



## ELLE - THE TRUE STYLE.

### WHY ELLE?

- ✓ Paid circulation: ELLE is market leader among the monthly high-end fashion magazines. (119.419 copies, IVW IV/2017)

### USP

The world's biggest selling fashion magazine.

### KEYFACTS

Frequency: **monthly**

Day of publication: **Wednesday**

Copyprice: **6.00 €**

Basic rate (1/1 page 4c): **32,500 €<sup>1.)</sup>**

Sold circulation: **119,419<sup>2.)</sup>**

Editor-in-Chief: **Sabine Nedelchev**

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> IVW IV/2017

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	0.74	100.0	
<b>Sex</b>			
Men	0.04	5.8	12
Women	0.69	94.2	185
<b>Age</b>			
14-19 years	0.03	4.5	64
20-29 years	0.15	20.4	148
30-39 years	0.17	23.3	166
40-49 years	0.18	24.9	156
50-59 years	0.12	15.8	87
60-69 years	0.06	7.6	57
>= 70 years	0.03	3.4	19
<b>Qualification</b>			
Comprehensive school	0.02	2.4	52
Sec. school (without apprenticeship)	0.02	2.9	37
Sec. school (with apprenticeship)	0.09	11.7	42
Secondary modern school	0.22	29.2	98
Grammar school	0.15	20.1	151
University	0.25	33.7	205
<b>Net income</b>			
less than 1,000.00 EUR	0.06	8.7	105
1,000 to 1,250 EUR	0.02	2.8	57
1,250 to 1,500 EUR	0.02	2.9	38
1,500 to 2,000 EUR	0.06	8.0	62
2,000 to 2,500 EUR	0.07	9.1	64
2,500 to 3,000 EUR	0.06	8.7	73
3,000 EUR and more	0.44	60.0	148

Source: ma 2018 I