



Welcome to

ELLE

Brand overview 2026

ELLE is Australia's no. 1 Gen Z fashion & beauty brand

At a time of incredible evolution and positive change for women, ELLE finds its place at the centre of the cultural conversation.

From fashion to beauty, pop culture to politics, ELLE speaks to young, independent women with wit, energy and optimism.

Leveraging our signature smart, savvy voice, ELLE blends editorial authority with relatable style and engagement.

Since 2020, ELLE Australia has been a digital-only property until last year when ELLE returned to print to become a true luxury omnichannel offering.

In 2025, ELLE will produce 4 issues, coming out in March, June, September and November.

ELLE
A U S T R A L I A





ELLE is for stylish, spirited women who want to be the first to know everything. ELLE edits what's NOW, NEW and NEXT, making it accessible for our readers, users, followers and fans.

Who is she?

You can always find ELLE at the centre of the cultural zeitgeist. From fashion to beauty, pop culture to politics, ELLE speaks to young women with wit, energy and optimism.

Leveraging its signature smart, savvy voice, ELLE blends editorial engagement with style and knowledge. A true omnichannel brand, ELLE pushes boundaries with ground-breaking content that speaks to an engaged community craving the **new, now and next**.

ELLE
A U S T R A L I A

From the editor

“For 80 years, ELLE’s spirit, style and distinct point of view has remained unparalleled, making it the leading fashion brand for young women around the world.

As a 20-something, I became enamoured by ELLE’s youthful edits of trends, places and tastemakers. Its stories were intelligent and thought-provoking, and introduced me to trailblazers in film, music and art before they hit the zeitgeist.

And its fashion pages deftly showed me how to mix utilitarian with glamour, and designer pieces with the high street. It was optimistic, energetic and brimming with personality.

Last year, ELLE Australia’s print relaunch was the most exciting masthead revival of the year, and as its new editor, I’m honoured to lead this big, beautiful brand into the future.

Every day we’re seeing more Gen Z and young millennials engage with ELLE via elle.com.au, our social media channels, videos and podcasts.

The ELLE team and I look forward to working with you to align your brands with premium and contextual luxury content—and tap this highly engaged audience.”

Jessica Bailey, ELLE Australia editor

ELLE
A U S T R A L I A





The ELLE audience

Reaching

505K

Australians each month

(print not included)

with

1.5 million

Total touchpoints

(print not included)

ELLE
A U S T R A L I A

AVERAGE AGE: **29** | AVERAGE HHI: **\$127k**

76% say they are “born to shop”

EARLY ADOPTERS

2.6x more than the average are likely to be early adopters of the latest fashion

BIG SPENDERS

Spending \$3 billion on fashion and accessories in the past 12 months

TRUSTED ADVISORS

Friends come to them for advice on fashion and beauty

BIG SHOPPERS

82% have visited a clothing store in the last 3 months





She's a big spender

In the past year, the ELLE audience has spent:

\$788m

on clothing

\$251m

on footwear

\$214m

on cosmetics, skincare
and fragrances

\$146m

on homewares, soft
furnishings and décor

ELLE
AUSTRALIA

Meet the ELLE team



Jessica Bailey
Editor



Naomi Smith
Fashion Director



Sally Hunwick
Beauty Director



Nicky Briger
**General Manager
of Luxury**



Melanie Savvidis
Brand Manager



Jordan Boorman
Fashion Editor



Alexandra English
Features Editor



Angela Law
Digital Editor



Ruby Feneley
**Senior Digital
Writer**



Kiera Sylvester
**Social Media
Editor**



Camille Peck
Creative Producer

Multiple Touchpoints

How we connect to our total audience of 1.5 million *Ex-Dotdash Merideth



PRINT ISSUES
5 X YEAR
DISTRIBUTION
ALL NATIONAL
NEWSAGENCIES &
SUPERMARKETS

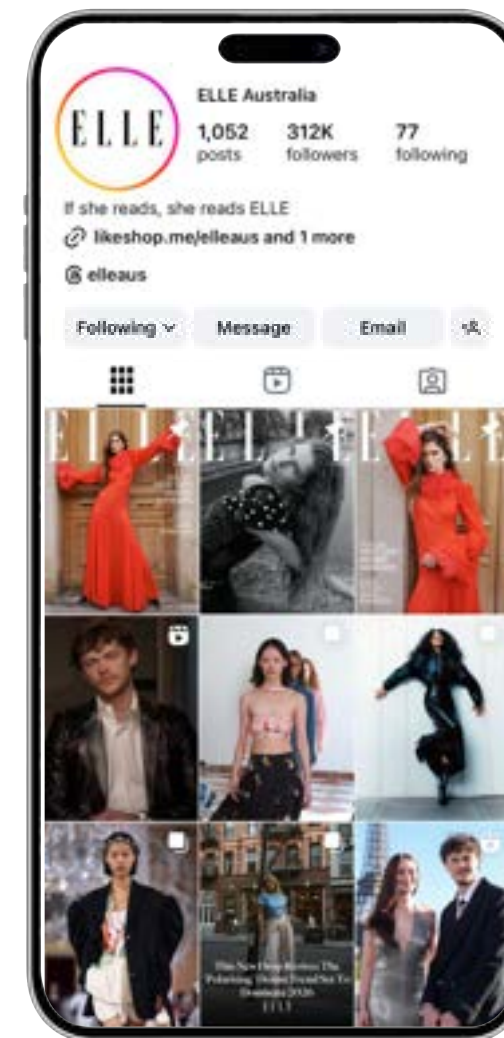


PAGE VIEWS
505,000
UNIQUE AUDIENCE
265,992

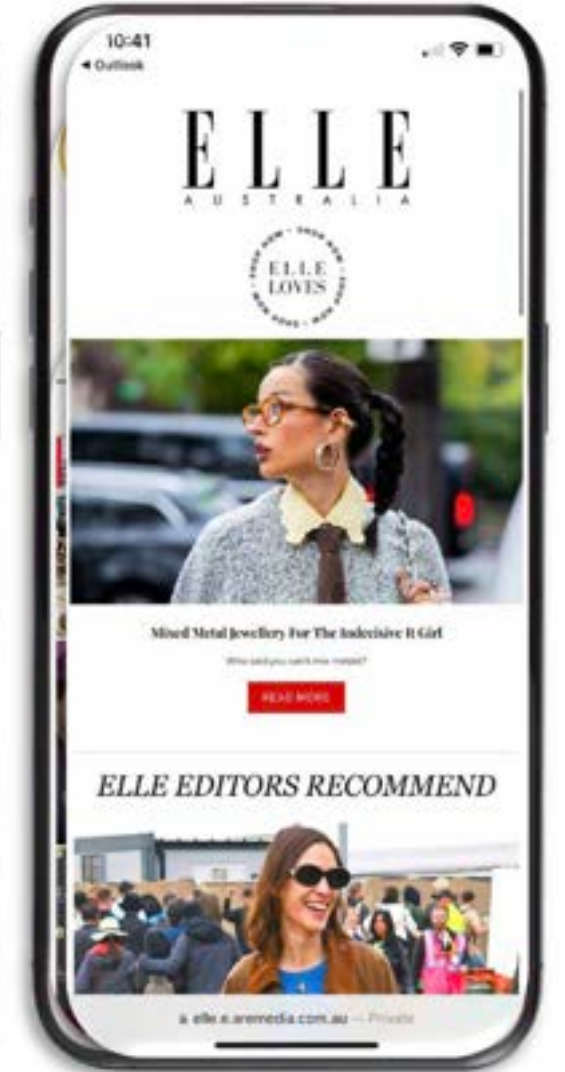


are | x People Inc.
VIA People Inc.
Partnership

BYRDIE
BRIDES
SHAPE



INSTAGRAM
FOLLOWERS
302,402
FACEBOOK LIKES
753, 442
TIKTOK
119,476



SOLUS SUBSCRIBERS
14,100
NEWSLETTER
SUBSCRIBERS
16,800

ELLE
A U S T R A L I A

**DRIVING INFLUENCE IN FASHION
AND BEAUTY AT SCALE VIA OUR**

*People Inc.
Partnership*

BYRDIE

BRIDES

SHAPE

*Supported by a fashion & beauty network of
5 million touchpoints*



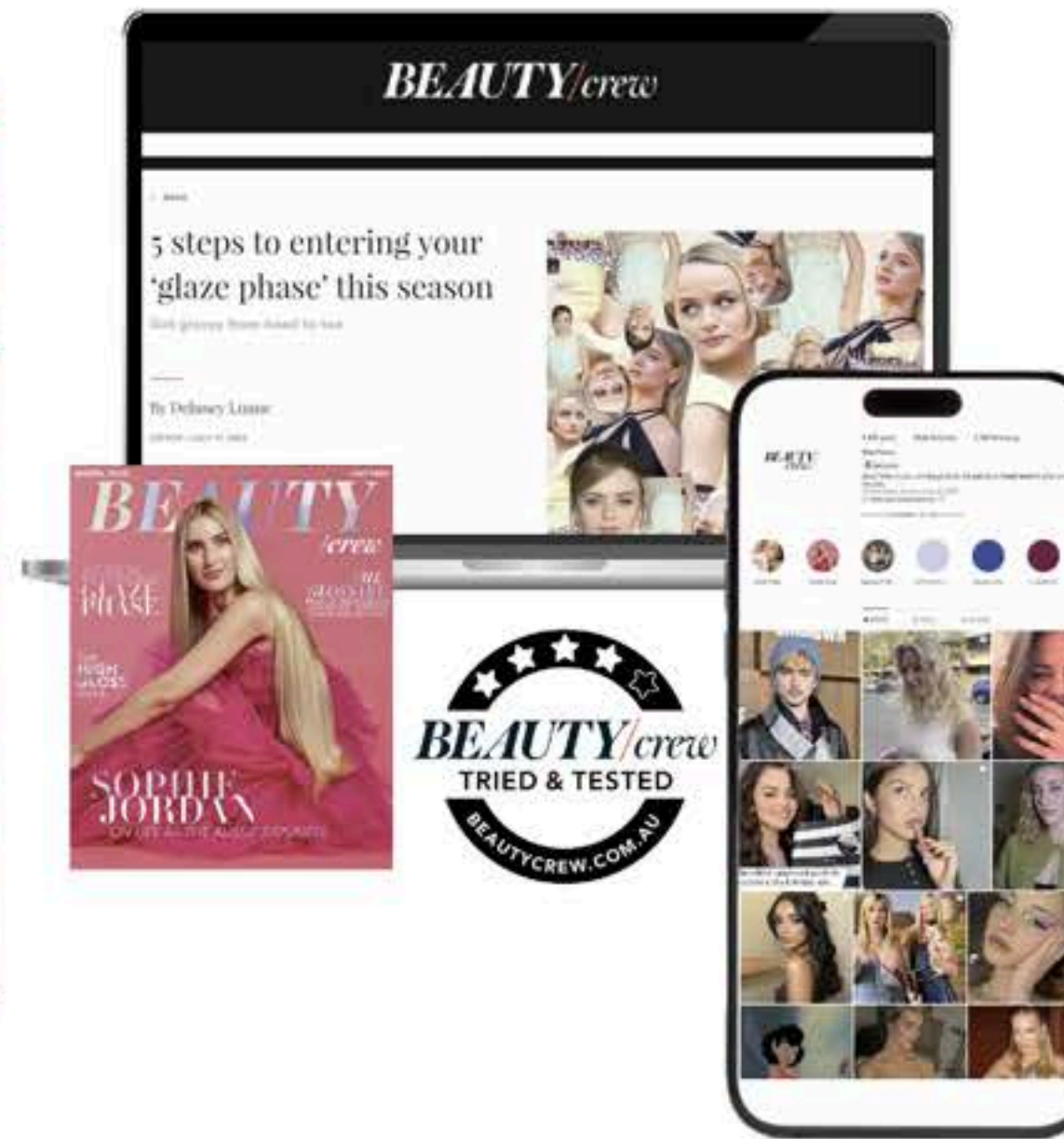
ELLE



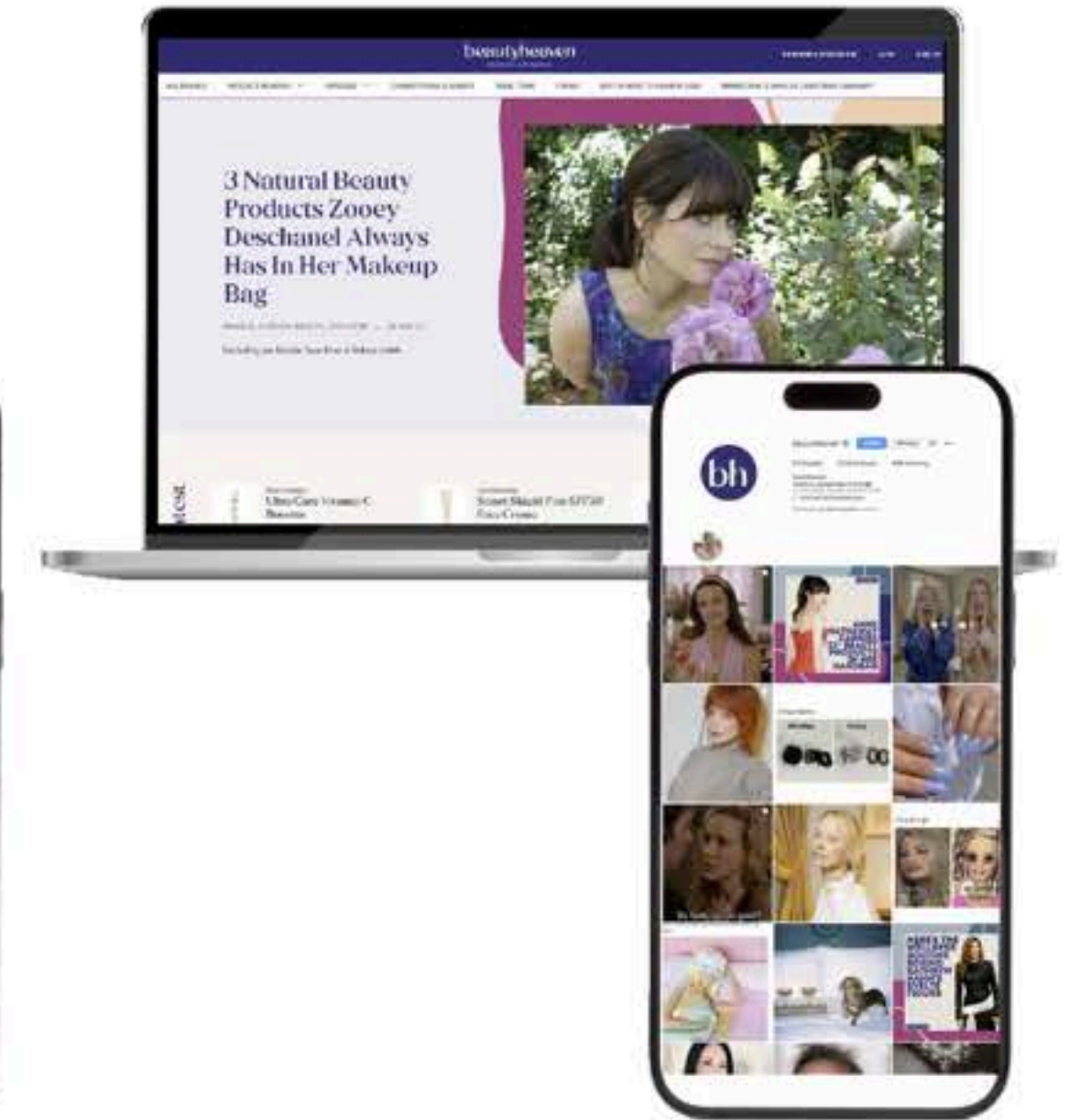
marie claire



Girlfriend



BEAUTY/crew



beautyheaven

ELLE
A U S T R A L I A

Editorial & content pillars



FASHION

At its heart, ELLE is a fashion masthead. Spearheaded by our Fashion Director, the inimitable Naomi Smith—and accompanied by its signature smart, savvy tone—ELLE's fashion content, both in print and online, uniquely captures new collections and trends. From first peeks at coveted pieces and witty commentary from international runways, to premium, shoppable editorials that tell a brand's story, ELLE sets the sartorial agenda for its engaged, and ever stylish, community of readers.



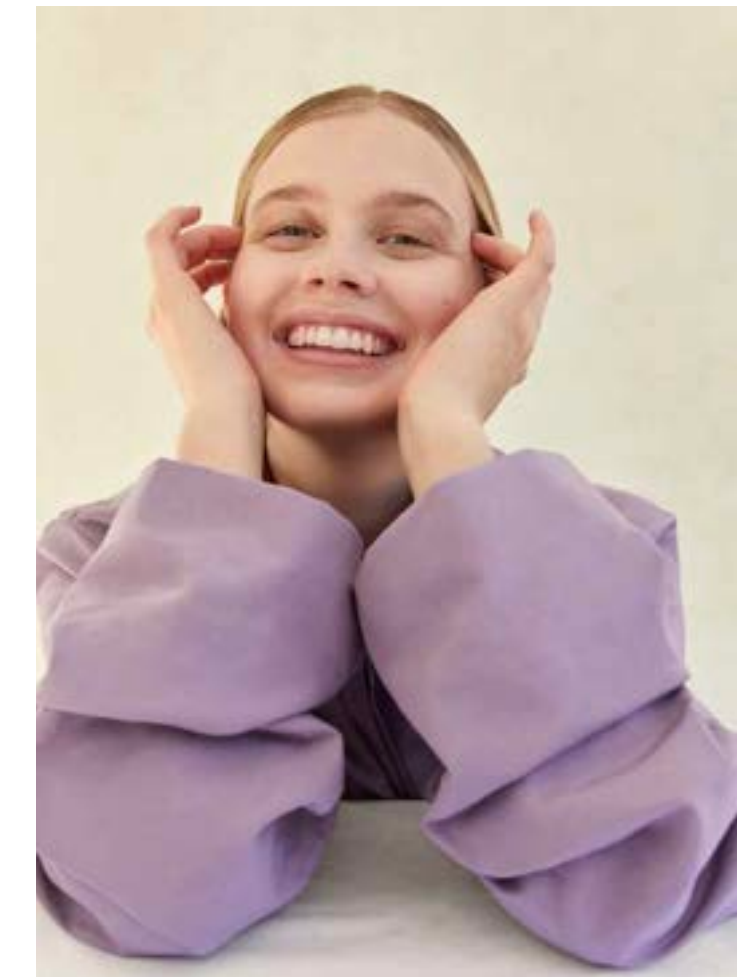
BEAUTY

ELLE's new direction in the beauty space will see content presented in ways adjacent to how Gen Z and young millennials interact with their favourite online creators; beauty routines coupled with 'story times', 'Get Ready With Me' edits, and red carpet coverage with exclusive commentary from the makeup artists and hair stylists who created them.



NEWS & CULTURE

ELLE's comprehensive news and culture pillar will cover the must-know films, books, music, television, podcasts, playlists, art, theatre and creatives. Since its inception, ELLE has been an incubator for tastemakers of style and substance and a key focus of this pillar will be emerging talent to know, see and follow.



READS

As digital natives return to analogue for a moment of tangible luxury, our print feature line up is curated with full-length deep dives on issues that matter. Think: zeitgeist opinion pieces, investigative reports and first-person essays from interesting authors and high-profile personalities. Our mantra is "If she reads, she reads ELLE", after all.

Editorial & content pillars



WELLNESS

Based on research and expert opinion, ELLE's health, fitness and wellness content aims to enhance both the physical and mental wellbeing of our audience via intelligent and informed stories. This year, we welcome a new wellness podcast to our stable of content offerings.



LIFESTYLE

At ELLE, we know our readers' wardrobes and their beauty shelves aren't the only ways to express their style. Their homes and how they fill them, where they dine and wine, what they read, the gifts they give, the tech they use, the car they drive and where they go on holidays. A stylish extension of the up-front shopping pages, this pillar is rich in style, bright ideas and includes visits to 'It girl' homes.



BRIDES

ELLE Brides showcases modern bridal style through the lens of real cool-girl weddings. It's the ultimate guide for brides seeking statement pieces and fashion-forward gowns to guests looking to strike the perfect balance between elegant and eye-catching. With its blend of high fashion and affordable finds, ELLE Brides offers expert curation for every budget alongside insider tips on honeymoon destinations.



TRAVEL

Our audience are yearning to discover more of the world. As such, well-researched, beautifully presented travel features in our print issues open our readers minds to different countries, cultures and experiences. This year, elle.com.au will introduce a travel vertical: a one-stop shop for travel recommendations from editors and 'it girls' in trending cities.

Advertising opportunities

ELLE

A U S T R A L I A

**DRIVING INTENTION THROUGH
CONNECTION**

Signature properties

ELLE NEXT GEN AWARDS

THE NEXT GEN AWARDS

To celebrate the new guard of Australian talent, ELLE will partner with aligned brands to launch the NEXT GEN AWARDS. We bring you the new frontier of Australian creatives, specially selected by the ELLE team for their bright, bold and brave ideas. From actors, musicians and writers, to artists, image makers, thought-leaders and filmmakers, consider our next gen stars the future icons of Australian culture.



ELLE INSPIRES

Across one day of interactive talks, trials and hands on sessions with some of our favourite experts, ELLE INSPIRES is the time to recharge, reset and get in touch with the best version of yourself. ELLE INSPIRES is a self-care event with engaging discussions, indulgent experiences and meaningful connections



INSTORE EVENTS

From large-scale fashion and beauty activations to more intimate workshops. In-store events focus on engaging consumers with immersive brand experiences, expertly hosted by ELLE editors.

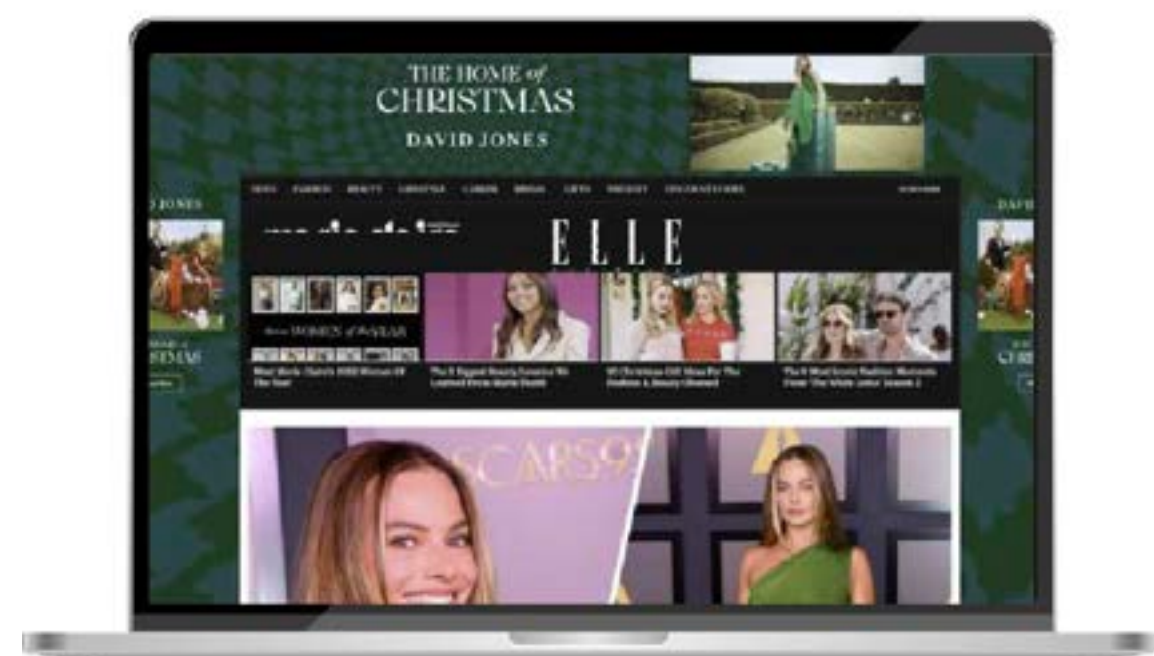
ELLE INTERNATIONAL BEAUTY AWARDS

THE ELLE BEAUTY AWARDS

Using our ELLE Clique and expertise in beauty, this curated long-list of products we love will also present the chance for inclusion and awareness of your brand. Curated and Voted for by an esteemed editorial panel, the ELLE Beauty Awards will present only the best products, from skincare to hair care, lipstick to primer.

Sponsorships

Own an environment with your brand



HIGH IMPACT SPONSORSHIPS

Drive awareness and create impact by owning an environment aligned to your brand. Home page and section sponsorships available, with audience targeting options.



SOLUS EDM

With 100% share of voice, share your brand's story to an engaged audience who have signed up for communications from the masthead. Perfect for new product offers or competitions.



SPONSORED SHOOTS

With 100% share of voice, we assemble the perfect creative team to shoot and re-imagine your collection or new launch. Published 360 in print, digital and social.



DIGITAL COVERS

With 100% share of voice, your brand takes center stage in the cover talent shoot – creating impact, desirability and powerful endorsement. This premium, limited opportunity places your brand at the heart of the conversation, reaching an engaged, opted-in audience who actively connect with the masthead's content and community.

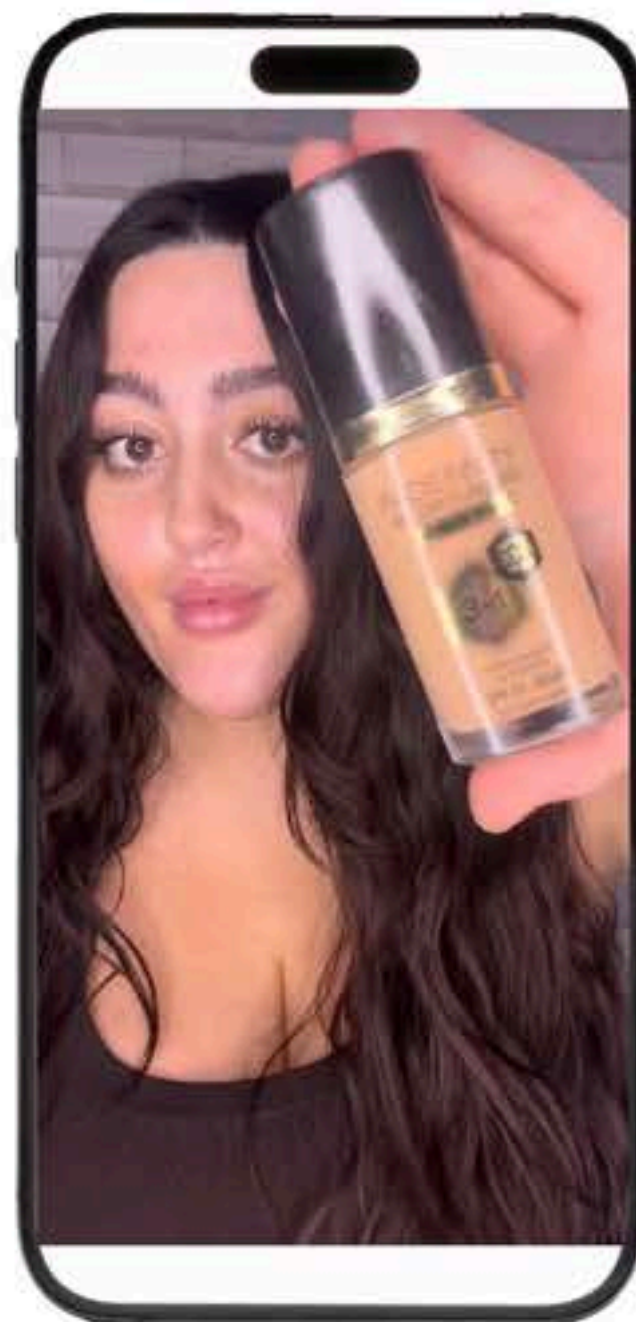
Supercharged social



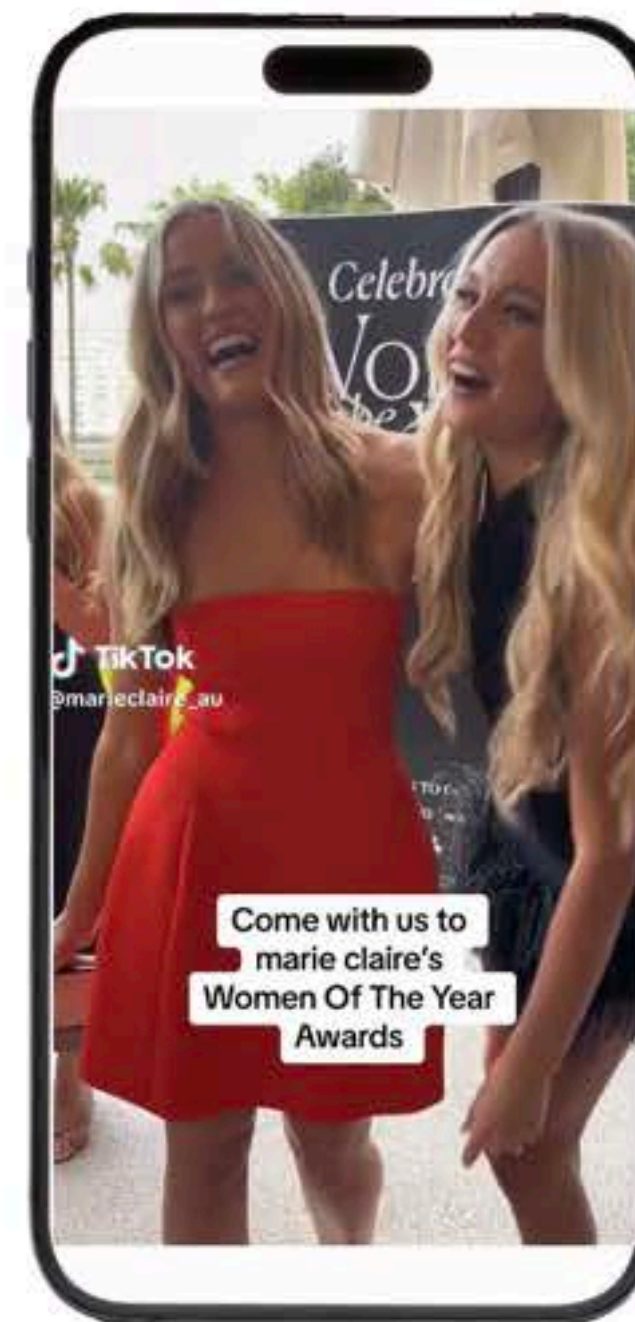
**STYLING
MASTERCLASS**



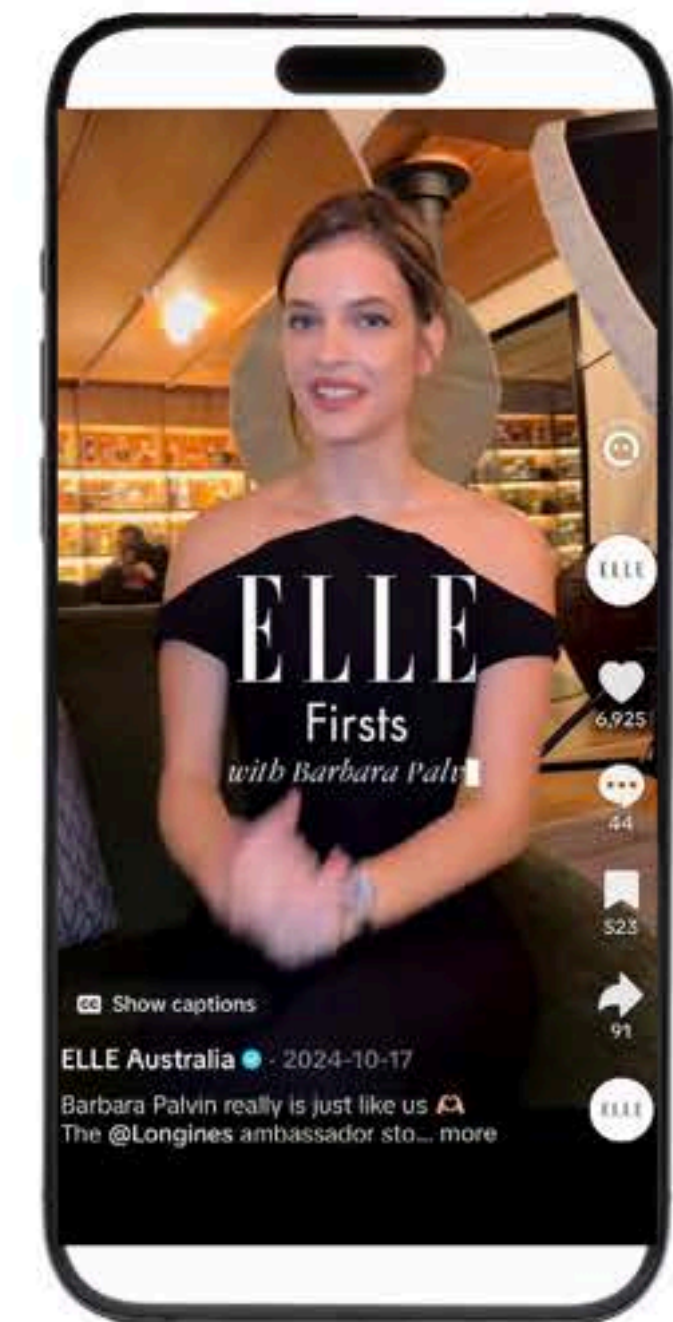
1 PIECE, 3 WAYS



TRIED & TESTED



EVENT RECAPS



ELLE FIRSTS

A luxury brand with the power of ecomm

+11%

Worth of total sales driven to
affiliate partners through our
sites last year

1m

Total monthly reach across
website, social and email

+223%

Increase YoY in product clicks
driven to affiliate partners

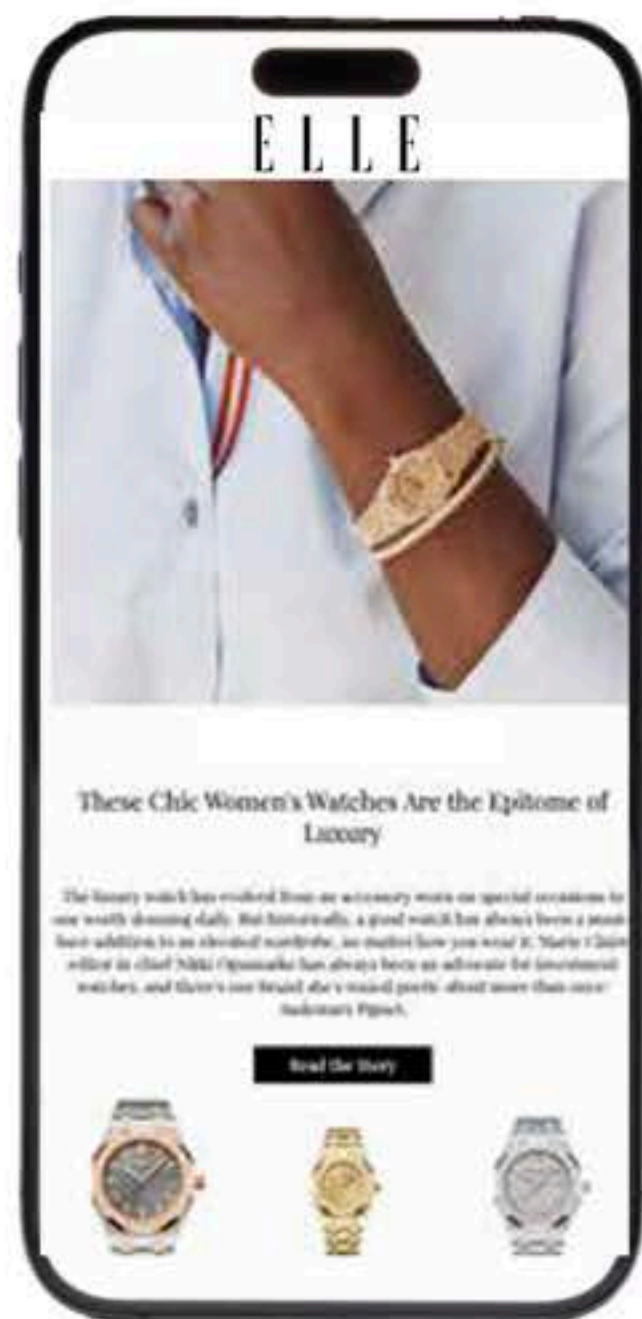


Syndicated content & covers

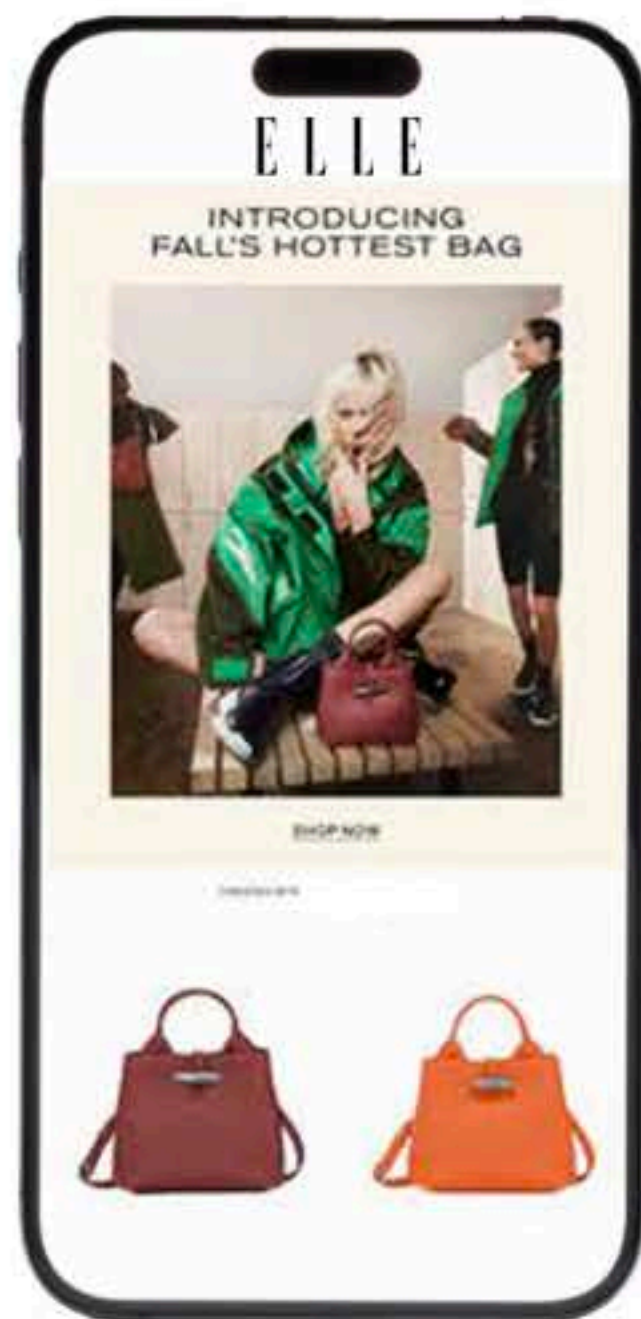


ELLE will leverage its global network to secure A-list sponsored covers & shoots

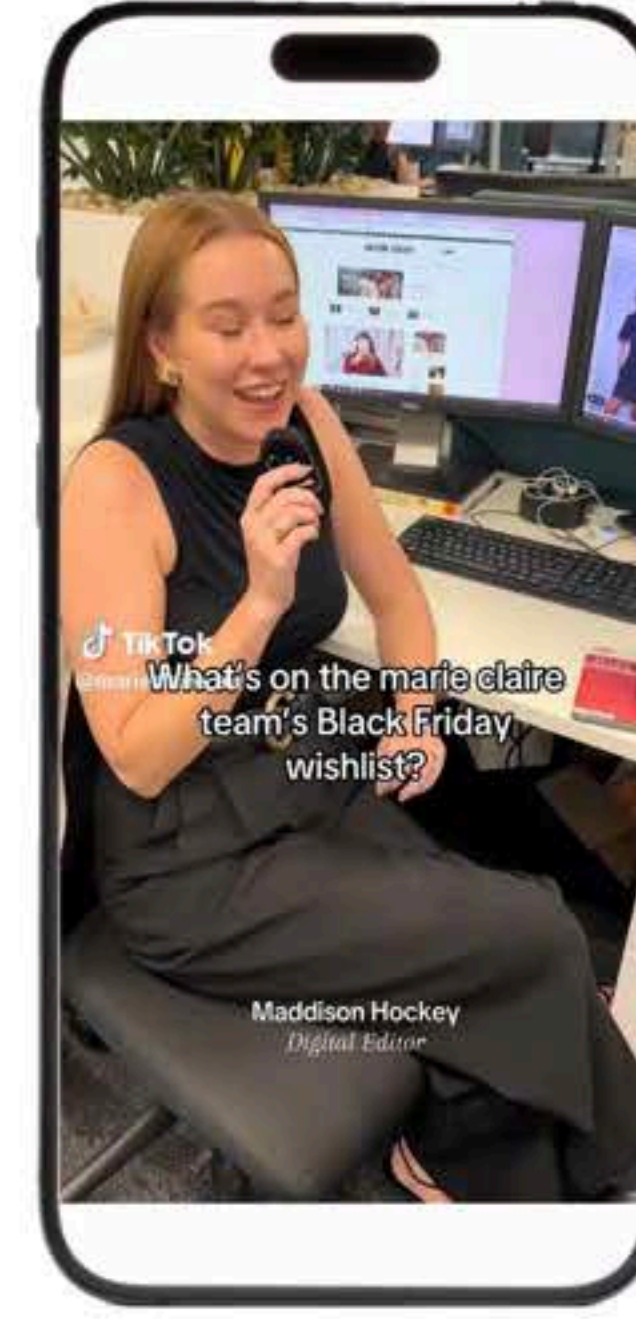
Formats built to drive shopping



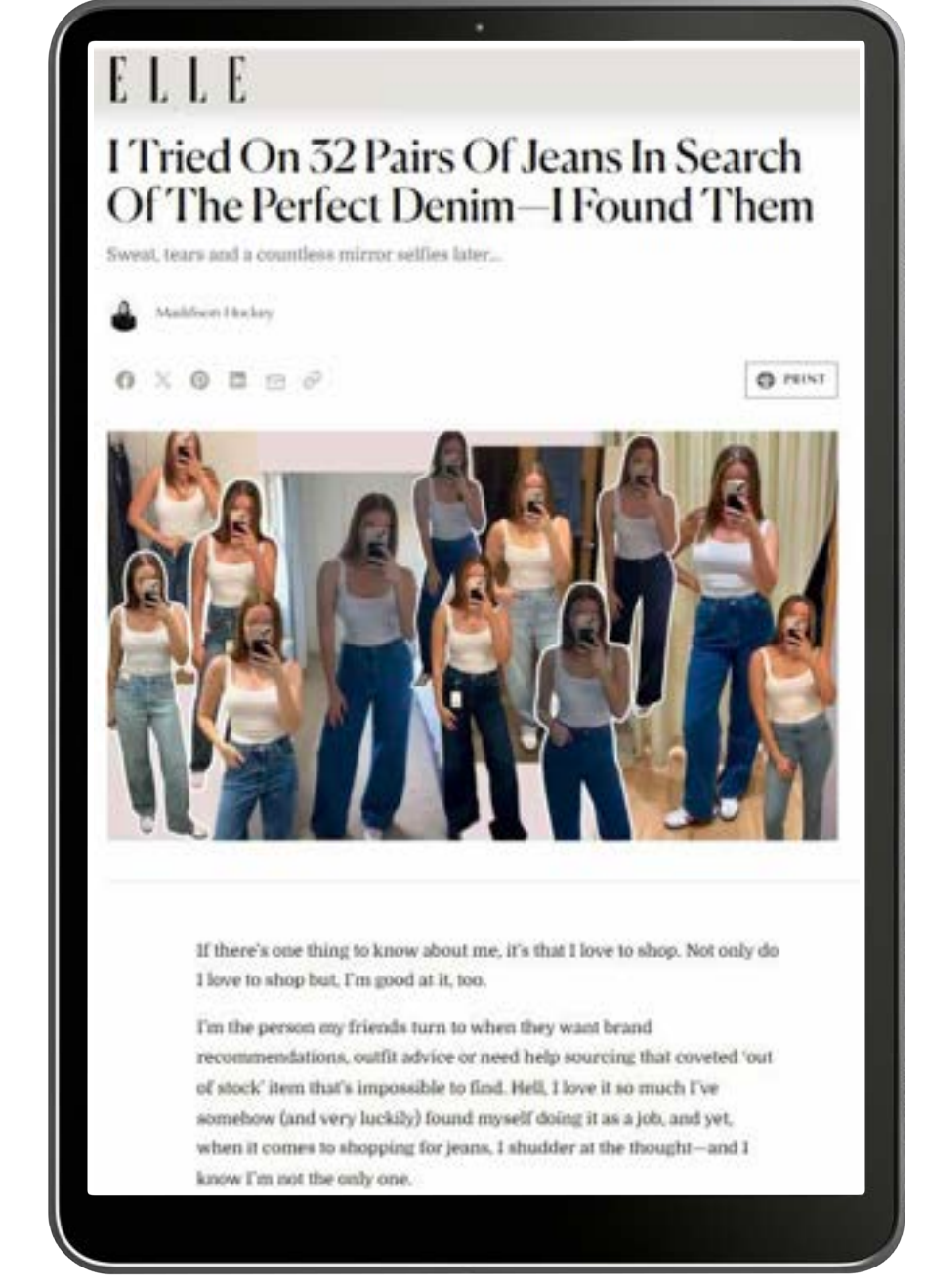
SOLUS EDMS AND EDITORIAL NEWSLETTERS















SHOPPABLE SOCIAL



FIRST PERSON REVIEWS WITH AFFILIATE LINKS



<p>JAN</p>  <p>PRINT: Body, Wellness + Fitness Themed Issue For The New Year EVENT: ELLE X Australian Open with Ralph Lauren DIGITAL: Awards season + Copenhagen Fashion Week + Paris Haute Couture Fashion Week</p>	<p>FEB</p>  <p>EVENT: ELLE Film Club (Wuthering Heights, Reminders Of Him, The Bride) DIGITAL: Fall/Winter 2026 runways + Lunar New Year Special + Valentine's Day</p>	<p>MAR</p>  <p>PRINT: Yerin Ha/Bridgerton cover + Essays from new creative directors: Piccioli, Blazy, Anderson, Ryder. DIGITAL: Fall/Winter 2026 runways</p>	<p>APR</p>  <p>DIGITAL: Cannes Film Festival</p>	<p>MAY</p>  <p>DIGITAL: Cannes Film Festival + Met Gala + Australian Fashion Week</p>	<p>JUN</p>  <p>PRINT: The Music Issue</p>
 <p>EVENT: ELLE Film Club (Supergirl) DIGITAL: Paris Haute Couture Fashion Week + Wimbledon style files + Berlin Fashion Week</p>	 <p>DIGITAL: Copenhagen Fashion Week + Venice Film festival</p>	 <p>PRINT: Next Gen/Big Fashion Issue EVENT: ELLE Next Gen Awards DIGITAL: Fashion Week Spring/Summer 2027</p>	 <p>DIGITAL: Fashion Week Spring/Summer 2027 + SXSW Sydney</p>	 <p>DIGITAL: Travel Special + Beauty Series For Holiday Looks</p>	 <p>PRINT: The Holiday Issue EVENT: ELLE Summer DIGITAL: Christmas Gift Guide</p>
<p>JUL</p>	<p>AUG</p>	<p>SEPT</p>	<p>OCT</p>	<p>NOV</p>	<p>DEC</p>

ELLE EDITORIAL FEATURES & THEMES 2026



ELLE *Next Gen*

True to ELLE's 80-year legacy as an incubator of emerging, ground-breaking talent, we celebrate Australia's next generation of stars in an event and always-on digital initiative.



ELLE *Film Club*

Speaking to our readers love of cinema, these ELLE reader-exclusive events give readers a first look at the newest film releases.



ELLE *Fit*

A body, wellness & fitness-focused issue will hit newsstands in January 2026. Potentially to become a regular section with the pages of ELLE ongoing.



ELLE *Christmas & LNY Guides*

Our top 10 editor-endorsed luxury gift ideas for respective festive seasons



ELLE *Man*

A new section in-mag design for women to shop menswear and grooming products for the men in their lives.



ELLE *Ski*

A new December-exclusive section showcasing the luxury ski capsule collections, ski resorts, and beauty items ahead of the European ski season



ELLE *Summer*

Party to herald the beginning of summer and celebrate our December issue.



ELLE *Travel*

50 ELLE editors from around the world guide readers through their home cities: the hotspots, the shopping, the bars, the spas.



ELLE *Masterclass*

Partnering with luxury and mid-tier brands to host conversations and styling masterclasses which support new season launches.

*Key
Achievements*
IN 2025

PRINT



MARCH 2025
Alycia Debnam-Carey
Up 24% in copy sales



JUNE 2025
Milly Alcock
Up 32% in copy sales



SEPTEMBER 2025
Anna Robinson
Up 14% in copy sales

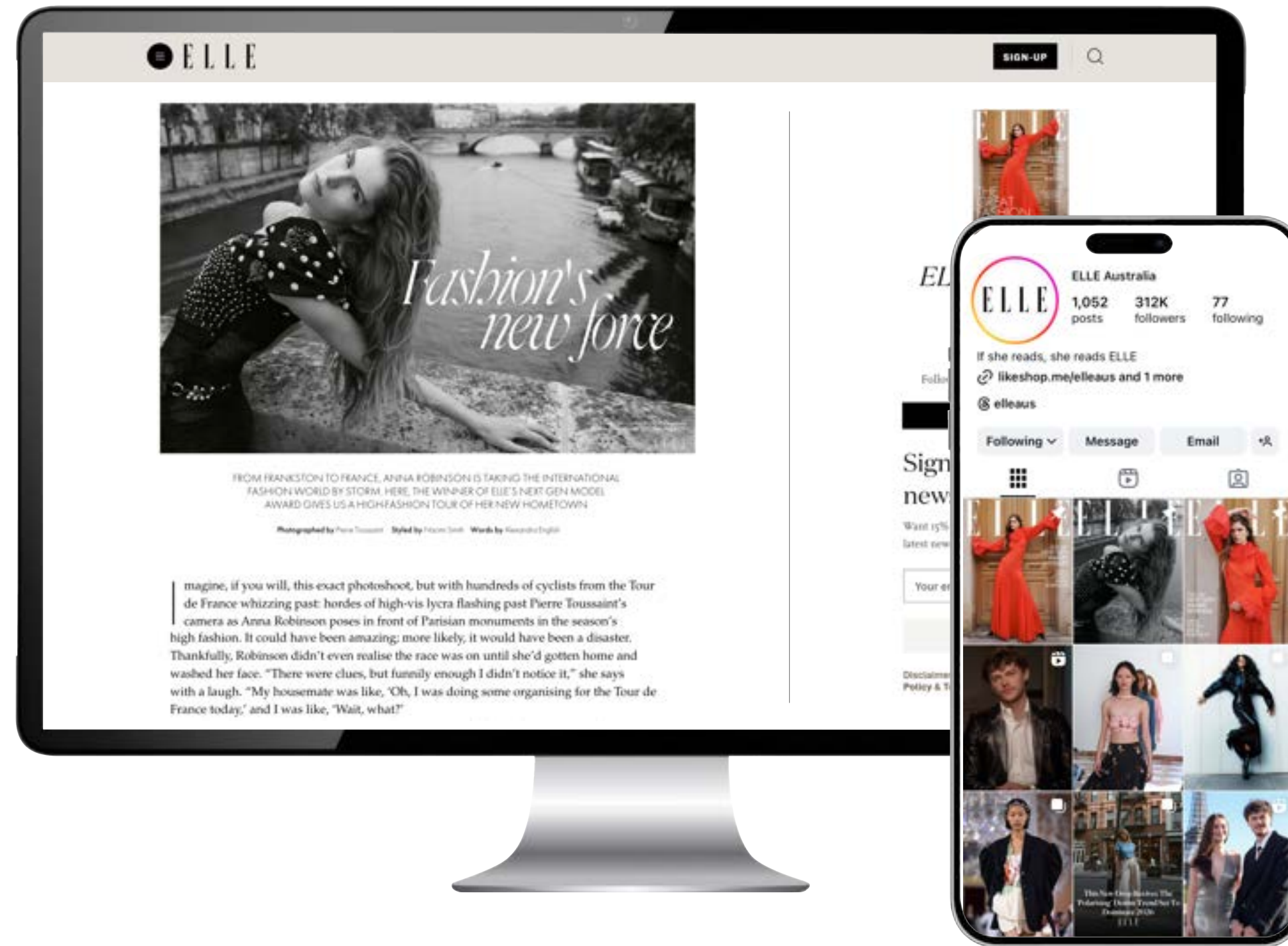


DECEMBER 2025
Sadie Sink
Released on newsstands on
November 17

Circulation retail performance has exceeded sales every single issue.

Key Achievements IN 2025

**ELLE.COM.AU
+ SOCIAL**



+11%

TOTAL YOY TRAFFIC
2025: 311,000 PV PER MONTH
2024: 279,000 PV PER MONTH

+37%

TOTAL YOY SEARCH TRAFFIC
2025: 1,745,000 PV
2024: 1,275,000 PV

+86%

**TOTAL YOY IMPRESSIONS ACROSS ALL
SOCIAL MEDIA PLATFORMS (FACEBOOK,
INSTAGRAM, TIKTOK, PINTEREST)**

+3K%

INSTAGRAM YOY VIEWS

+3,7%

INSTAGRAM YOY NET NEW FOLLOWERS

+289%

INSTAGRAM YOY SHARES

+33%

TIKTOK YOY FOLLOWERS

312k

INSTAGRAM FOLLOWERS

739k

FACEBOOK FOLLOWERS

138k

TIK TOK FOLLOWERS

49k

PINTEREST FOLLOWERS

ELLE
AUSTRALIA

Key Achievements IN 2025

STANDOUT BRAND COLLABORATIONS



ELLE X Coach
X NEW YORK
FASHION WEEK



ELLE X Pandora
X COPENHAGEN
FASHION WEEK



ELLE X Rabanne
X ELLE'S 80TH
ANNIVERSARY PARTY
IN PARIS



ELLE X Louis Vuitton
X CRUISE 2026



ELLE X Dior
X FALL 2025



ELLE X OPPO
X MILAN FASHION WEEK



ELLE X Chanel Beauty
X CHANCE EAU SPLENDE

Key Achievements IN 2025

ELLE
NEXT
GEN
AWARDS

PRESENTED BY SWAROVSKI

ELLE
AUSTRALIA

True to ELLE's 80-year legacy as an incubator of emerging, ground-breaking talent, we celebrated Australia's next generation of stars with a splashy event in Sydney on September 4.

Thirty-two young creatives across fashion, beauty, film, music, art and literature were nominated this year.

Swarovski partnered with ELLE as the headline sponsor.

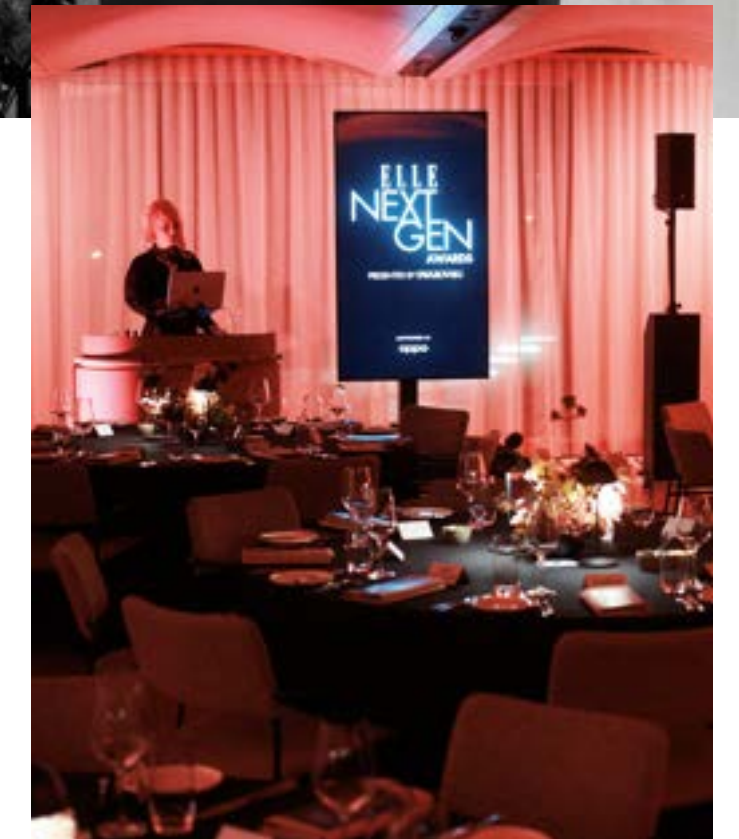
INSTAGRAM & TIKTOK:

64

NUMBER OF POSTS

1.7m

POST AND VIDEO VIEWS



Key Achievements IN 2025

ELLE NEXT GEN AWARDS

PRESENTED BY SWAROVSKI

ELLE
AUSTRALIA

ELLE Australia is laser focused on **video creation** this year: sleek, polished edits which capture new audiences.

INSTAGRAM USER GENERATED CONTENT
COLLECTED FROM ATTENDEES, NOMINEES,
AND AWARD WINNERS:

149

NUMBER OF POSTS

33k

AVERAGE REACH PER POST

4.9m

TOTAL ESTIMATED REACH





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