

ADVERTISEMENT RATE CARD NO. 30 • Valid from 1st Jan. 2019

ELLE

www.elle.de

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MAGAZINE PROFILE

ELLE



THE TRUE STYLE.

ELLE is a fashion and lifestyle brand positioned in the luxury segment with an aesthetic, elegant high-end claim in every aspect of life:

fashion, beauty, culture, travel, and lifestyle.

ELLE engages with the beautiful things in life and has a clear claim to inspiring readers and users. This makes ELLE the first place to turn to for style, luxury and lifestyle - consistently in all print and online media.

Core target group:

Modern, elegant women who want to be inspired when it comes to trends and to perfect their style. In doing so they remain discreet and true to their own style. They appreciate understatement on the highest level.

THE ELLE UNIVERSE.

ELLE

ELLE
12 issues/year

ELLE DECORATION
6 issues/year

ELLE.de

Line extensions
ELLE Wedding/ELLE Traveller



ePaper

ELLE

COOPERATION/EVENTS
ELLE International Beauty Award,
Shopevents and many more.



ELLE SPECIALS
Runway, Xmas,
and many more.



Social Media



PUBLISHER'S DATA



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Terms of payment

Net payment due within 30 days of invoice date. Discount of 2 % if full payment is received by the publisher in advance of the first day of sale, provided that no previous invoices are outstanding.

Late payment interest penalty as per Paragraph 11 of the General Terms and Conditions will be figured according to the statutory provisions.

All prices are net prices.
The legal rate of VAT will be added.
Direct bank debiting is possible.

General Terms and Conditions

All orders for advertisements are handled exclusively in accordance with the publisher's general terms and conditions. You will find them on the Internet at bcn.burda.de/service/download-center/

Published:

monthly

First day of sale:

Wednesday (subject to change)

Place of publication:

Munich

PZN

502889

Latest data

www.pz-online.de



Technical data:

For current and binding technical data, log onto www.duon-portal.de. Also available as PDF download.

Delivery of printer's copy:

Please deliver all copies electronically to www.duon-portal.de
For support please e-mail support@duon-portal.de or call
T +49 (0)40 37 41 17 50

General legal notice:

The warranty claims specified in the publishers' general terms and conditions apply only when the certified technical requirements and standards published in the DUON portal have been fulfilled. This also holds when data are provided without proof.



Ads can also be booked through the **Online Booking System (OBS)**: www.obs-portal.de



The new market media study 'best for planning'.
ONE FOR ALL.
www.b4p.de



You can download binding technical information on ad specials and information on dates, samples and deliveries at www.adspecial-portal.de.

STANDARD RATES AND DISCOUNTS PRINT

Ad rates				
Colour or b/w		1/1 page		€ 33,500
Discounts				
by frequency		by volume		turnover discount*
3 ads	3 %	from 3 pages	5 %	from € 100,500 5 %
6 ads	5 %	from 6 pages	10 %	from € 201,000 10 %
9 ads	10 %	from 9 pages	12 %	from € 301,500 12 %
12 ads	15 %	from 12 pages	15 %	from € 402,000 15 %
		from 18 pages	20 %	from € 603,000 20 %
		from 24 pages	22 %	from € 804,000 22 %

* ELLE turnover discount

The ELLE turnover discount applies to all ads booked and published according to the ELLE ad rate card. The ELLE digital platforms and technical surcharges are not included. If the turnover discount is taken as a basis, other discounts do not apply.

Special discount

A 25 % cultural discount is accorded for ads for art and other cultural activities (exhibits, museums, other events, such as musicals, theatre, opera, etc.) and also for books or audio or video recordings which are published by the advertiser. This discount also applies for ad specials (bound inserts, loose inserts and glued-on inserts) as specified in the price list. Further additional discounts based on frequency, volume or turnover are excluded.

Co-advertising supplement:

A co-advertising supplement will be charged for adverts and special ad formats run by more than one advertiser. This applies to joint projects involving two or more advertisers, and to adverts/special advertising by brand customers that incorporate one or more distributors. The supplement represents 20 % of the listed rate. It is eligible for discounts and can also count towards discounts.

FORMATS AND PRICES PRINT

Prices in Euros

Size in fractions of page	Print area size = Repro size* Width x height		colour or b/w
	Type area	Bleed*	
1/1	180 x 255	203 x 277	33,500
2/3 upright, 2 columns across	120 x 255	131 x 277	26,060
	180 x 169	203 x 180	
1/2 upright, 2 columns across	89 x 255	100 x 277	22,340
	180 x 125	203 x 136	
1/3 upright, 1 column	55 x 255	66 x 277	16,390
2/1**	384 x 255	406 x 277	67,000

Fixed prices

Cover Gatefolder	4 pages (1 st campaign) + techn. surcharges	194,300 please enquire
Opening spread***	2 nd cover page and page 3 (1 st campaign)	107,200
2 nd campaign (double page)		87,100
3 rd campaign (double page)		86,430
4 th campaign (double page)		85,760
5 th campaign (double page)		85,090
Double page before masthead		80,400
1 st 2/1 page of the branch		80,400
1 st 1/1 page of the branch		36,850
1 st right page of the branch		35,175
1/1 page, facing table of content		38,525
1/1 page, facing editor's letter		38,525
4 th back cover		56,950

* Repro sizes plus 4 mm trim on all edges. For details see technical data, log onto www.duon-portal.de.

** Ads that cross the fold should include a 4 mm margin allowance.

*** The publishers assert the right to withdraw a reserved opening spread in the event of a cover gatefold.

SCHEDULE 2018 PRINT

No.	Calendar week	Month	First day of sale	Advertisement closing and cancellation date	Copy date for printer's copy	Closing and cancellation date* for ad/format specials, special and fixed placements
1/2019	49	January	05.12.18	24.10.18	30.10.18	02.10.18
2	3	February	16.01.19	05.12.18	12.12.18	14.11.18
3	6	March	06.02.19	27.12.18	02.01.19	05.12.18
4	10	April	06.03.19	23.01.19	30.01.19	02.01.19
5	14	May	03.04.19	20.02.19	27.02.19	30.01.19
6	19	June	08.05.19	27.03.19	03.04.19	06.03.19
7	23	July	05.06.19	24.04.19	02.05.19	04.04.19
8	28	August	03.07.19	22.05.19	29.05.19	02.05.19
9	32	September	07.08.19	26.06.19	03.07.19	05.06.19
10	36	October	04.09.19	24.07.19	31.07.19	03.07.19
11	41	November	09.10.19	28.08.19	04.09.19	07.08.19
12	45	December	06.11.19	25.09.19	02.10.19	04.09.19
1/2020	49	January	04.12.19	23.10.19	30.10.19	02.10.19

* Reservations made in advance must be booked by this deadline, after which the reservations held shall expire without exception.

ADVERTORIAL PRINT AND ONLINE

For formats and prices of advertorials (print and online), please see the **Promotion Costs** brochure. These can be found online at bcn.burda.de/promotionkosten (also as a PDF to download).

AD SPECIALS PRINT

Prices in Euros	Circulation excl. subscription*	Subscription circulation****		
Bound inserts				Bound inserts:
up to 4 pages	195,- ‰	245 ‰		15 % surcharge for the first
up to 8 pages	230 ‰	295 ‰		bound insert / 10 % surcharge
up to 12 pages	260 ‰	340 ‰		for the second bound insert
up to 16 pages	300 ‰	395 ‰		
up to 20 pages	please enquire			
Bound inserts with additional product				
up to 4 pages	220 ‰	280 ‰		
up to 8 pages	250 ‰	320 ‰		
Glued-on inserts**			up to 10 g	up to 20 g
- Postcard/voucher	95 ‰	125 ‰		
- Booklet/poster	120 ‰	160 ‰	195 ‰	
- Scented label/sample***	130 ‰	185 ‰	230 ‰	
				Glued-on inserts:
				15 % surcharge for the first
				glued-on insert / 10 % surcharge
				for the second glued-on insert
Loose inserts				
- up to 10 g	225 ‰	265 ‰		
- up to 20 g	225 ‰	275 ‰		
- up to 30 g	235 ‰	300 ‰		
- up to 40 g	235 ‰	320 ‰		
- up to 50 g	235 ‰	335 ‰		
- up to 50 g	please enquire			
- Backing card	please enquire			
Loose inserts with additional product	techn. surcharge established after checking			
Print specials** and further ad specials	possible on request.			

Prices apply for the booking of at least the entire domestic circulation.

- Smaller booking units, e.g. according to Nielsen area or federal states, are possible.

For these, an additional 20 % will be charged.

- Minimum booking for all ad specials: 90,000 copies*****

- The publisher reserves the right to reschedule with smaller bookings.

Conditions of supply:

Ad specials must be supplied in accordance with the guidelines of the Bundesverband für Druck und Medien (German Association of Print and Media), and be clearly marked with the name of the publication and issue. The order confirmation lists the address and deadline for supplying material.

Material must be supplied, carriage paid, to the address where it will be processed.

* "Circulation excl. subscriptions" is made up of the combined print runs for for the marketing segments, newstand, subscription, in-flight magazines and others.

** Based on a 1/1 page base advertisement.

*** Additional postage charged for samples and objects 2.5 mm and more thick (prices upon request).

**** The sole booking of subscription circulation is possible after prior agreement with the publisher, which reserves the right to reschedule. Price upon request.

*****The subscription edition can only be reserved in combination with at least 90,000 copies of the EV edition. Price on enquiry for sole reservation.

Cancellation date for ad specials see schedule. Circulation may vary. **Calculations** and **delivery terms** are based on the planned print run valid on the day of order confirmation.

Ad specials are invoiced by tariff! Customised and cover ad specials excluded.

Upon agreement with the publisher, bound and loose inserts may be shared by several advertisers, with a surcharge of 20 % on the bound, glued-on and loose insert price.

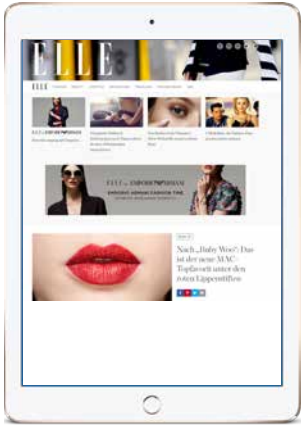
Due to limited availability of ad specials, we strongly recommend booking and fixing deadlines as early as possible.

Call: **Gudrun Nauder** **T +49 (0)89 92 50 21 32** **E gudrun.nauder@adtechfactory.com**

For further information on Ad Specials for Hubert Burda Media titles log onto bcn.burda.de.

MULTISCREEN DISPLAY/VIDEO ADVERTISING - SITE RESERVATION

ELLE



SITE RESERVATION

Benefit from the charisma of our luxury brands, claim your place in the fitting environment and exploit the large-format multiscreen staging.

MULTISCREEN DISPLAY ADVERTISING - CHANNEL/PROGRAMMATIC

ELLE



LUXURY CHANNEL

Those seeking maximum brand representation can also book our three luxury brands, ELLE, InStyle and Harper's BAZAAR, as a bundle through the Luxury Channel.

PROGRAMMATIC

You can use Private Deals to book luxury sites directly and aim your campaigns towards maximum transparency.

FORMS OF ADVERTISING ONLINE FOR ELLE.DE

ELLE

		Run on Network	Run on Channel		Run on Site			
			RoC Standard	RoC Luxury	Lisa,de Freizeitrevue,de Superillu,de	Burdastyle,de Daskochrezept,de Haus,de First in Food Network Meinschoenergarten,de	Bunte,de Freundin,de	Elle,de Instyle,de Harpersbazaar,de
Desktop	Ad Bundle	11,00 €	13,50 €		14,00 €	14,50 €	15,50 €	
	Billboard	34,50 €	41,50 €	135,00 €	43,00 €	45,00 €	48,50 €	190,00 €
	Special Advertising	74,50 €	89,50 €	200,00 €	93,00 €	97,00 €	104,50 €	280,00 €
	Halfpage Ad	34,50 €	41,50 €	135,00 €	43,00 €	45,00 €	48,50 €	190,00 €
	Medium Rectangle	12,00 €	14,50 €	100,00 €	15,00 €	15,50 €	17,00 €	140,00 €
	Outstream		51,50 €	110,00 €		56,00 €	60,00 €	155,00 €
	PreRoll					74,00 €	80,00 €	
	Sitebar (sticky)		51,50 €	150,00 €	54,00 €	56,00 €	60,00 €	210,00 €
	Skyscraper	11,00 €	13,00 €	100,00 €	14,00 €	14,50 €	15,50 €	140,00 €
Superbanner	10,50 €	12,50 €	135,00 €	13,00 €	13,50 €	14,50 €	190,00 €	
Wallpaper				43,00 €	45,00 €	48,50 €		
Multi Screen	Ad Bundle	9,00 €	10,50 €		11,00 €	11,50 €	12,50 €	
	Special Advertising	58,50 €	70,00 €	182,50 €	73,00 €	76,00 €	82,00 €	255,00 €
	Halfpage Ad	27,00 €	32,50 €	70,00 €	34,00 €	35,00 €	38,00 €	100,00 €
	Medium Rectangle	9,50 €	11,50 €	65,00 €	12,00 €	12,50 €	13,50 €	90,00 €
	Outstream		41,00 €	85,00 €		44,00 €	47,50 €	120,00 €
	Premium Ad Bundle			115,00 €				160,00 €
PreRoll					58,50 €	63,00 €		
Mobile	Ad Bundle	8,00 €	9,50 €		10,00 €	10,50 €	11,00 €	
	Special Advertising	52,00 €	62,50 €	175,00 €	65,00 €	67,50 €	73,00 €	245,00 €
	Halfpage Ad	24,00 €	29,00 €	55,00 €	30,00 €	31,00 €	33,50 €	75,00 €
	Medium Rectangle	8,50 €	10,00 €	50,00 €	10,50 €	11,00 €	12,00 €	70,00 €
	Mobile Content Ad 2:1	7,50 €	9,00 €	65,00 €	9,50 €	10,00 €	10,50 €	90,00 €
	Mobile Content Ad 4:1	6,50 €	8,00 €	65,00 €	8,00 €	8,50 €	9,00 €	90,00 €
	Outstream		36,00 €	70,00 €		39,00 €	42,00 €	100,00 €
PreRoll					52,00 €	56,00 €		

Ratecard (CPM, gross) in Euro plus VAT. Subject to alteration of prices.

TARGETING AND SUPPLEMENTAL SERVICES ONLINE

Native advertisement & branded contend	Native article / Video, advertorials and editorial specials on enquiry.
Targeting	E.g. Geo, browser, device, user, Interest Standard: = 1 criterion +20 % gross CPT Premium: > 1 criterion +40 % gross CPT
Frequency Cap	FC 1/24h is incl., closer FC with surcharge
Exclusive reservation	Homepage events, Fixed placement on enquiry
Advertising creation	Please enquire
Creation of landing page	Please enquire
Minimum booking volumes	4.000 € net/net

Not all advertising formats can be booked on all websites.

Prices (CPM, gross) are in Euros and do not include VAT. BCN reserves the right to adjust prices.

Information on technical specifications can be found in the online price lists at: bcn.burda.de/service/download-center/

Showroom of available ad formats: <http://bcn.burda.de/Digital-Showroom/>

Ad material delivery to: bcn.campaging@burda.com

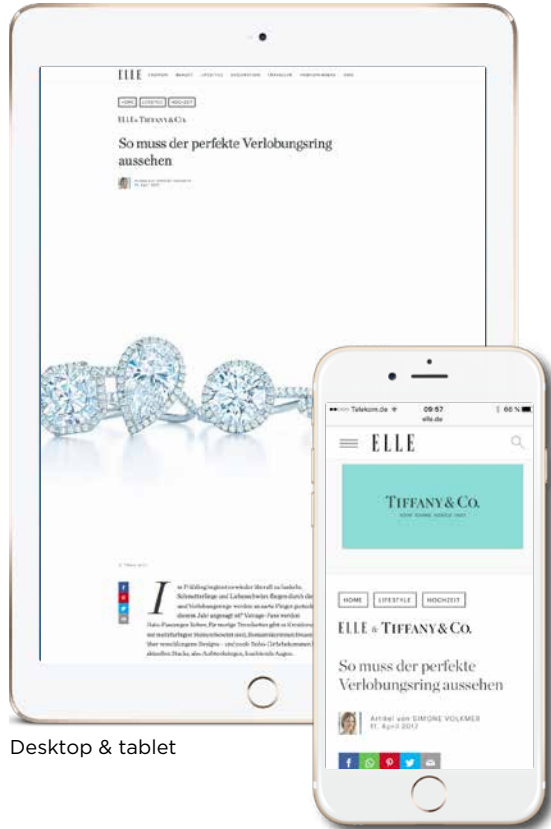
1. Termination of advertising orders must be submitted in writing or by e-mail.
The cancellation deadline is 2 weeks prior to start of campaign, or 2 weeks prior to end of month for currently running bookings.
2. Contractor will charge a cancellation fee in the following situations:
Cancellation up to 1 week prior to campaign start: 50% of net campaign value, Cancellation up to 3 workdays prior to campaign start: 80% of net campaign value and cancellation 3 workdays prior campaign start or later: 100 % of net campaign value.

Payment terms: Net payment due within 30 days of invoice date.

A 2 % early payment discount applies to payment within 14 days of the invoice date, provided there are no older invoices overdue.

AD SPECIALS DIGITAL NATIVE ADVERTISING

ELLE



Desktop & tablet

Mobile

The principle: Native advertising links the **USPs** of the **media brands** with the customer's message. The focus is on the **added value** for the user.

We communicate our customers' message **authentically within the editorial content** which interests the users of ELLE.de.

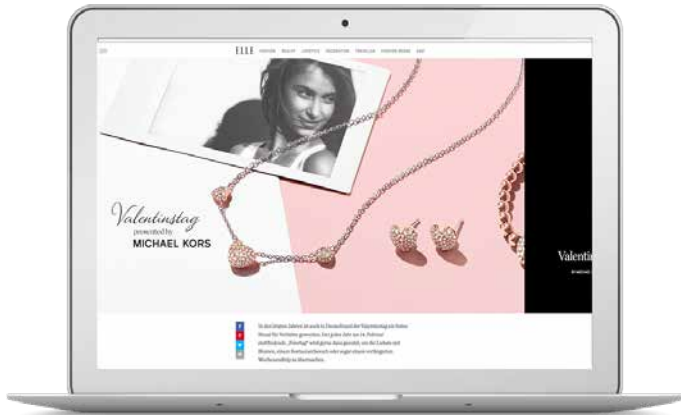
A **contextual relationship** between the editorial and advertising content emerges which creates a uniform overall impact to inform, entertain and inspire users.

We are so confident of the quality of our premium content that we **guarantee its reach in terms of views**. Our native concepts encompass everything from classic content to video content to multifaceted, social media communication solutions for sophisticated customers.

Package prices start at € 10,000 plus creation costs
(including social media components and guaranteed number of views)

AD SPECIALS DIGITAL EDITORIAL SPECIALS

ELLE



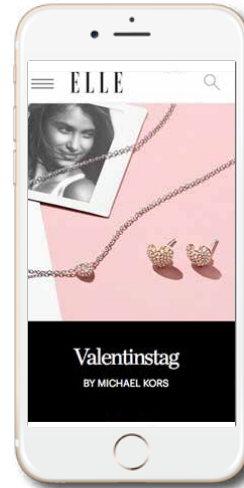
Desktop & tablet

**Become an exclusive sponsoring partner
for select topic specials at ELLE.de.**


(Sample execution: Michael Kors)

Topic specials:

- International Fashion Weeks
- Xmas
- Wedding
- Traveller
- Food
- Individual sponsoring
- Valentine's Day
- etc.



Mobile




FASHION DESIGNER & SHOWS BEAUTY LIFESTYLE SHOP HOROSKOPF

ANZEIGE

Versace Damen Kollektion Frühjahr Sommer

Die Frühjahr/Sommerkollektion 2017 betont die Freiheit der Frau, zu sein, wer auch immer sie sein möchte. Sportliche Alltagslooks werden mit luxuriösen Versace Akzenten veredelt.





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IMPRESSUM
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 Copyright: Foto: Illustrationen ELLE

STANDALONE NEWSLETTER
 Newsletters designed according to customer specifications with customer's advertising content and co-branding elements from ELLE.de for remarkable brand authenticity.
 It is also possible to integrate it into the editorial newsletter.
 (Sample execution: Versace)

ADVERTORIAL
 Editorially appealing advertising content with display ads in fixed positions. Interactive integration options for competitions, videos etc.
 (Sample execution: booking.com)





Home FASHION BEAUTY LIFESTYLE DECORATION TRAVELER FASHIONWEEK AD

Werbung

Spannende Kurztrips in europäischen Metropolen

von J. Wittenberg



© booking.com

Eine Metropole ist nicht jedes Wochenende. An attraktiven Zielen in Europa macht es nicht. Ganz egal ob Top-ReiseversteherInnen, ArchitektIn, Galeriist, das Nachleben von Old oder die regionale Küche. Fast jede Stadt in Europa hat ihren ganz besonderen Charme. Neben den Klassikern wie Berlin, Paris und London erleben auch kleinere Städte mehr und mehr Triumphe am Hebel der globalen Kunst- und Kulturbühne, die die größten europäischen Kulturstädte, Barcelona und Salzburg.

Auf der Suche nach der passenden Unterkunft sind Online-Buchungsportale immer mehr beliebt. Im www.booking.com ist die Auswahl besonders groß. Über 945.000 verschiedene Unterkünfte, darunter über 450.000 Ferienwohnungen und -häuser sowie private Apartments. Für eine wirkungsvolle Buchung werden Zimmer in Echtzeit gelistet.

YOUR PERSONAL CONTACTS

ELLE

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