later @ - 8h - @

Read more: https://bit.ly/35ejRail

This is what a museum of past, present and future f

The answer to what a home should be and become transpires into a living expression of materiality in th Anubhay Gupta, CEO, Godrej Properties Ltd. Vikhro











schone that severades the guests with anosting mendies of A design project authored by the Creative Clinic (@creativeclinic 1. Duber, OPARigos I Bisgos, mumbel I is the brainening of ristests. Keawari | Shifteshkeswori, official |, founder-director, Silver Bloach Hospitality & Emertainment Pvf Ltd.

Wastured in our Departuer 2021-January 2022 Issuel

Read more about DRAKIpos Mumbal from the line in our trial

Displacements by Dahlan Charuss I difficilian charuss I Text by Proticitha Rana | @pretichtsa_rana |

Wykachkoevani Wuxunyrestaurants etrovelindia Atraveloram Přodreviski Přodbioggers Pproces Pprockfood Pdubli Roublenestaurants Edecemberjanuarylasus Fanniversarylasus #EDNovisos #EDindamag #adindiomagazine

OA

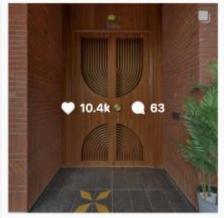
Liked by renudul pathsk and 8,469 others.



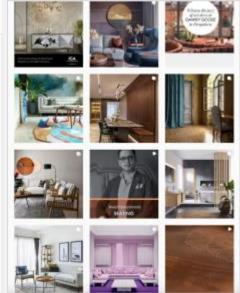


ED ON *Instagram*

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...

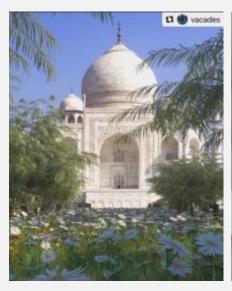








ED ON Instagram – posts

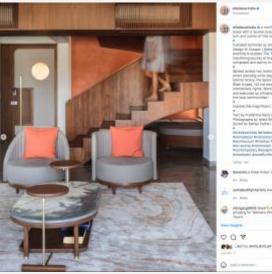
















ED ON Instagram – reels and videos







One years call and lots of ob-sogorgeous decor sauriing later, the rise fractional tent trick better























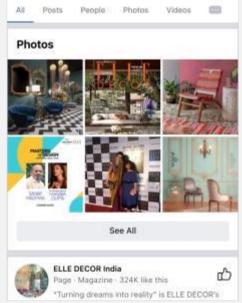






ED ON Facebook

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







ELLE DECOR India

in India' culture th... See more

18,153 People reached

Imagine a home imbued with the inviting warmth of artistic lights while you indulge in the favourite spaces of your abode—this is a kind of lit experience that Emanate Home (@emanate_home) by Monis Ahmed (@monis.ahmed.designs) endeavours to bring to you!

Modern, bold and statement-making, the brand's portfolio of lighting fixtures complement any space that you install it at, while also serving its purpose of function to illuminate. Driving the 'Made



Engagements



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 AVG LIKES GENERATED FOR VIDEOS 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 VISTORS	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			





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



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

event conceptualization and execution



