



## ELLE.DE - EXCLUSIVE FASHION AND TRENDS ON THE INTERNET

## KEYFACTS

Portal: [ELLE.de](http://ELLE.de)

Unique User: 1.66 mn <sup>1.)</sup>

Visits: 4.95 mn <sup>2.)</sup>

Newsletter subscribers: 68,600 <sup>3.)</sup>

Facebook fans: 570,600 <sup>4.)</sup>

Pinterest follower: 160,900 <sup>5.)</sup>

Source: <sup>1)</sup> AGOF digital facts 2017-01 (basis: 14 years +), <sup>2)</sup> IVW 04/17, <sup>3)</sup> Stand-Alone (04/17), <sup>4)</sup> Date: 10.05.17; incl. ELLE Beauty, <sup>5)</sup> Date: 10.05.17

## WHY ELLE ONLINE?

- ✓ The platform for exclusive fashion & trends, style and lifestyle.
- ✓ Exclusive integrations with a high presence for the customers (e.g. with an own navigation point within the channel).
- ✓ By integrating interactive tools the user has a deeper experience with the brand and products.
- ✓ Varied opportunities for crossmedia integration.

## USER

### The ELLE.de user is:

- mainly female (78 %)
- between 18 and 49 years old (78 %)
- employed (57 %)
- has a net household income of € 3,000 or more (42 %)

Source: AGOF digital facts 2017-01 (14 years +)