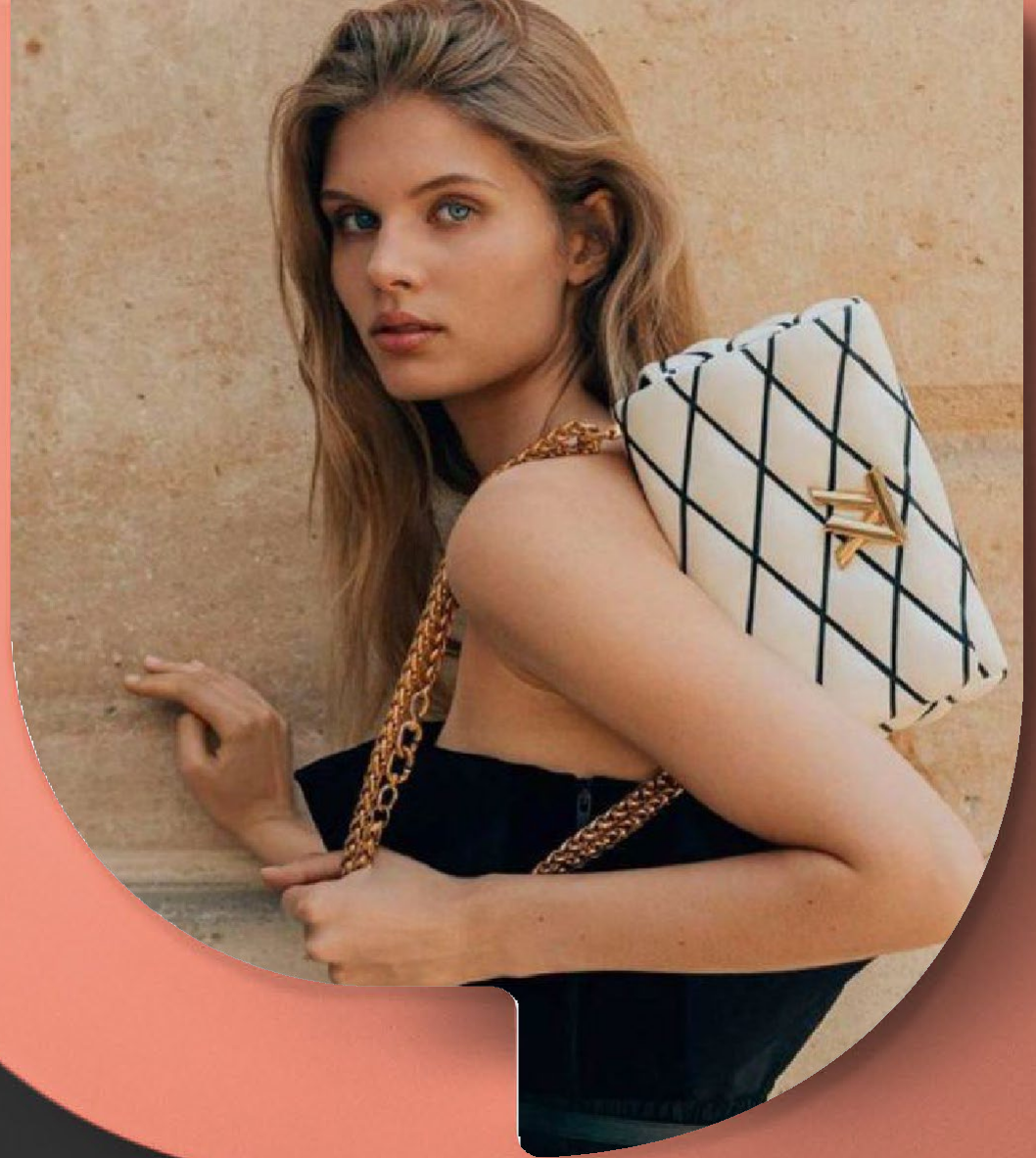


ELLE  
A U S T R A L I A

## *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: **761,627**  
Twitter: **12,600**  
TikTok: **12,300**

Page Views: **582,308**  
Unique Audience: **300,030**

Print: **LAUNCH IN MARCH**

# 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 thing's 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: **\$122.55k**

## 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

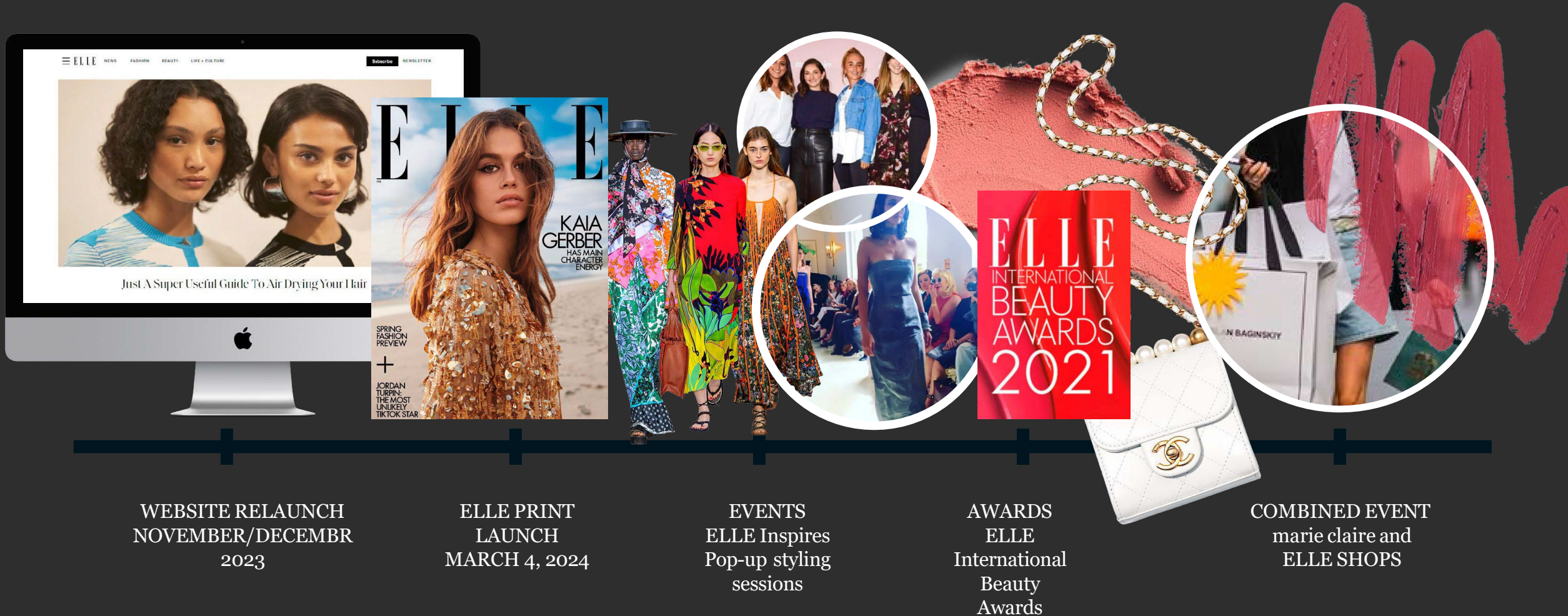
**21%** regularly enjoy gym/weight training



**are**  
media

# Editorial Calendar

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





**Andrew Cook**

National Director of Sales

[Andrew.Cook@aremedia.com.au](mailto:Andrew.Cook@aremedia.com.au)

**Karen Holmes**

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

[Karen.Holmes@aremedia.com.au](mailto:Karen.Holmes@aremedia.com.au)

**Judy Taylor**

QLD Head of Sales

[Judy.Taylor@aremedia.com.au](mailto:Judy.Taylor@aremedia.com.au)

**Blake Wright**

Head of Sales (NSW)

[Blake.Wright@aremedia.com.au](mailto:Blake.Wright@aremedia.com.au)

**Will Jamison**

Head of Direct Sales (VIC, SA, WA)

[Will.Jamison@aremedia.com.au](mailto:Will.Jamison@aremedia.com.au)

**Ben Wiles**

Group Business Director (VIC)

[Ben.Wiles@aremedia.com.au](mailto:Ben.Wiles@aremedia.com.au)

**Melanie Savvidis**

National Brand Manager

[Melanie.Savvidis@aremedia.com.au](mailto:Melanie.Savvidis@aremedia.com.au)