

ELLE

DIGITAL

FIRST TO KNOW  
WHAT'S NEXT



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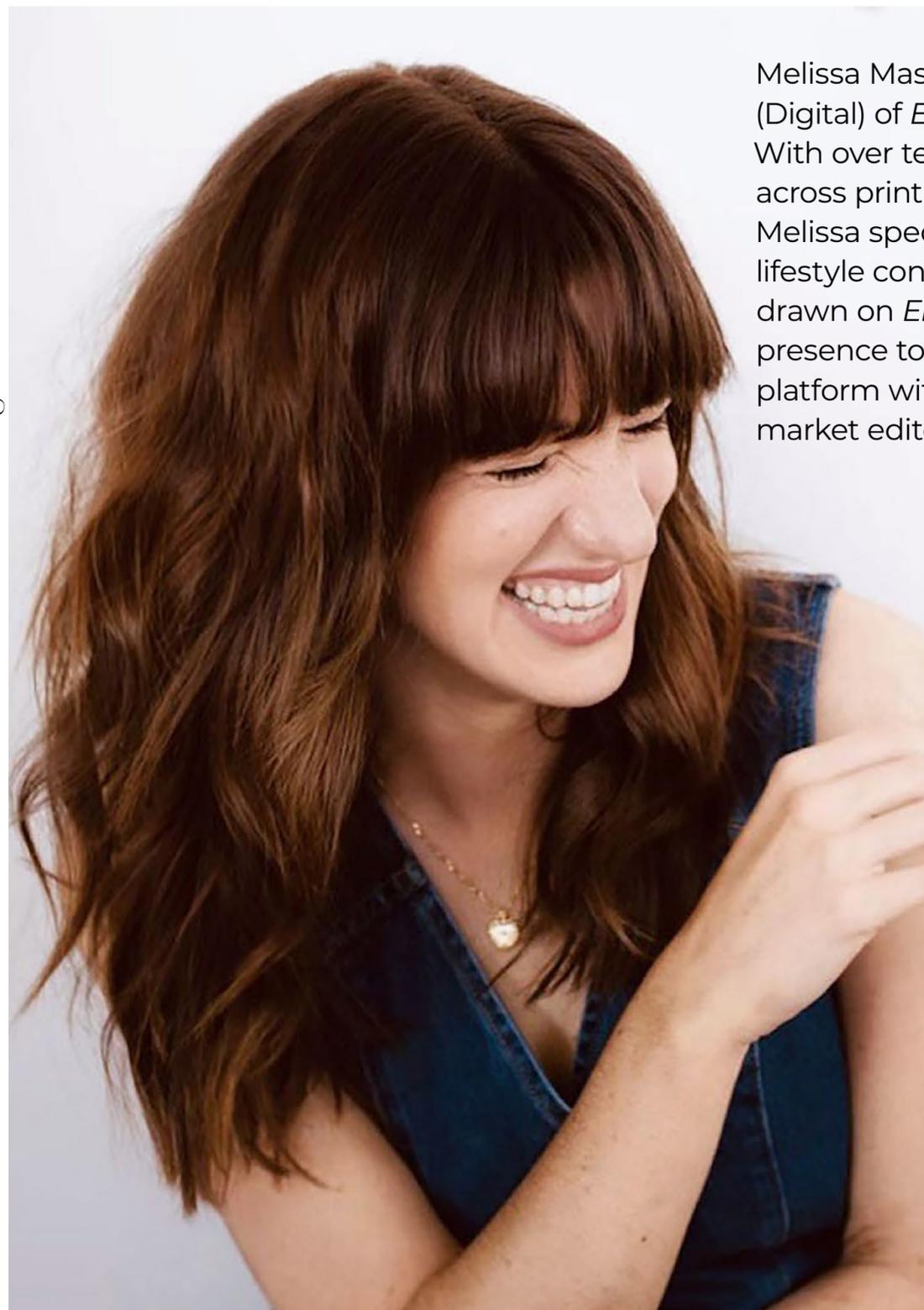
# Say hello to **ELLE** DIGITAL

After seven years as one of Australia's most trusted and beloved fashion titles, *ELLE* will be evolving its historic direction and transitioning into Australia's premium digital destination for the style shopper, style disrupter and style setter.

Leveraging our signature smart, sexy, stylish voice *ELLE*.com.au will blend editorial engagement with style and knowledge. *ELLE* is the coolest, smartest fashion brand for the hyper connected stylish women who wants to be the first to know everything and she continues to turn to the authority of *ELLE* to give her guidance.

This new phase of *ELLE* will allow our readers to turn to us for trusted advice, doing what *ELLE* has always done: putting them ahead of the curve.

Digital Editor Melissa Mason



Melissa Mason is the Editor (Digital) of *ELLE* and *marie claire*. With over ten years experience across print and digital media, Melissa specialises in women's lifestyle content. Melissa will draw on *ELLE*'s international presence to drive this digital platform within the Australian market editorially.

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# Say hello to FRIENDS OF ELLE

A community of women at the forefront of style and culture, working with the *ELLE* brand to create and elevate content, from video to photography, styling to opinion. We have partnered with six key Australian women influential to the *ELLE* reader, from writer Maggie Zhou, elevated thinker Flex Mami, and stylist and photographer Ally May Carey among others.

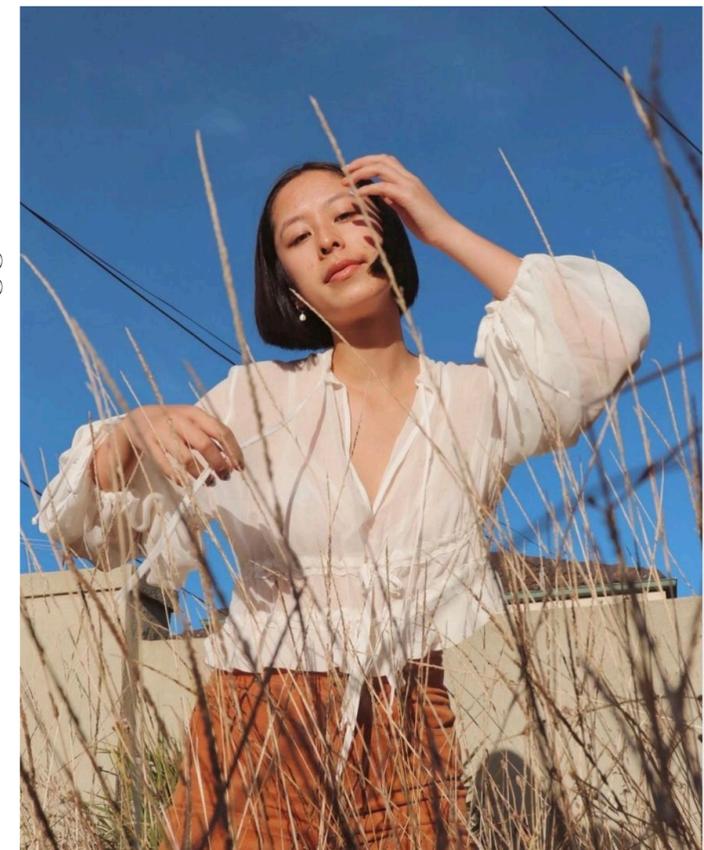
The *ELLE* Clique will be available for commercial shoots, social content and design, as well as contribute to *ELLE.com.au* regularly.

BPGC: Brand partner generated content.

Crowdsource content from our audience via our platforms. And share on-brand content to our followers post.



Flex Mami



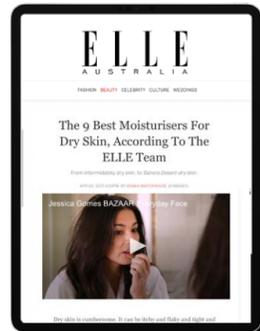
Maggie Zhou



Ally May Carey



# THE ELLE OFFERING



NATIVE

BONZAI



INSTAGRAM

VIDEO



TIK TOK

PINTEREST



DISPLAY

EDM



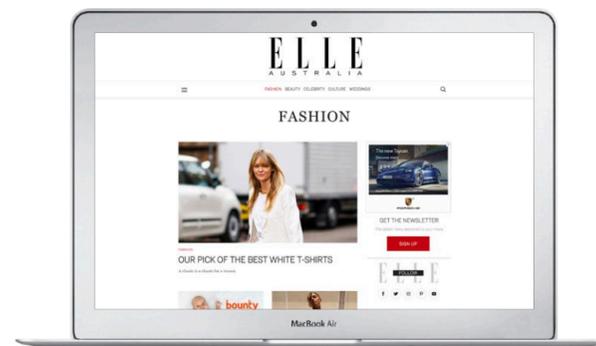
SOUND SOCIAL



INSTAGRAM 308,775

FACEBOOK 782,762

TWITTER 13,208



PAGE VIEWS 5,155,366

UNIQUE AUDIENCE 289,821

Source: Roy Morgan April 2021

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

## THE ELLE BEAUTY AWARDS

Using our *ELLE* Clique and Editor Melissa Mason's 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 Content Pillars

## How We'll Do It:

### 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. Here, the pillar will be brimming with not only specific and shoppable guides to both trend-based and evergreen fashion content, but news, celebrity style, Fashion Week coverage, street style and trend forecasting.

Staying true to *ELLE*'s ethos that fashion is for everyone, this pillar will commit to providing options not only suited to all body-types, styles, ethnicities and backgrounds, fashion will be a priority for *ELLE* digital with a drill-down focus on seasonal trends, key luxury label looks and shoppable edits.



### Beauty

An authoritative section in its own right, *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 any and all skin types, hair types, makeup levels and price points.

Leaning into Are Media's Beauty Voices network, *ELLE* will also be able to work with an extended team to produce a wealth of directional content.

### 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. Whether it's first-person pieces that make her feel understood to dating advice, Culture is about equipping the *ELLE* reader with the tools she needs to navigate her 20s and 30s, while making her feel part of a community of women finding their way.



### Love + Life

Our new vertical Love + Life focuses on dating, relationships, careers and family/friends. We know our *ELLE* readers lead vibrant lives and come to us for helpful, relatable content around pivotal life moments and bumps in the road. From regular columns to explainers on trends, life advice from power women to real stories that *ELLE* readers can relate to, Love + Life is like a Bible for getting through your 20s and 30s.

### Social

Given *ELLE*'s large and engaged social audience—across all platforms from Facebook (776k followers), to Instagram (309k followers) and Pinterest (10m+ monthly viewers) - utilising and growing that audience 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. We will focus on a curated Instagram grid that reflects *ELLE*'s values and builds trust and community - social altruism, social shopping, social sharing. This strategy will be supported by 3rd party outreach (friends of *ELLE*).



### SEO

Leveraging the company's in-house SEO team, *ELLE* will ensure our digital and social strategy has the most engagement the best SEO hygiene, allowing the title to dominate the Fashion, Beauty and Lifestyle rankings in Australia. Building into *ELLE*'s already formidable SEO depth in those sections, our focus will be both evergreen articles focusing on must-have basics, as well as short-term ranking for seasonal trends and up-and-coming styles.



# 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!



## By the numbers

**GENDER SPLIT:** 80% more likely to be female

**AVERAGE AGE:** 30

**AVERAGE HHI:** \$119k (+3% above the average population)

**EMPLOYMENT:** 66% are employed

**OCCUPATION:** 49% are professionals/managers or white collar workers

**DISCRETIONARY EXPENDITURE:** 36% are big spenders

**QUALITY OVER PRICE:** 72% agree that they believe quality is more important than price

**SPENDING HABITS PER MONTH:**

60% more likely to have bought women's wear in the last four weeks

63% more likely to have bought skincare in the last four weeks

2.1 x more likely to have purchased Cosmetics in the last month

2.02 x more likely to have purchased accessories in the last month

Source: DEC205 Roy Morgan Research

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# FAST FACTS

1 IN 4 are early adopters of trying a new health foods

2.34X more likely to be an early adopter of buying the latest fashions (21% of audience)

2.33X more likely to be trusted advisers to friends and family when buying fashion and looking good (32% of audience)

2.7X more likely to be trusted advisers to friends and family when buying skin care and beauty products (33% of audience)

40% agree it's important to look fashionable (skews 43% more likely)

6.9MIN Average time on the digital site - 6.9 minutes per week on the *ELLE* site, 2.4 Times the average on news sites

1 IN 5 Almost 1 in 5 enjoy Dancing/yoga/pilates on a regular basis, skewing 2.19x time more likely to regularly enjoy doing Pilates

22% regularly enjoy gym/weight training

## Contacts

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# The Fashion Network

Fashion and Beauty Opportunities with ELLE amplified across marie claire and WHO to tap into a highly engaged fashion and beauty driven audience.

*POWER STATS* cross platform total reach

1,294,000 monthly

## *THE AUDIENCE*

### *ELLE SPEAK OUT*

Spirited, sexy, energetic, *ELLE* fashion relates to the modern woman. Spirited and sexy, energetic and wearable, the *ELLE* fashion.

### *MARIE CLAIRE STAND OUT*

Aspirational, accessible luxury and affordable must haves. We share the trends that stand out.

### *WHO GO OUT*

The *Who* audience go out of their way to stay on trend and keep up with celebrity style. The ultimate shopper always looking fashion forward.

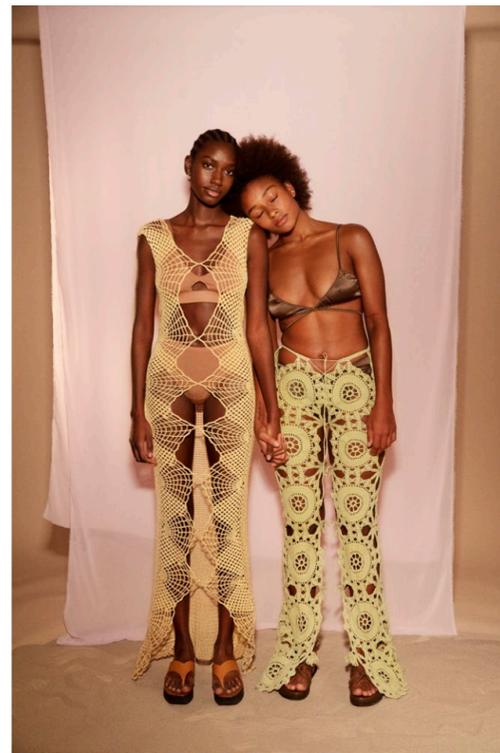
**ELLE marie claire Who**



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# EDITORIAL CALENDAR

	JAN / FEB	MAR	APR	MAY	JUN / JUL	AUG	SEP	OCT	NOV	DEC	
DIGITAL CONTENT THEMES	Golden Globes Paris Haute Couture Fashion Week Oscar nominations announced	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	AUTUMN/WINTER TRENDS NYFW Bridal (Apr 11-14) Screen Actors Guild Awards (4th) BAFTAs (11th) Oscars (25th)	BEAUTY MONTH 71st Annual Met Gala (May 6) Mercedes Benz Fashion Week Australia, Sydney Emmy Awards Mothers Day (9th)	LOCAL TRAVEL MONTH Cannes Film Festival CFDA Fashion Awards (Jun 3) Paris Haute Couture Fashion Week (Jul 1-5)	SELF CARE MONTH New Zealand Fashion Week MTV VMAs	WEDDING SEASON MONTH New York Fashion Week S/S London Fashion Week S/S Milan Fashion Week S/S Fathers Day Paris Fashion Week S/S (Sep 25 - Oct 3)	SUMMER PREP MONTH Spring Racing	SPRING / SUMMER TRENDS MONTH Spring Racing Carnival (Nov 2-9) Pre-Fall Market Shows	Christmas Gift Guide Boxing Day Sales New Years



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