



ELLE DECORATION - STYLISH LIVING.

WHY ELLE DECORATION?

- ✓ ELLE DECORATION publishes sophisticated worlds of interior design and luxury on all channels – print and digital.
- ✓ ELLE DECORATION is elegant, modern and style-conscious, focusing on true values yet remaining open for new concepts.
- ✓ Circulation: ELLE DECORATION is market leader at newsstand and subscription.

USP

Market leader in coverage within the high price interior magazines in Germany. With ELLE DECORATION you are reaching more readers per issue than with the two main competitors together. (594,737 readers; source AWA 2017)

KEYFACTS

Frequency: 6 x/year

Day of publication: Thursday

Copyprice: 6.00 €

Basic rate (Ø 1/1 page 4c): 20,200 €^{1.)}

Reach: 0.59 mn^{2.)}

Sold circulation: 81,979^{3.)}

Editor-in-Chief: Sabine Nedelchev

Source: ¹⁾ Prices valid from 01.01.2017., ²⁾ AWA 2017, ³⁾ IVW II/2017

READERS PROFILE

	Mill.	Percent	Index
Total	0.59	100.0	
Sex			
Men	0.07	11.3	23
Women	0.53	88.7	174
Age			
14-19 years	0.02	3.5	50
20-29 years	0.05	7.6	55
30-39 years	0.09	15.9	113
30-49 years	0.20	33.8	112
40-49 years	0.11	18.0	112
50-59 years	0.13	22.4	123
60-69 years	0.11	19.3	145
>= 70 years	0.08	13.3	76
Qualification			
Sec. school (without apprenticeship)	0.02	3.2	27
Sec. school (with apprenticeship)	0.11	17.9	75
Secondary modern school	0.23	38.6	106
Grammar school	0.07	11.9	105
University	0.17	28.3	172
Net income			
less than 1,000.00 EUR	0.03	4.7	43
1,000 to 1,500 EUR	0.09	14.6	72
1,500 to 2,000 EUR	0.12	19.7	86
2,000 to 2,500 EUR	0.08	13.9	87
2,500 to 3,5000 EUR	0.13	22.5	119
3,000 EUR and more	0.20	33.5	184
3,500 EUR and more	0.15	24.6	225

Source: AWA 2017