



## ELLE - THE TRUE STYLE.

### WHY ELLE?

- ✓ Paid circulation: ELLE is market leader among the monthly high-end fashion magazines. (123,668 copies; IVW II/2017)

### USP

The world's biggest selling fashion magazine.

### KEYFACTS

Frequency: **monthly**

Day of publication: **Wednesday**

Copyprice: **6.00 €**

Basic rate (Ø 1/1 page 4c): **30,900 €<sup>1.)</sup>**

Reach: **0.69 mn<sup>2.)</sup>**

Sold circulation: **123,668<sup>3.)</sup>**

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

Source: <sup>1)</sup> Prices valid from 01.01.2017, <sup>2)</sup> ma 2017 I, total, <sup>3)</sup> IVW II/2017

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	0.71	100.0	
<b>Sex</b>			
Men	0.06	8.7	18
Women	0.65	91.3	179
<b>Age</b>			
14-19 years	0.03	4.3	62
20-29 years	0.13	18.3	133
30-39 years	0.13	18.2	130
40-49 years	0.17	23.3	145
50-59 years	0.15	21.6	119
60-69 years	0.08	11.1	83
>= 70 years	0.02	3.3	19
<b>Qualification</b>			
Comprehensive school	0.02	2.5	55
Sec. school (without apprenticeship)	0.02	2.7	35
Sec. school (with apprenticeship)	0.09	12.5	45
Secondary modern school	0.23	31.7	107
Grammar school	0.13	17.9	134
University	0.23	32.6	198
<b>Net income</b>			
less than 1,000.00 EUR	0.05	7.4	90
1,000 to 1,250 EUR	0.02	2.4	51
1,250 to 1,500 EUR	0.03	4.3	56
1,500 to 2,000 EUR	0.04	5.6	43
2,000 to 2,500 EUR	0.05	7.0	50
2,500 to 3,000 EUR	0.07	9.4	78
3,000 EUR and more	0.46	63.9	159

Source: ma 2017 II