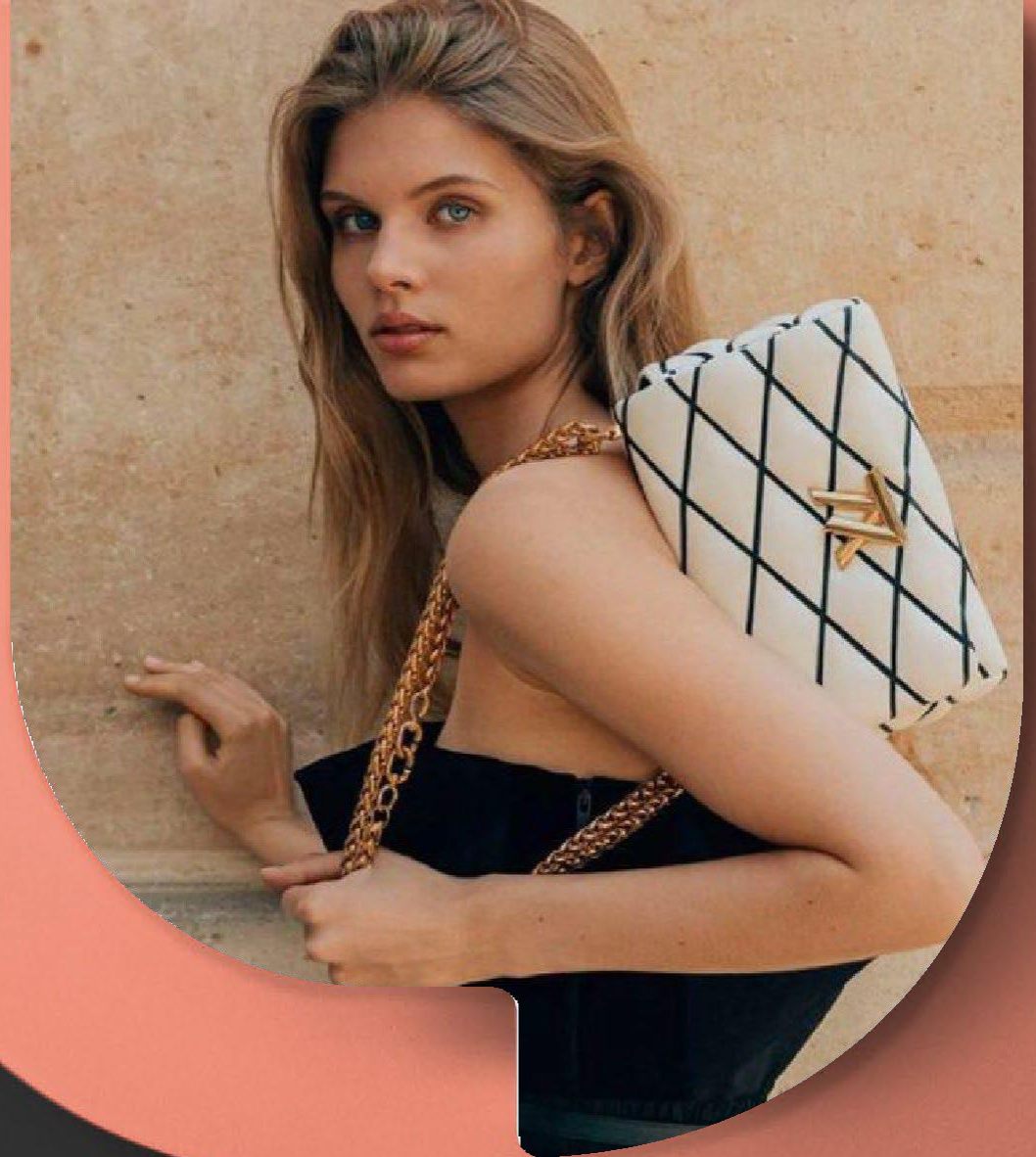


ELLE
A U S T R A L I A

Brand Overview 2024



ELLE
A U S T R A L I A

For stylish, creative 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 the *Elle* reader?

She is hyper-connected, living with & for her friends. She is future focused, a culture collector and notable neophile. She is fighting fit and attracted to style and design.

Her obsessions: friends, shopping and social media.

She's open to change and obsessed with knowing what's new, different and trending in brand, design, experiences and thinking!

A global brand founded in 1946, with 45 different editions worldwide, 37 million social



Editorial Team



Grace O'Neil
Editor



Naomi Smith
Fashion Director



Sally Hunwick
Beauty Director



Tessa Ogle
Digital Editor



Camille Peck
Creative Producer



Nicky Briger General
Manager of Fashion and
Beauty



Alison Izzo
Digital Strategy



Rebecca Mitchell
Fashion Features
Editor



Sara Smith
Contributing
Stylist



Cassandra Green
Beauty Writer



Melanie Savvidis
Brand Manager



Print Launch

- Two issues in 2024: March and September on-sale dates
- Four issues in 2025: March, June, September, December
- Over 200 pages on luxe, 115gsm high-gloss stock
- Six key content pillars
- Strong strategic marketing, PR and trade support, including promotional activity across the wider Are Media network (6 million women), TV and beyond.
- National distribution harnessing the power of ARE Direct: supermarkets and newsagencies
- Potential launch event, and other eventing opportunities

The ELLE Eco-system

Digital
Social
PR & Marketing
Brand Extension



Solus Subscribers: **13,900**
Newsletter Subscribers: **15,300**

Instagram Followers: **303,000**
Facebook Likes: **748,000**
Twitter: **12,600**
TikTok: **12,300**

Page Views: **582,308**
Unique Audience: **300,030**
Total Touchpoints: **1,416,085**

Print Touchpoints: **289,000**
Digital Touchpoints: **680,111**

Editorial Pillars



FASHION

Before ELLE is anything else, it is a fashion title. As we move towards this new era of ELLE, we will continue to prioritise our Fashion vertical as a mecca of content that informs our readers - which, during our seven years online, has accrued one of the deepest and most comprehensive wealth of content in our competitor set.

Staying true to ELLE's ethos that fashion is for everyone, this pillar will commit to providing options for all body-types, styles, ethnicities and backgrounds



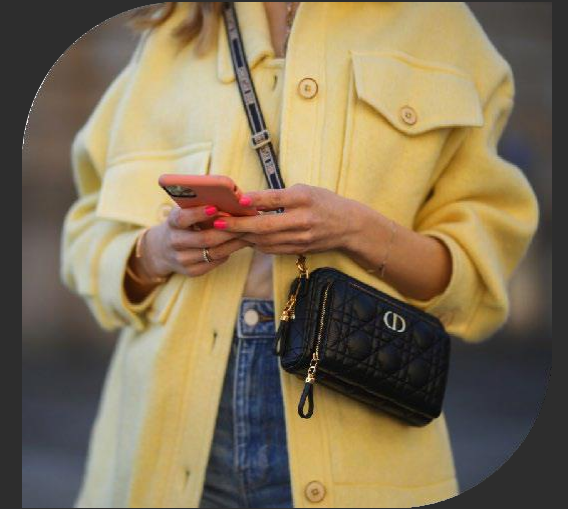
BEAUTY

An authoritative section, ELLE's new direction in Beauty will combine our brand's deep knowledge of all things skincare, makeup, treatments and trends, with educational guides to skincare ingredients, trend how to's, and the best products to buy for all skin types, hair types, makeup levels and price points.



NEWS & CULTURE

At ELLE, we know that your wardrobe and your beauty shelf aren't the only ways our readers show their style. Your home and how you fill it, what you eat and drink, what you read, the gifts you give, the tech you use, the car you drive and where you go on holiday are all important facets of your stylish life. Our news and culture vertical is where our ELLE girl gets her life advice – and it forms the bread and butter of our audience growth.



SOCIAL

Given ELLE's large and engaged social audience—across all platforms from Facebook to Instagram, Pinterest & TikTok, effectively will be one of ELLE's top priorities. Moving away from celebrity- and culture-led news will allow the brand to press deeper into the Fashion, Beauty and Lifestyle sections while still maintaining the same deep levels of engagement and reach.

Signature Properties



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



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.

Our Audience

Average Age: **30yrs**

Average Household Income: **\$131k**

Fashion

2.38X more likely to be an early adopter of buying the latest fashion (**33%** of audience)

2.05X more likely to be trusted advisers to friends and family when buying fashion and looking good (**42%**)

45% agree it's important to look fashionable

Beauty

1 in 3 (34%) of audience are **trusted** to friends and family when buying beauty items:

214 Million spent on cosmetics, skincare & fragrance every year

Health

1 in 3 (38%) are early adopters of trying a new health food

Almost **1 in 5** enjoy dancing/yoga/Pilates on a regular basis, skewing **2X** more likely to regularly enjoy doing Pilates

21% regularly enjoy gym/weight training



are
media

Editorial Calendar

We aim to elevate ELLE with full-year calendar of properties and events to build community and luxury offering



WEBSITE RELAUNCH
NOVEMBER/DECEMBER
2023

ELLE PRINT
LAUNCH
MARCH 4, 2024

EVENTS
ELLE Inspires
Pop-up styling
sessions

AWARDS
ELLE
International
Beauty
Awards

COMBINED EVENT
marie claire and
ELLE SHOPS



Andrew Cook

National Director of Sales

Andrew.Cook@aremedia.com.au

Karen Holmes

Sales Director Agency & Direct (NSW, VIC, SA, WA)

Karen.Holmes@aremedia.com.au

Judy Taylor

QLD Head of Sales

Judy.Taylor@aremedia.com.au

Blake Wright

Head of Sales (NSW)

Blake.Wright@aremedia.com.au

Will Jamison

Head of Direct Sales (VIC, SA, WA)

Will.Jamison@aremedia.com.au

Ben Wiles

Group Business Director (VIC)

Ben.Wiles@aremedia.com.au

Melanie Savvidis

National Brand Manager

Melanie.Savvidis@aremedia.com.au