



BRAND OVERVIEW 2020

ELLE

A U S T R A L I A



MEDIA GROUP



THE *COOLEST, SMARTEST*
FASHION BRAND

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



MEDIA GROUP

GLOBAL BRAND

FOUNDED IN *1946*

45 DIFFERENT EDITIONS
WORLDWIDE

37 MILLION SOCIAL
MEDIA FOLLOWERS

70 MILLION UNIQUE
BROWSERS WORLDWIDE



BAUER
MEDIA GROUP

PHILOSOPHY

"At a time of incredible evolution and positive change for women, you can find ELLE at the centre of the cultural conversation. From fashion to beauty, pop culture to politics, ELLE inspires, bringing the world to open-minded and independent women with wit, energy and optimism. ELLE is all about fresh ideas and a future-facing outlook, and that includes innovative cover moments that push the boundaries of traditional magazines and ground-breaking executions that speak to a community of highly engaged, information-hungry readers and followers across print, digital, social, and through trailblazing events. Bringing together visionary voices, diverse perspectives and uplifting imagery, ELLE is the destination for intelligent women seeking the new, now and next. Because great style is about more than just what to wear."



GENEVRA LEEK
Editor-in-chief



MEDIA GROUP

EDITORIAL PROFILES



GENEVRA LEEK

Editor-in-chief

Genevra Leek is a journalist and editor based in Sydney. A graduate of Sydney's university of Technology, Genevra started out her career in publishing in 2001 at Marie Claire, before leaving her position as fashion editor to pursue opportunities in London. First contributing to Red magazine, Genevra went on to take up the position of contributing fashion editor at Glamour. Upon her return to Sydney, the role of fashion news editor at InStyle was followed by a three-year post at Vogue Australia, first as fashion news editor then as fashion features editor, working across magazine and online. In 2013, she joined ELLE as fashion news director to help launch the international title in Australia. Genevra now heads up ELLE, working closely with a strong team of highly respected future-facing editors to take the brand forward into a new era of publishing.



CARLY ROBERTS

Creative Director

Carly Roberts has been the creative director of ELLE Australia since the title's launch in 2013. Her brief was to create a design that was unique, innovative and relevant to the modern woman, an achievement that was recognised when ELLE was awarded the Australian Magazine Awards Cover of the Year in 2015. Carly's career spans 11 years, starting as a designer for SHOP before shifting into the role of deputy art director, where she oversaw the launch of SHOP 4 Kids and SHOP Weddings. A move to Madison saw a designer position evolve into a role as deputy art director. After four years, Carly made the leap into the world of interiors as art director of Real Living where a redesign resulted in a circulation boost of 40,000 and a Magazine of the Year Award in 2012. Carly now lends her creative eye to the uniquely Australian edition of ELLE.



NAOMI SMITH

Fashion Director

Naomi has forged a 20-year career in fashion magazines, having first risen through the ranks at Marie Claire Australia and ELLE Australia before taking on the top post of fashion director at Vogue Australia. During her eight-year tenure there, Naomi collaborated with leading photographers Daniel Jackson and Greg Kadel, among others, and combined her love of fashion and travel to produce the magazine's first app. She became acting fashion director at *Harper's BAZAAR* in 2014 and has since created several iconic covers and fashion stories that have been syndicated globally throughout the *Harper's BAZAAR* network. Naomi Smith more recently now also works across ELLE Australia as fashion director, ensuring the pages are fresh, relevant and reflecting the iconic ELLE mix. She now works across both Elle Australia & *Harper's BAZAAR* as the Fashion Director



BROOKE LE POER TRENCH

Beauty and Wellness Director

An Allure beauty and wellness alum, writer Brooke Le Poer Trench has worked in Sydney, New York and London across print and digital platforms for multiple magazines and luxury brands. She began her career at CLEO. She was a senior editor at Cosmopolitan and Allure in NYC, has a screenplay in production and has written for INSTYLE, SELF, Harpers Bazaar, Conde Nast Traveller and Dazed, among other titles. Brooke lives in Sydney with her husband and three children.



ELLE MCCLURE

Culture Director

Having worked in publishing for almost 10 years, Elle McClure has a strong knowledge of both the print and digital sides of the industry. After cutting her teeth at Grazia, Elle joined the launch team of ELLE Australia in 2013, a brand she has now come to know innately. With a taste for the fast-paced world of digital, from time spent at Nine, and working across Bauer Xcel's digital platform (including ELLE, *Harper's BAZAAR* and *Gourmet Traveller*), Elle is well-versed in up-to-the-minute trends and culture happenings. Elle is now culture director, bringing to ELLE a deep knowledge of the zeitgeist and passion for all things film and television, music, books and the arts and helping bring to life exciting travel destinations, across both print and digital.



MEDIA GROUP

ELLE AT A GLANCE

The coolest, smartest fashion brand 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.



READERSHIP
192,000


FREQUENCY
Monthly

Source: Roy Morgan,
September 2020



 **INSTAGRAM**
267,000

 **FACEBOOK**
805,845

 **TWITTER**
13,700

Social Landscape as of 07/11/2019



PAGE VIEWS
5,756,687

UNIQUE AUDIENCE
404,237

Source: Nielsen Digital Content Ratings,
September 2019, Digital

EVENTS AND PROPERTIES



ELLE
inspires

THE
ELLE
LIST
2020

WE
ARE
WOMEN
*** 2020

ELLE
drive



MEDIA GROUP

THE ELLE READER 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

READER PROFILE



EDITORIAL PILLARS

FASHION

Spirited and sexy, energetic and wearable, the ELLE fashion DNA is perfectly suited to the Australian market. ELLE's unique ability to make the low look high and the high look cool puts it in the best position to feed fashion to modern women in a way they can relate to and be inspired by, season after season.

FEATURES

With intriguing, relatable features that get readers thinking and feeling, ELLE kick-starts dinner-party conversations. Smart and contemporary, never earnest or depressing, ELLE is, above all, a stylish read, covering everything from cultural trends to emotional explorations, career advice, pop-culture phenomena and relationship insights.

BEAUTY & WELLNESS

If there's a cult new moisturiser, a freaky new fitness fad or a hip new nail-art trend, you'll read about it first in ELLE. Probing, intelligent, witty and occasionally poetic, ELLE treats beauty as both a science and an art, inspiring creativity, self-expression and self-improvement, creating a buzz and getting readers excited about trying something new every month.

SHOPPING

The ELLE reader is more than a fashion observer – she's a buyer, dedicating much of her time and income to buying into the key pieces every season. ELLE's fashion features work

to decode fashion and help readers integrate it into their lives, while the shopping pages inspire by presenting the best edit of the stores in the creative, clever layouts ELLE is famous for.

CULTURE & ENTERTAINMENT

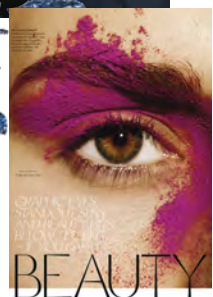
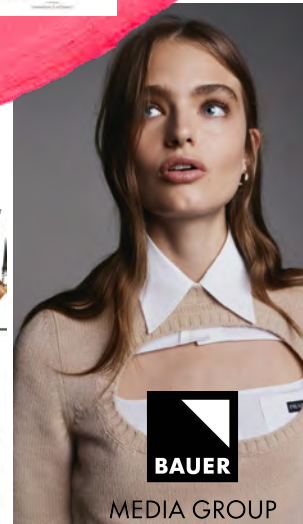
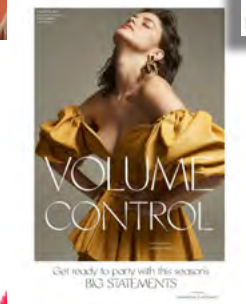
To the ELLE reader, entertainment is about more than just celebrity news. From the coolest of the high-brow to the smartest of the low-brow, music and culture feature heavily in her life. When she wants to discover the hippest shows and events, gallery exhibitions and festivals or the latest must-know television, film and books, she turns to ELLE.

LIFESTYLE

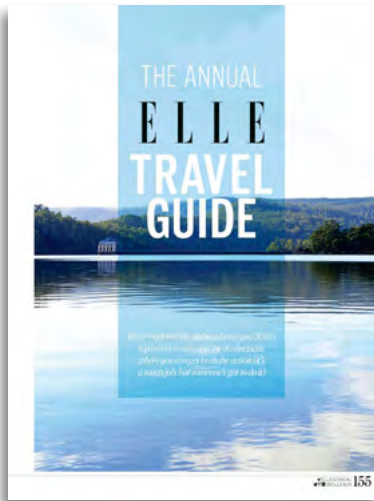
ELLE is about inspiring style in all aspects of your life, not just your closet. Covering everything from the hottest travel destinations to food trends, and with an insider's view of the kinds of homes – both here and around the world – that only ELLE has access to, the magazine promises to be the resource Australian women need to live a truly stylish life.

ELLE EXTRA

ELLE Extra offers fans a 24/7 destination to get the scoop on the hottest finds. ELLE's monthly in-book page unveils buzz-worthy events, competitions, promotions, product launches and more. Exposure includes a listing on ELLEExtra.com.au – ELLE's promos and events channel on ELLE.com.au – offering readers the ultimate connection with what's happening.



CONTENT PILLARS



TRAVEL

It's never too early to start planning your next escape. ELLE Travel features the hottest destinations, stays, trends and experiences in tourism right now, both in Australia and around the world. The ELLE reader has discerning taste and seeks out unique, luxe and boutique travel experiences; these expertly curated travel destinations aim to fulfil those desires.



DRIVE

Hit the road in style thanks to ELLE's car awards – the definitive guide to the most practical and highly fashionable vehicles. With their good looks matched only by what's under the hood, these are the ultimate accessories for the modern woman, and she's looking to the trusted ELLE voice to provide her with the insider information she can't find anywhere else. We're making her choice easy with ELLE Drive – an expert edit of motoring's most valuable players and tips on all the stylish extras.



ACCESSORIES

Highlighting an editorial pillar key to the global ELLE DNA, ELLE Accessories presents the best edit of new-season shoes, bags and all the extras, curated by the ELLE fashion team and captured through beautifully styled imagery in the clever and creative layouts ELLE has become famous for.



WELLENESSE

This is health and wellness done the ELLE way. From the latest in meditation, spiritual travel, the clue-in on clean beauty and everything and everything women need to know about sound bathing, ELLE will uncover the newest ways women can feed their curious, reboot their attitudes and free their mindset, helping them feel like they are in control of both their physical and mental wellness.





The International Beauty Awards are voted by 45 editions of ELLE around the world and are the global edit of the best new products of the year. Discover these prestigious and sought-after awards in the January issue of ELLE.

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, you'll take away tips, tricks joined by the ELLE team and expert talent with an inspiring bunch of women.

KEY PROPERTIES



MEDIA GROUP

ELLE CALENDAR 2020

	JAN/FEB	MAR	APR	MAY	JUN/JUL	AUG	SEP	OCT	NOV	DEC
ON SALE	THE YEAR AHEAD 13 Jan 2020	FUTURE IS FEMALE 17 Feb 2020	FIND YOUR POWER 23 Mar 2020	WOMEN IN SPORT 20 Apr 2020	SUSTAINABILITY ISSUE 25 May 2020	SISTERHOOD 13 July 2020	FASHION REFRESH! 17 Aug 2020	HOT RIGHT NOW 21 Sep 2020	YOUR GUIDE TO SUMMER 19 Oct 2020	PARTY TIME 16 Nov 2020
PRINT SPECIAL FEATURES	The ELLE Hot List Redefined workwear ELLE International Beauty Awards the best Australian beauty, hair and body brands Wellness trends	We Are Women portfolio Spring Summer 2020 Trending make-up tricks and hair styling tips from ss2020 Home Special	Definitive guide to the hottest new accessories: ELLE watch report ELLE Finance Guide Hair special	ELLE highlights the Women ruling in sport in 2020 Fashiono – New performance wear How-to-do denim The ultimate fragrance guide Best Spa and Wellness retreats	Annual sustainability Women working with Famous ELLE green beauty guide Eco travel special.	ELLE career guide – Our 'anti' anti-ageing guide Ultimate wardrobe cleanout Annual travel special	New season fashion Women in Music portfolio The ELLE Drive Awards 2020 Annual Wellness Special. ELLE writing competition	The ELLE List 2020 Spring Racing ELLE's travel tips	The ELLE Summer Hot List Ultimate edit of best swimsuits ELLE Wedding special, Summer body special Festival guide	The ELLE Guide To How to Party Now Holiday gift guide Fragrance special A-Z of wellness
DIGITAL CONTENT THEMES	Golden Globes (Jan 6) Paris Haute Couture Fashion Week (Jan 21–25) Oscar nominations announced (Jan 22) SAG Awards (Jan 27)	Academy Awards (Feb 24) Grammys (Feb 10) BAFTAs (Feb 11) New York Fashion Week Fall/Winter (Feb 7–14) London Fashion Week F/W (Feb 15–19) Milan Fashion Week F/W (Feb 19–25) Paris Fashion Week F/W (Feb 27–Mar 6)	Melbourne Fashion Festival (Mar 2–19) Meghan Markle baby watch	NYFW Bridal (Apr 11–14)	71st Annual Met Gala (May 6) Mercedes Benz Fashion Week Australia, Sydney Cannes Film Festival (May 14–25) Emmy Awards	CFDA Fashion Awards (Jun 3) Paris Haute Couture Fashion Week (Jul 1–5)	Venice Film Festival (Aug 28 – Sep 7) New Zealand Fashion Week MTV VMAs	New York Fashion Week S/S London Fashion Week S/S Milan Fashion Week S/S Toronto International Film Festival (Sep 5–15) Paris Fashion Week S/S (Sep 25 – Oct 3)	Spring Racing Carnival (Nov 2–9) Pre-Fall Market Shows	

YEAR-ROUND SPONSORSHIP OPPORTUNITIES									
wellness If there's a hot new workout, buzz-worthy diet or must-know health guru, ELLE is sure to cover it first. Tipped on the front cover, ELLE FIT will be a beautifully styled mini book packed full of inspirational health and fitness features.	ELLE DECOR A stand-alone special issue under the famous ELLE DECOR masthead, it will curate cutting-edge design ideas and expert interiors advice to help readers create fashion-forward spaces.	ELLE TRAVEL A reverse-bound magazine featuring our pick of the hottest destinations, the hippest hotels and resorts, cool new places to eat and the best insider tips for bars, boutiques and local must-sees.	WE ARE WOMEN Championing the many faces of Australian women (and all their best advice), our celebrated feature takes on a new form for 2020 across all platforms.	WOMEN IN MUSIC With a focus across all platforms, this must-read themed issue puts the spotlight on the coolest talent rocking the Australian and overseas charts.	ELLE WRITING COMPETITION Bringing together ELLE's community of smart, stylish women, this cross-platform property zeros in on the most important books every woman should read, the authors that matter and the opinions that count.	ELLE ACCESSORIES Step inside the ELLE fashion cupboard with this digital-first initiative that provides unprecedented insider access to the latest trends and products, along with expert stylist advice.	ELLE TECH Discover the next big products, influential movements and groundbreaking pioneers in the tech industry.	HIGH STREET Our complete guide to the best of the high street: how to shop the trends, what to line up for and how to wear it, now.	THE ELLE LIST 2020 A brand new ELLE International property. The List is a celebration of the next generation of movers, shakers, game changers who are reframing the work of fashion, beauty, culture, politics and technology and inspiring the ELLE woman.
									ELLE DRIVE Hit the road in style thanks to ELLE's car awards – the definitive guide to the most practical and highly fashionable vehicles. We're making her choice easy with ELLE Drive – an expert edit of motoring's most valuable players and tips on all the stylish extras.



CONTACTS

KATE HERISSON
Luxury Group Brand
Director

kherisson@bauer-media.com.au

T 02 9282 8589

MELANIE SAVVIDIS
Associate Brand Manager
Luxury Group

Msavvidis@bauer-media.com.au

T 02 9282 8935