



welcome to
ELLE
Brand overview 2025

ELLE is Australia's no. 1 Gen Z fashion & beauty brand

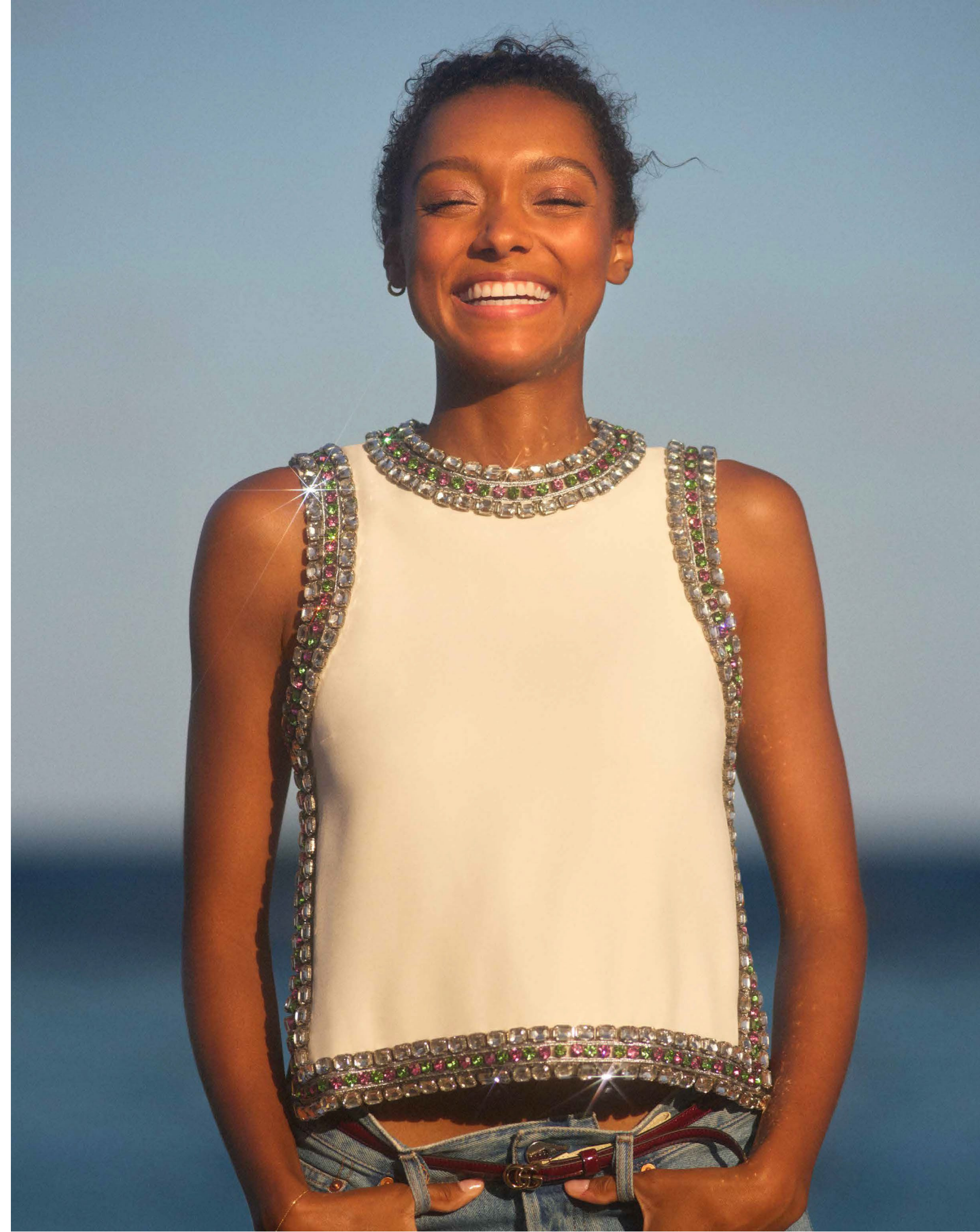
At a time of incredible evolution and positive change for women, ELLE finds its place at the centre of the cultural conversation.

From fashion to beauty, pop culture to politics, ELLE speaks to young, independent women with wit, energy and optimism. Leveraging our signature smart, savvy voice, ELLE blends editorial authority with relatable style and engagement.

Since 2020, ELLE Australia has been a digital-only property until last year when ELLE returned to print to become a true luxury omnichannel offering.

In 2025, ELLE will produce 4 issues, coming out in March, June, September and November.

ELLE
A U S T R A L I A





ELLE is for stylish, spirited 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 she?

You can always find ELLE at the centre of the cultural zeitgeist. From
fashion to beauty, pop culture to politics, ELLE speaks to young women
with wit, energy and optimism.

Leveraging its signature smart, savvy voice, ELLE blends editorial engagement
with style and knowledge. A true omnichannel brand, ELLE pushes boundaries
with ground-breaking content that speaks to an engaged community craving
the new, now and next.

ELLE
AUSTRALIA

From the editor

"For 80 years, ELLE's spirit, style and distinct point of view has remained unparalleled, making it the leading fashion brand for young women around the world.

As a 20-something, I became enamoured by ELLE Australia's youthful edits of trends, places and tastemakers. Its stories were intelligent and thought-provoking, and introduced me to trailblazers in film, music and art before they hit the zeitgeist. And its fashion pages deftly showed me how to mix utilitarian with glamour, and designer pieces with the high street. It was optimistic, energetic and brimming with personality.

Last year, ELLE Australia's print relaunch was the most exciting masthead revival of the year, and as its new editor, I'm honoured to lead this big, beautiful brand into the future.

Every day we're seeing more Gen Z and young millennials engage with ELLE via elle.com.au, our social media channels, videos and podcasts. The ELLE team and I look forward to working with you to align your brands with premium and contextual luxury content—and tap this highly engaged audience."

Jessica Bailey, ELLE Australia editor

ELLE
AUSTRALIA





The ELLE audience

Reaching

505K

Australians each month
(print not included)

with

1.5 million

Total touchpoints
(print not included)

AVERAGE AGE: 29 | AVERAGE HHI: \$127k

76% say they are “born to shop”

EARLY ADOPTERS

2.6x more than the average
are likely to be early
adopters of the latest
fashion

BIG SPENDERS

Spending \$3 billion on
fashion and
accessories in the past
12 months

TRUSTED ADVISORS

Friends come to them for
advice on fashion and
beauty

BIG SHOPPERS

82% have visited a
clothing store in the
last 3 months





She's a big spender

In the past year, the ELLE audience has spent:

\$788m on clothing

\$251m on footwear

\$214m on cosmetics,
skincare and fragrances

\$146m on homewares,
soft furnishings and décor

ELLE
AUSTRALIA

Meet the ELLE team



Jessica Bailey
Editor



Naomi Smith
Fashion Director



Sally Hurwick
Beauty Director



Nicky Briger
General Manager
of Luxury



Melanie Savvidis
Brand Manager



Jordan Boorman
Fashion Editor



Alexandra English
Features Editor



Angela Law
Digital Editor



Ruby Feneley
Senior Digital
Writer



Georgia Nelson
Social editor



Camille Peck
Creative Producer

Multiple Touchpoints

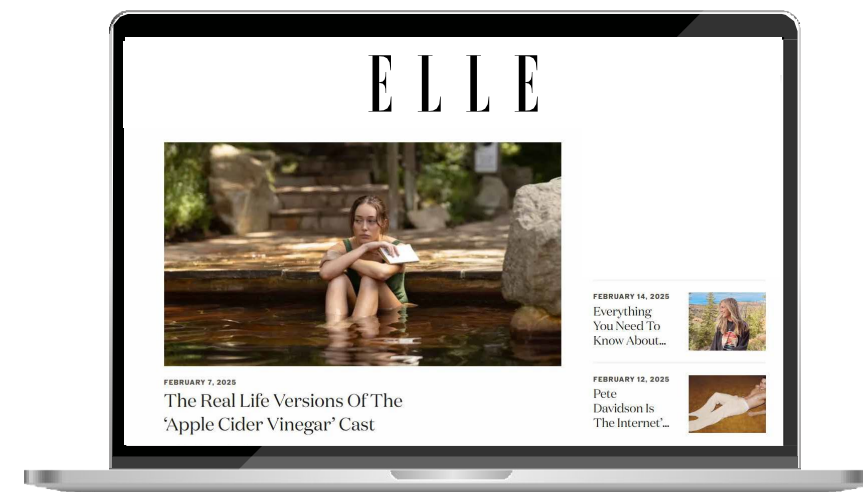
How we connect to our total audience of 1.5 million

Ex- Dotdash Meredith



PRINT ISSUES
4 X YEAR

DISTRIBUTION
ALL NATIONAL
NEWSAGENCIES
& SUPERMARKETS



PAGE VIEWS

505,000

UNIQUE AUDIENCE

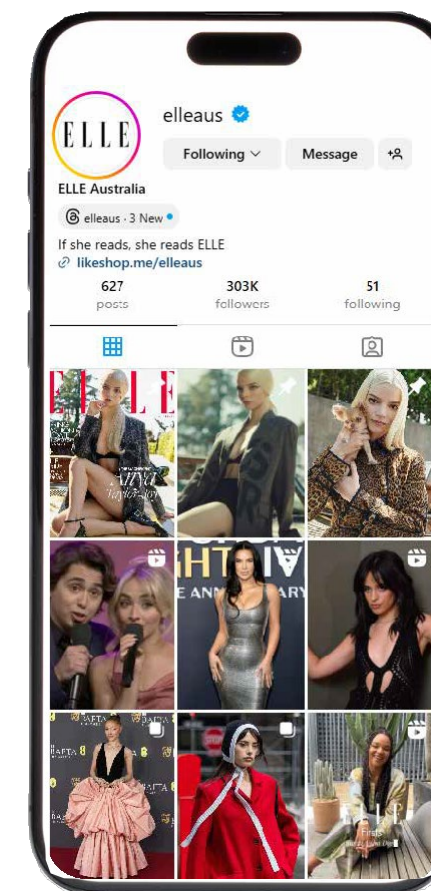
265,992



DDM DIGITAL
EXTENSION*

VIA Dotdash Meredith
Partnership

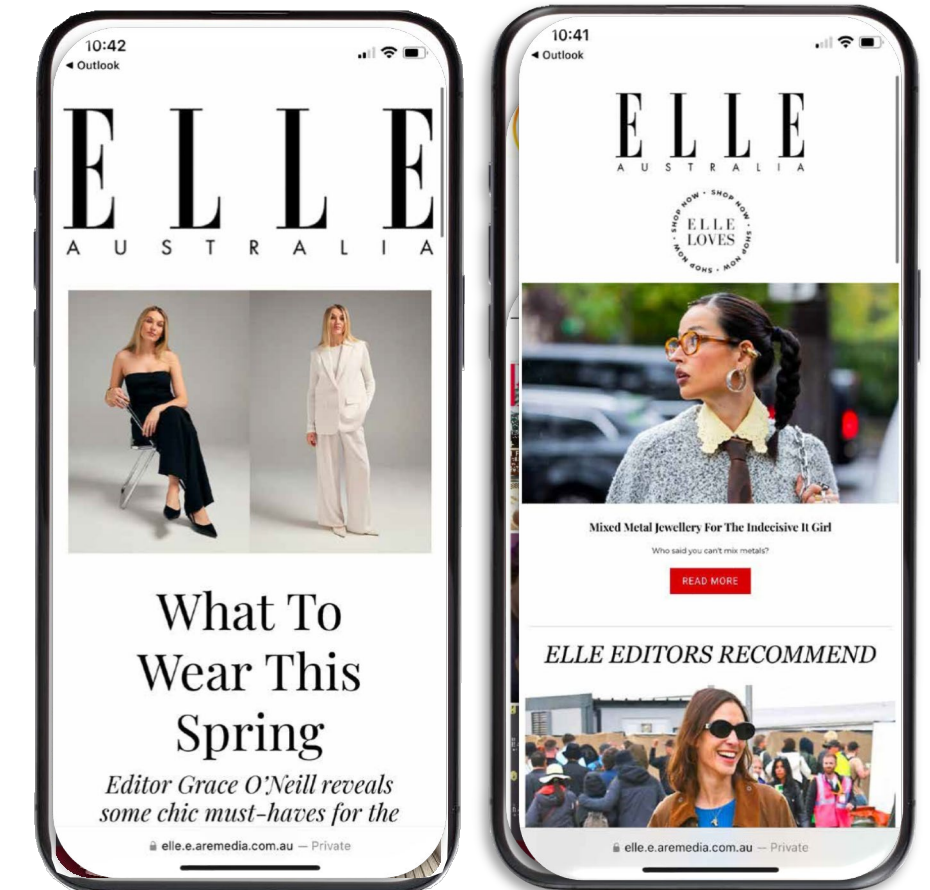
BYRDIE
BRIDES
SHAPE



INSTAGRAM
FOLLOWERS
302,402

FACEBOOK LIKES
753, 442

TIKTOK
119,476



SOLUS
SUBSCRIBERS
14,100

NEWSLETTER
SUBSCRIBERS
16,800

ELLE
AUSTRALIA



DRIVING INFLUENCE
IN FASHION AND
BEAUTY AT SCALE
via our

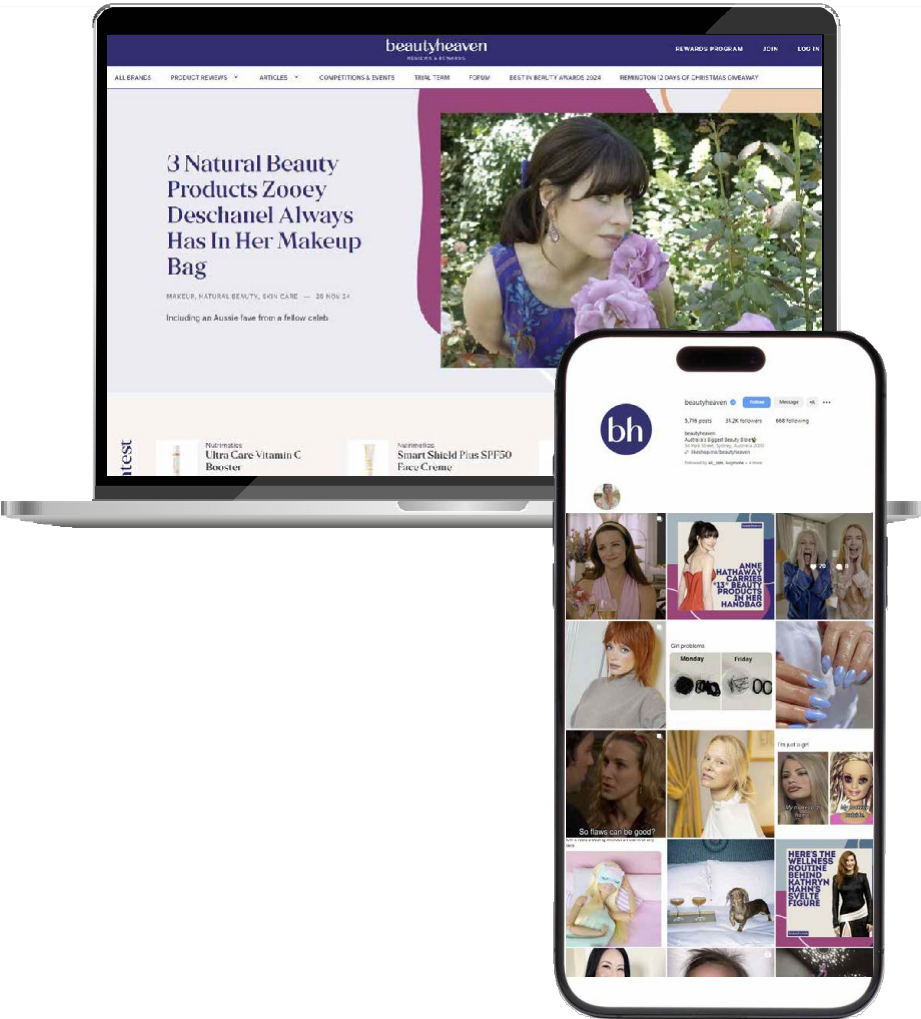
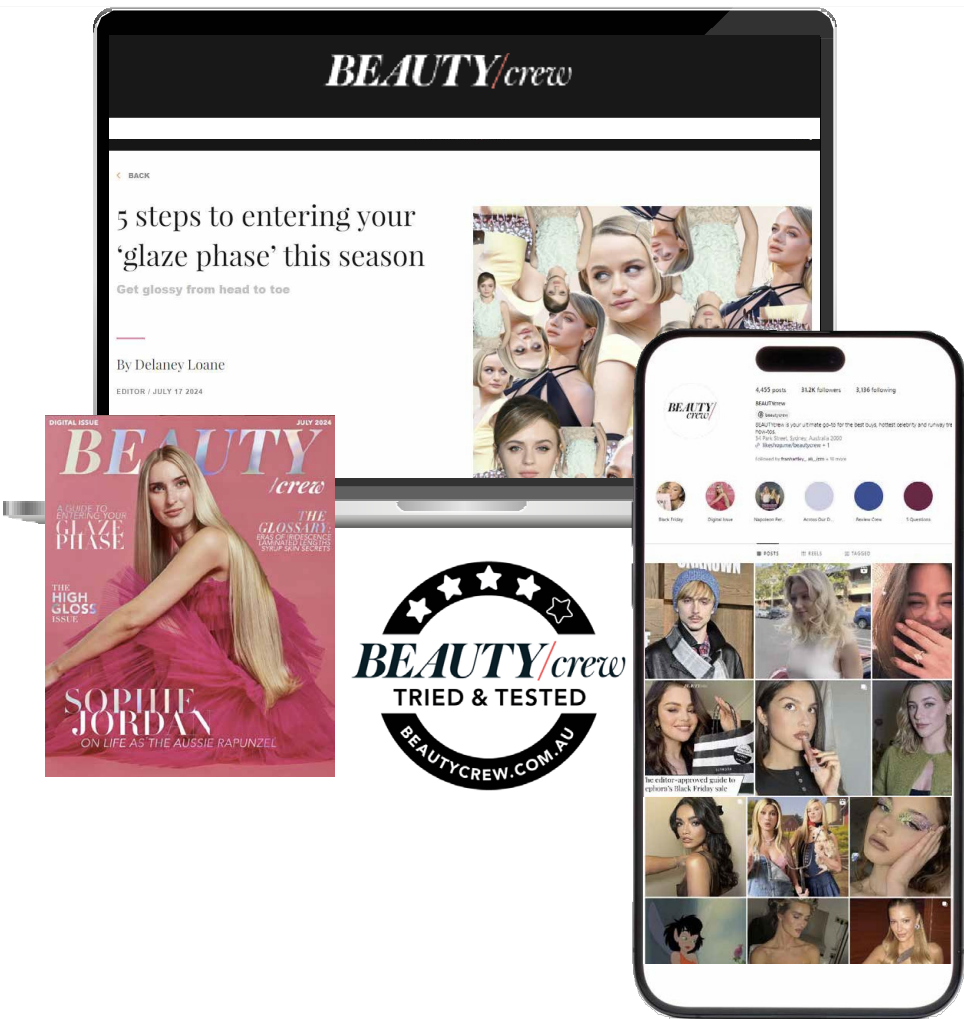
*Dotdash
Meredith
Partnership*

BYRDIE

BRIDES

SHAPE

Supported by a fashion & beauty network of
5 million touchpoints



ELLE

marie claire

Girlfriend

BEAUTY/crew/

beautyheaven

ELLE
AUSTRALIA

Editorial & content pillars



FASHION

At its heart, ELLE is a fashion masthead. Spearheaded by our Fashion Director, the inimitable Naomi Smith—and accompanied by its signature smart, savvy tone—ELLE's fashion content, both in print and online, uniquely captures new collections and trends. From first peeks at coveted pieces and witty commentary from international runways, to premium, shoppable editorials that tell a brand's story, ELLE sets the sartorial agenda for its engaged, and ever stylish, community of readers.



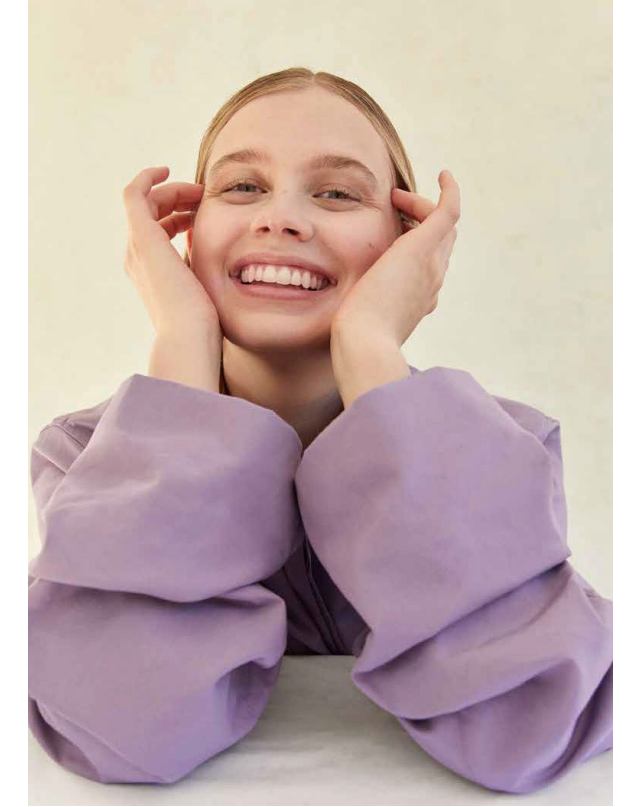
BEAUTY

ELLE's new direction in the beauty space will see content presented in ways adjacent to how Gen Z and young millennials interact with their favourite online creators; beauty routines coupled with 'story times', 'Get Ready With Me' edits, and red carpet coverage with exclusive commentary from the makeup artists and hair stylists who created them.



NEWS & CULTURE

ELLE's comprehensive news and culture pillar will cover the must-know films, books, music, television, podcasts, playlists, art, theatre and creatives. Since its inception, ELLE has been an incubator for tastemakers of style and substance and a key focus of this pillar will be emerging talent to know, see and follow.



READS

As digital natives return to analogue for a moment of tangible luxury, our print feature line up is curated with full-length deep dives on issues that matter. Think: zeitgeist opinion pieces, investigative reports and first-person essays from interesting authors and high-profile personalities. Our mantra is "If she reads, she reads ELLE", after all.

Editorial & content pillars



WELLNESS

Based on research and expert opinion, ELLE's health, fitness and wellness content aims to enhance both the physical and mental wellbeing of our audience via intelligent and informed stories. This year, we welcome a new wellness podcast to our stable of content offerings.



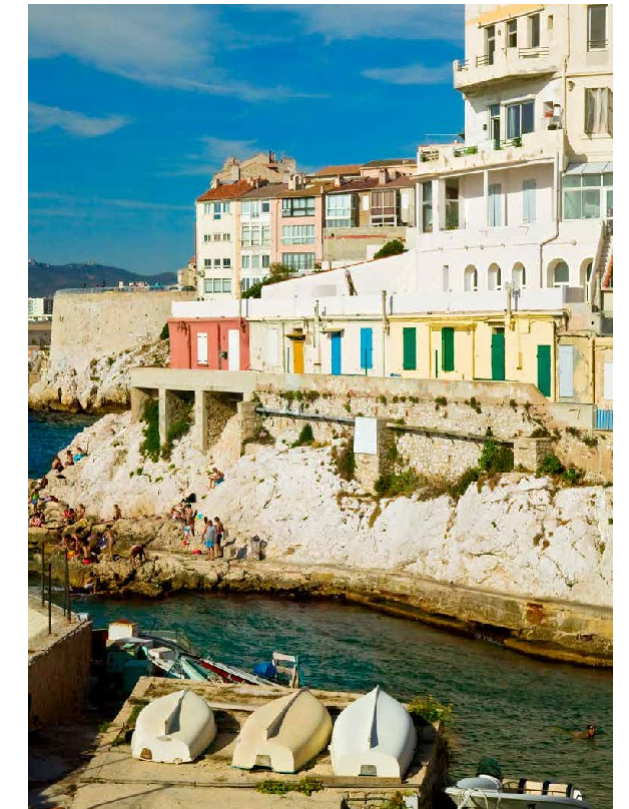
LIFESTYLE

At ELLE, we know our readers' wardrobes and their beauty shelves aren't the only ways to express their style. Their homes and how they fill them, where they dine and wine, what they read, the gifts they give, the tech they use, the car they drive and where they go on holidays. A stylish extension of the up-front shopping pages, this pillar is rich in style, bright ideas and includes visits to it girl homes.



BRIDES

ELLE Brides showcases modern bridal style through the lens of real cool-girl weddings. It's the ultimate guide for brides seeking statement pieces and fashion-forward gowns to guests looking to strike the perfect balance between elegant and eye-catching. With its blend of high fashion and affordable finds, ELLE Brides offers expert curation for every budget alongside insider tips on honeymoon destinations.



TRAVEL

Our audience are yearning to discover more of the world. As such, well-researched, beautifully presented travel features in our print issues open our readers' minds to different countries, cultures and experiences. This year, ele.com.au will introduce a travel vertical: a one-stop shop for travel recommendations from editors and it girls in trending cities.

A woman with curly hair is sitting in the driver's seat of a vintage car. She is wearing a strapless dress with a brown bodice and a skirt with red, white, and light blue sections. She is also wearing a chunky gold chain necklace. The car is parked on a grassy area near a beach, with the ocean and waves visible in the background. The word 'ELLE' is written in large white letters across the middle of the image, with 'AUSTRALIA' written in smaller white letters below it.

ELLE

A U S T R A L I A

Advertising opportunities

Driving intention through connection

Signature properties

ELLE NEXT GEN AWARDS

THE NEXT GEN AWARDS

To celebrate the new guard of Australian talent, ELLE will partner with aligned brands to launch the NEXT GEN AWARDS. We bring you the new frontier of Australian creatives, specially selected by the ELLE team for their bright, bold and brave ideas. From actors, musicians and writers, to artists, image makers, thought leaders and filmmakers, consider our next gen stars the future icons of Australian culture.



#ELLENSPRES

be you, only better

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.



INSTORE EVENTS

From large-scale fashion and beauty activations to more intimate workshops, instore events focus on engaging consumers with immersive brand experiences, expertly hosted by ELLE editors.

ELLE INTERNATIONAL BEAUTY AWARDS

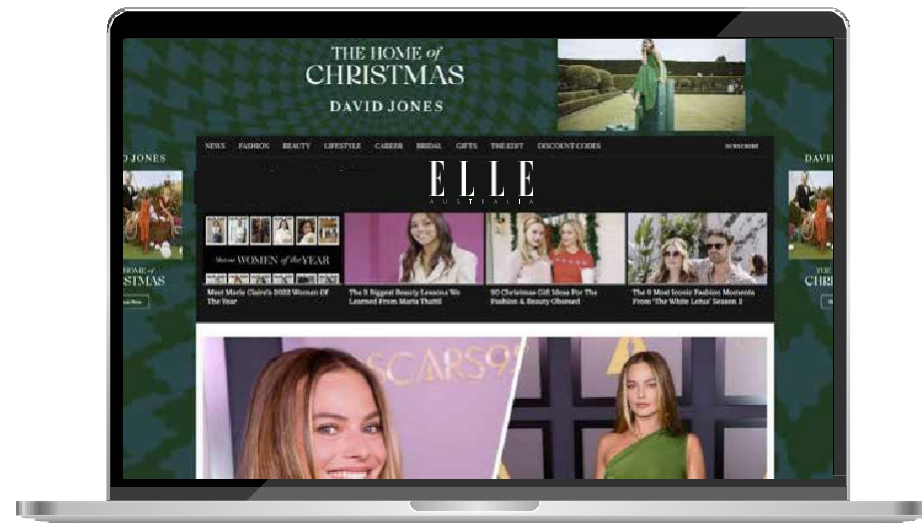
THE ELLE BEAUTY AWARDS

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.

ELLE
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Sponsorships

Own an environment with your brand



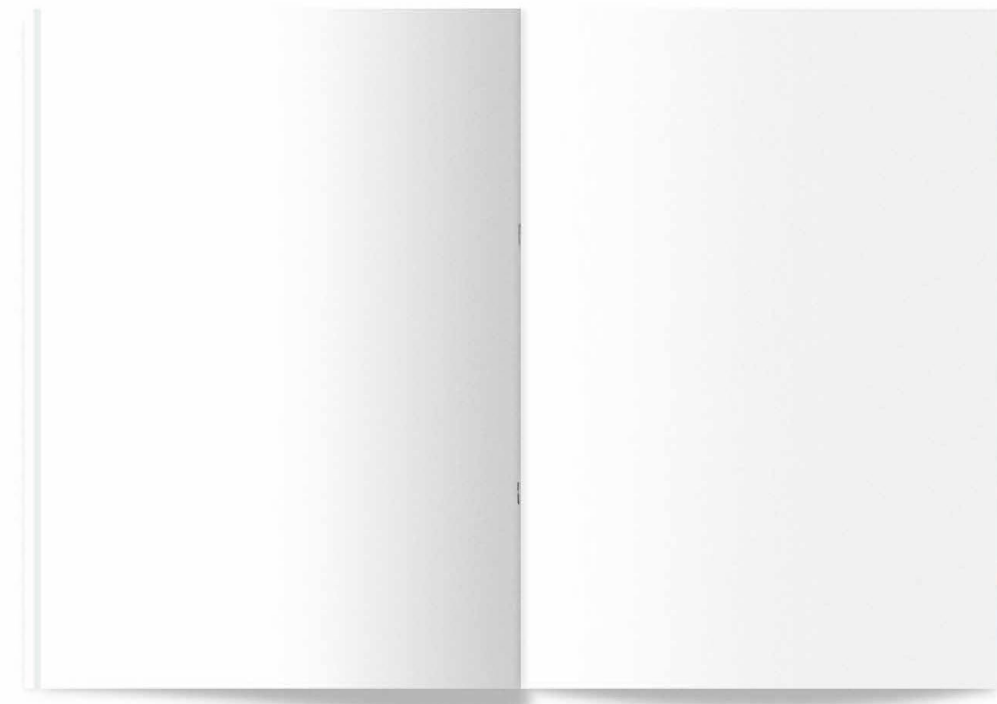
HIGH IMPACT SPONSORSHIPS

Drive awareness and create impact by owning an environment aligned to your brand. Home page and section sponsorships available, with audience targeting options.



SOLUS EDM

With 100% share of voice, share your brand's story to an engaged audience who have signed up for communications from the masthead. Perfect for new product offers or competitions.



SPONSORED SHOOTS

With 100% share of voice, we assemble the perfect creative team to shoot your collection or new launch. From single to multiple pages, all our content also lives online and social.



DIGITAL COVERS

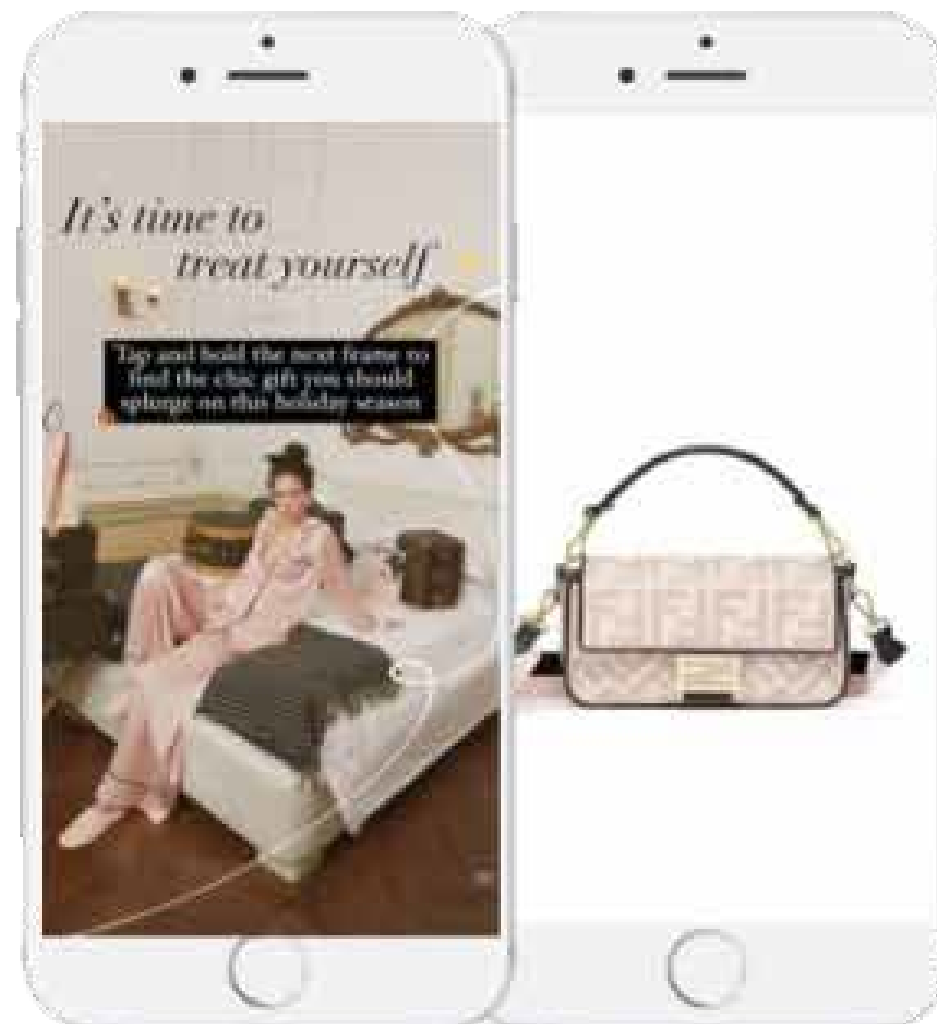
With 100% share of voice, share your brand's story to an engaged audience who have signed up for communications from the masthead. Perfect for new product offers or competitions.

ELLE
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Sponsored social executions



**CUSTOM-CREATED
VIDEO**



LUXURY LAUNCHES



EDITOR SELECTS



"THE PIECE"



**CAROUSEL
POSTS**

Supercharged social



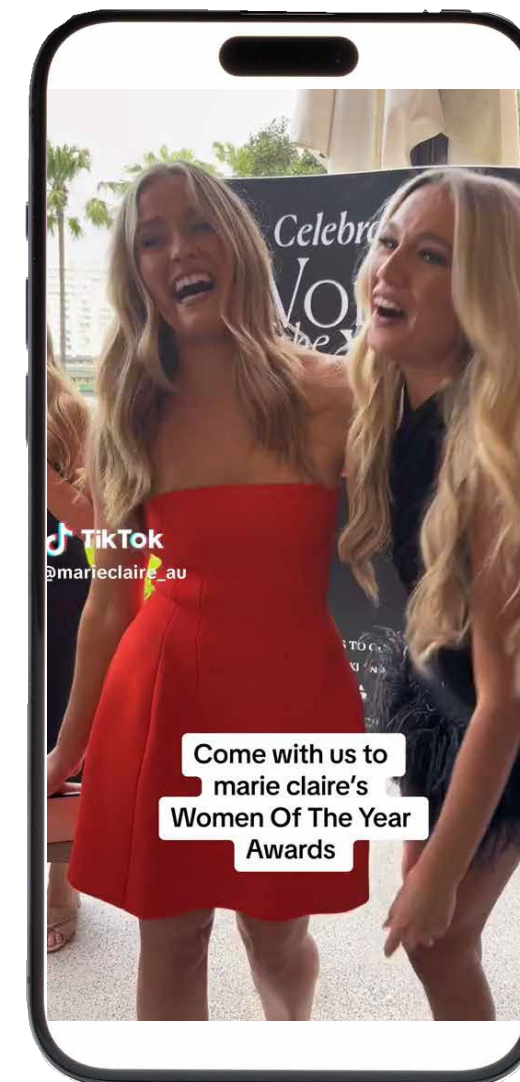
**STYLING
MASTERCLASS**



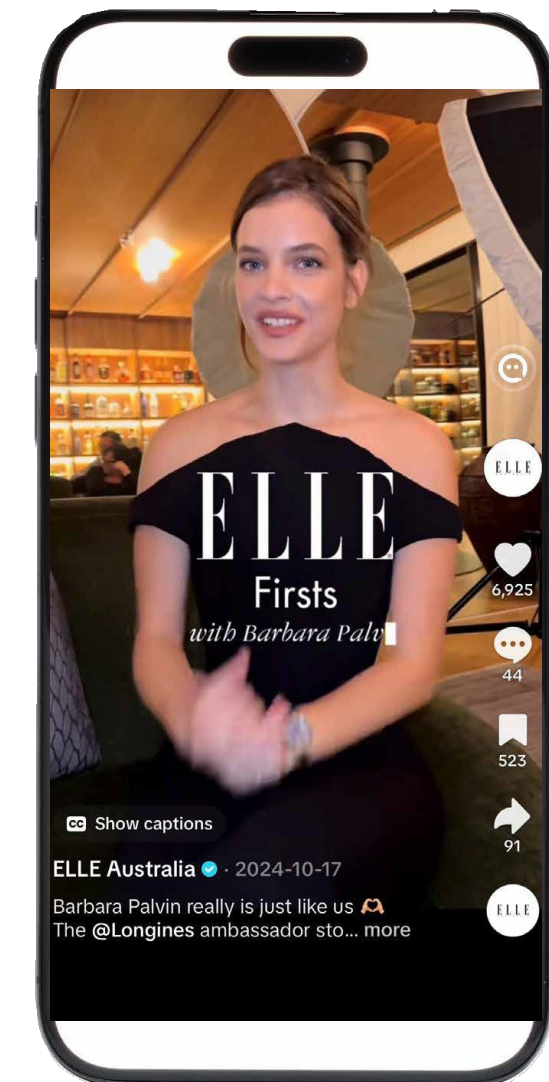
1 PIECE, 3 WAYS



TRIED & TESTED

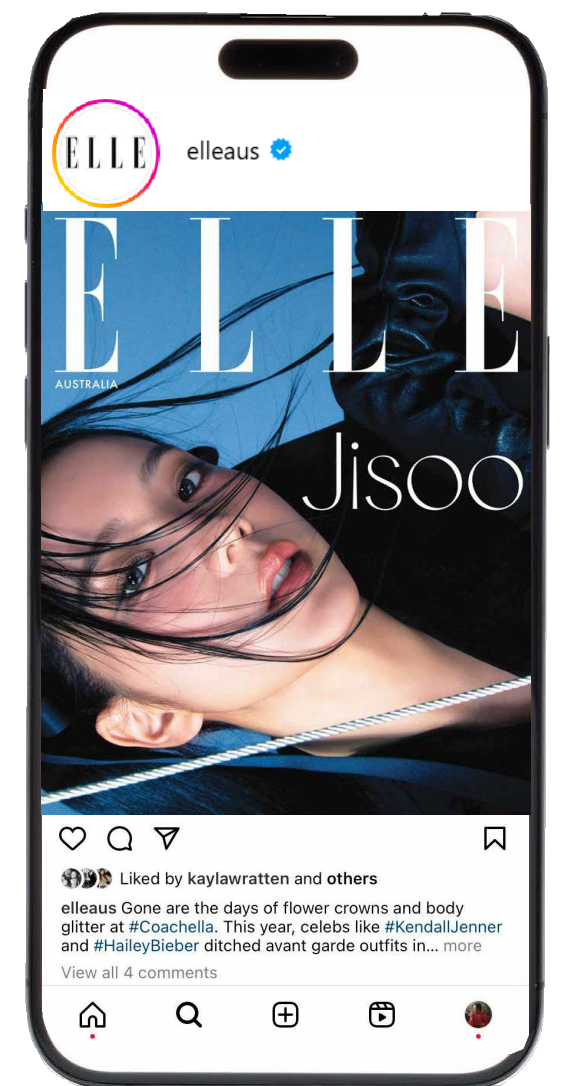


EVENT RECAPS



ELLE FIRSTS

Syndicated content & covers



ELLE will leverage its global network
to secure A-list sponsored covers & shoots

ELLE
A U S T R A L I A

A luxury brand with the power of ecomm

\$1.5m

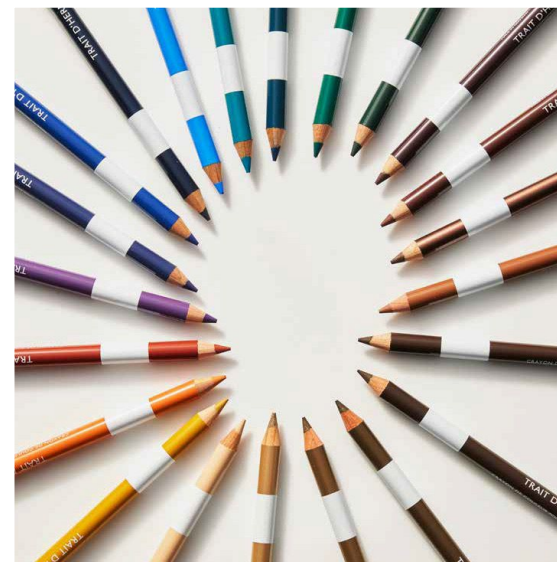
Worth of total sales
driven to affiliate
partners through our
sites last year

1m

Total monthly
reach across
website, social
and email

+223%

Increase YoY in
product clicks
driven to affiliate
partners



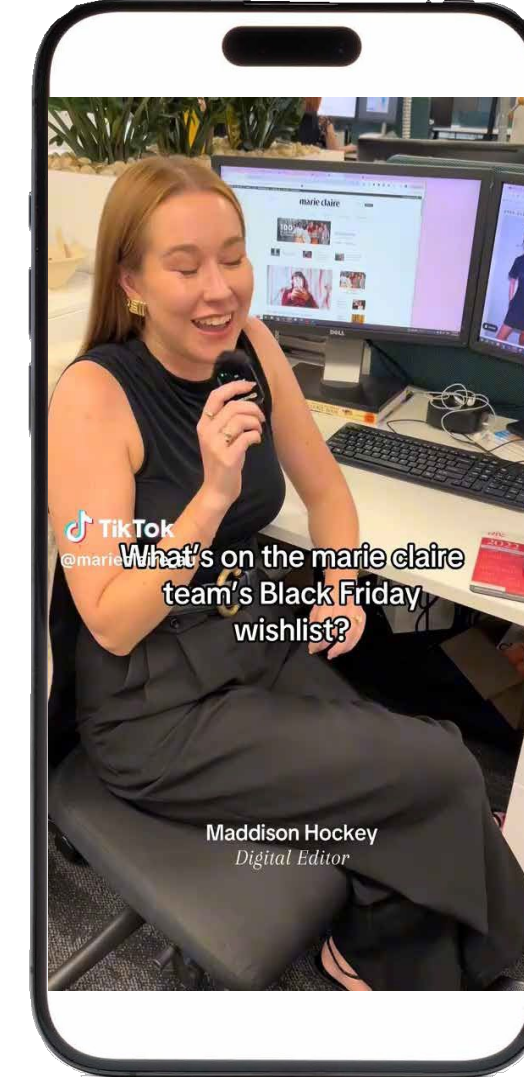
Formats built to drive shopping



**SOLUS EDMS AND
EDITORIAL NEWSLETTERS**



SHOPPABLE SOCIAL



**FIRST PERSON REVIEWS
WITH AFFILIATE LINKS**



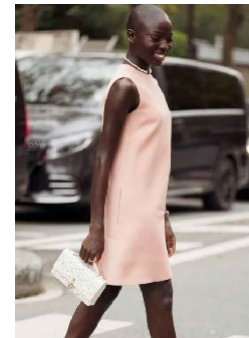
Editorial calendar

january



- DIGITAL ONLY:**
- New Year: wellness/fitness content
 - Golden Globes
 - Travel focus (Jan 2 to 16): Girls' Guide To... 48 Hours In...
 - Wedding content

february



- DIGITAL ONLY:**
- Grammys
 - MAFS starts
 - Apple, Cider Vinegar launches (early digital release of Alycia cover to capitalise on show's success)
 - AW Fashion Week (Milan, Paris, NY, London)

march



- ISSUE NO. 1:**
- One-year Anniversary Issue
 - New-season fashion; 3 sponsored shoots
 - International ELLE Beauty Awards
 - Cover: Alycia Debham Carey (Dior sponsorship)
 - Digital only: Oscars
 - Podcast: Two Blue Lines - ELLE's new fertility series

april



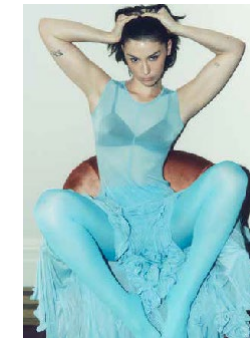
- DIGITAL ONLY:**
- Australian Fashion Week
 - Continue roll-out of print content

may



- DIGITAL ONLY:**
- Met gala!
 - Continue roll-out of print content
 - Winter travel
 - Winter fashion
 - ELLE brides

june



- ISSUE NO. 2:**
- Women in Music Issue
 - Portfolio of the best in music
 - Print content roll-out online, including cover
 - Event: ELLE Inspires

july



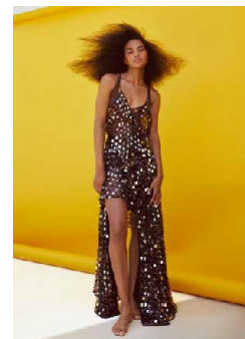
- DIGITAL ONLY:**
- Amazon Prime Day
 - Continue print roll-out online
 - ELLE Brides
 - ELLE Travel: best spa special/ guide

august



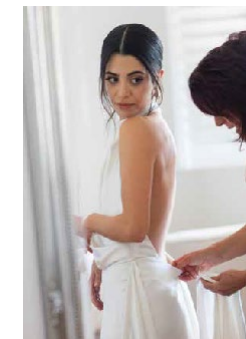
- DIGITAL ONLY:**
- Logies
 - WIN a trip to Qualia/ The Sundays
 - Big Week of Beauty (skincare focus)

september



- ISSUE NO. 3:**
- The Next Gen Awards
 - Meet the future stars of film, art, fashion, beauty and music
 - Digital:
 - Fashion Week: NY, London, Milan
 - The Emmys
 - Spring fashion shopping drive online
 - Event: The Next Gen Awards

october



- DIGITAL ONLY:**
- Print content still rolling out
 - Fashion Week: Paris
 - Halloween
 - Spring Brides

november



- ISSUE NO. 4:**
- The Dress up Issue
 - Formal/ event dressing special
 - Makeup special
 - Season fashion
 - Cover/ issue roll-out
 - Black Friday Sales drive

december



- DIGITAL ONLY:**
- Continue roll out of print content
 - Xmas gift guide
 - Advert calendars
 - Boxing Day sales

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