



ELLE
A U S T R A L I A

Brand Overview 2025

ELLE is for stylish, smart and savvy 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, future focused and a culture collector. She is fighting fit and attracted to style and design.

Her obsessions: friends, fitness, 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.

ELLE is Australia's leading prestige fashion and beauty brand for young millennials and Gen Z women. Globally, ELLE is recognized as the world's largest fashion brand, with 50 different editions worldwide and 37 million social followers and 70 million unique browsers.

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The ELLE Eco-system

Digital | Social | PR & Marketing | Brand Extension



Solus Subscribers: **14,100**
Newsletter Subscribers: **16,800**

Instagram Followers: **302,402**
Facebook Likes: **753,442**
TikTok: **119,476**

Page Views: **430,921**
Unique Audience: **265,992**
Total Touchpoints: **1,503,712**



Our Omnichannel Strategy

ELLE Australia is a digital-first brand with a luxe print presence. In 2024, ELLE relaunched a twice-yearly print edition, and this year, those issues have increased to four, released in March, June, September and November. With over 200 pages of high fashion and beauty on high-gloss stock, ELLE has become a key player in the luxury market.

Harnessing the power of Are Direct, ELLE enjoys vast national distribution in supermarkets and newsagencies, and is accompanied by strong strategic, marketing, PR and trade support, including promotional activity across the wider Are Media network (6 million women), TV and beyond.

Editorial Pillars



FASHION

Before ELLE is anything else, it is a fashion title. As we supercharge this new era of ELLE, we will continue to create exceptional fashion images and writing across multiple platforms, from print to social to site.

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



BEAUTY

As a global authority, 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 ingredients, trends, treatments and how-tos for all skin/hair types, makeup levels and price points.



CULTURE, NEWS & LIFESTYLE

At ELLE, we know that your wardrobe and beauty shelf aren't the only ways you show your 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 audience—across all platforms from Facebook to Instagram, Pinterest & TikTok—social will be ELLE's key priority in 2025. 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.

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



Alex English
Features editor



Alison Izzo
Head of digital



Rebecca Mitchell
Senior digital writer



Ruby Feneley
Senior digital writer



Georgia Nelson
Social editor



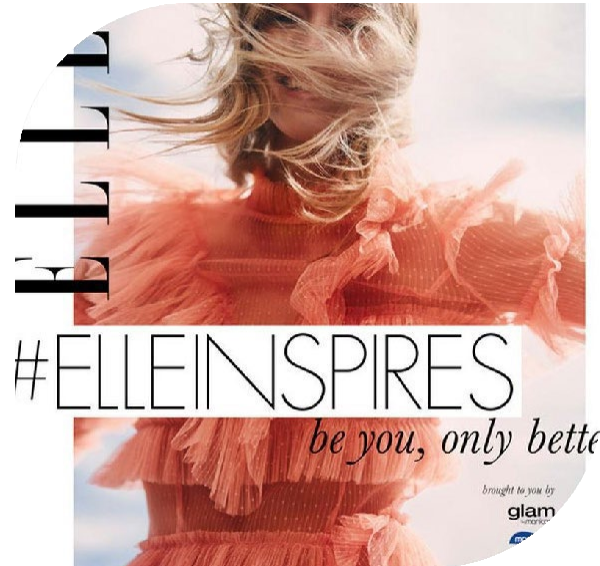
Camille Peck
Creative Producer

Signature Properties

ELLE
IN PARTNERSHIP WITH KÉRASTASE
NEXT
GEN
AWARDS

Introducing the Next Gen Awards

To celebrate the new guard of Australian talent, ELLE launches the Next Gen Awards. This gala, A-list event will bring together the new frontier of local creatives, specially selected by the ELLE team for their bright, bold and brave talent. From actors, musicians and writers to artists, image makers, thought-leaders and filmmakers, consider this our next gen stars the future icons of Australian culture.



ELLE Inspires

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

ELLE
INTERNATIONAL
BEAUTY
AWARDS

The ELLE Beauty Awards

Using our ELLE clique and expertise in beauty, this curated 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, lipsticks to primers.



Our Audience

Average Age: 30 yrs
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 Millionspent 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

Editorial Calendar

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



Site, Social & Video
Digital elevation from
March onwards

Elle print (4 issues)
March 3, June 2,
Sept 1, November
24, 2025

Events

- Next Gen Awards
- ELLE inspires
 - Styling Masterclasses

Awards Elle

- Next Gen Awards (September)
- International Beauty Awards (March)

Podcasts

- What the ELLE?
- Well, Well, ELLE



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Thank you