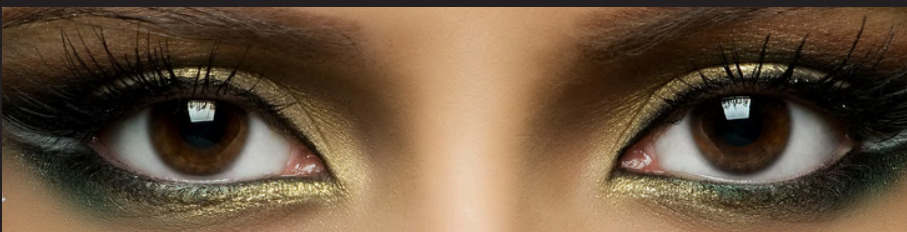
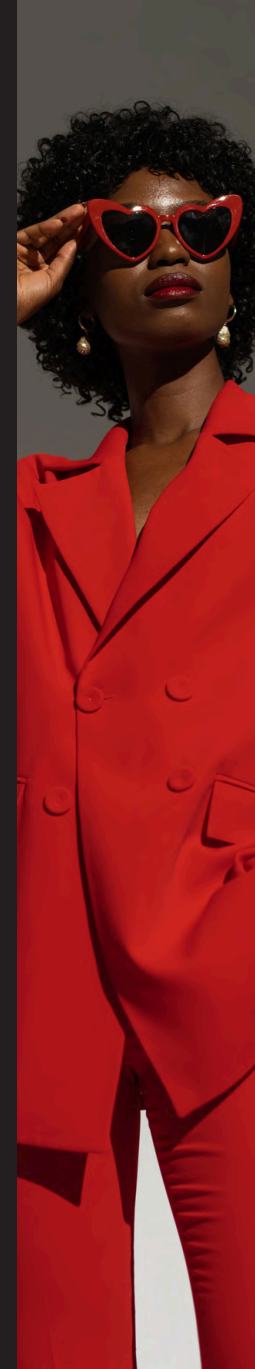


ELLE

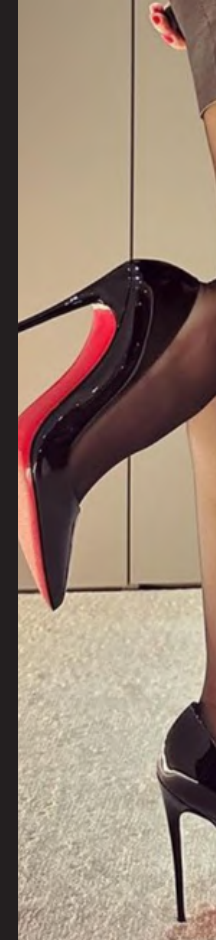
THE **WORLD'S N°1** WOMEN'S MEDIA BRAND



ICONIC



SINGULAR



POWERFUL

MEDIA KIT 2025 - SWITZERLAND - ELLE.ch



FASHION



LIFESTYLE



BEAUTY

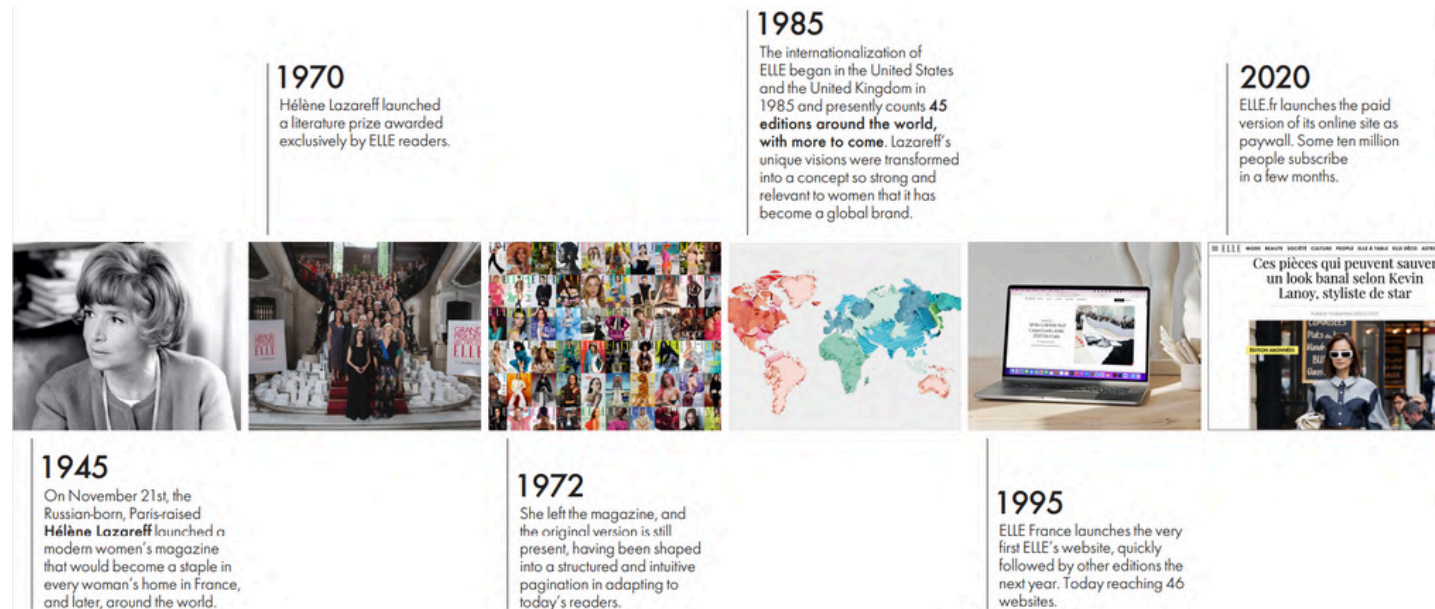
CULTURE



ELLE

THE WORLD'S NUMBER ONE WOMEN'S MEDIA BRAND

Every week, **ELLE** resonates to all women in every aspect of their lives, reaching more than **10.8 million people*** with an iconic magazine and powerful websites. ELLE explores, decodes and empowers women to respond and spread positive energy in its magazine, on its website, in every moment with its social communities and throughout the year with its events. It's also an international brand, with **45 editions** in different language **around the world**.



POSITIVE

OPTIMIST

SPIRITUAL

INDEPENDENT

PASSIONATE

RELEVANT

CURIOUS

SPONTANEOUS

INTIMATE

ELLE
S U I S S E



ELLE Switzerland offers its readers inspiring themes to guide them in their daily lives. Fashion, beauty, gastronomy, culture, lifestyle, getaways, a wealth of good tips and new addresses to discover. The editorial team is committed to highlighting the treasures of Switzerland with the unique tone of ELLE and in keeping in line with its DNA. ELLE Switzerland celebrates committed and daring women with an interview in each issue.

**ELLE
SWISS
COMMITTED
INSPIRING
DARING**

TELL YOUR STORY WITH ELLE...

Every brand has a unique story to tell. Our creative team is on hand to imagine and illustrate your brand identity, but one that also captivates our readers. Your stories become theirs, creating an emotional engagement that goes beyond traditional advertising. Our mission: to bring your brand, services or products to life and interact with your audience.



ELLE IN SWITZERLAND

Digital, Data

Swiss IP on ELLE.ch and ELLE.fr
1 million page views per month
Reach **392'000** unique per month
Social Media ELLE Switzerland : **26'600** followers



CLOTHING & FASHION



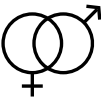
CELEBRITIES



BEAUTY



HOME & DECO



73.4% Women
26.6% Men



23% desktop
75% mobile
2% tablet



9% 18 – 24 years
51% 25 – 45 years
40% 45 years and more



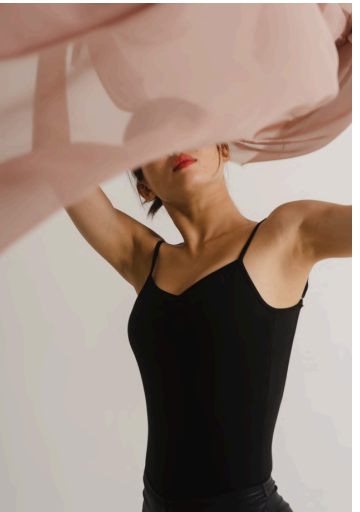
56% > CHF 8'000.-
34% CHF 4'000.- à CHF 8'000.-
10% < CHF 4'000.-

MAIN AFFINITIES

TRAVEL



ART, CULTURE
LITTERATURE



GASTRONOMY



HEALTH & NUTRITION

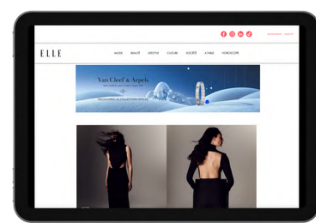


THE ELLE UNIVERSE IN SWITZERLAND

360°



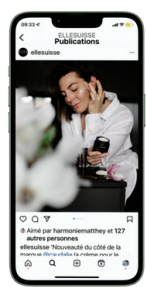
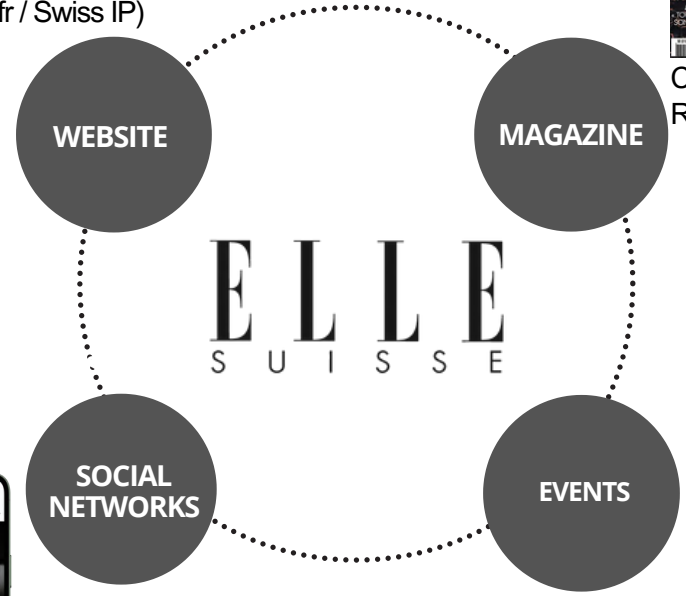
ELLE
S U I S S E



1 million impressions / month
(ELLE.ch, .fr / Swiss IP)



Circulation Suisse Romande : 15'000 ex
Readers in Switzerland : 23'000



26'600 Followers
Facebook / Instagram / TikTok @ellesuisse.ch



Les Rencontres du ELLE
2 times per year in a prestigious setting



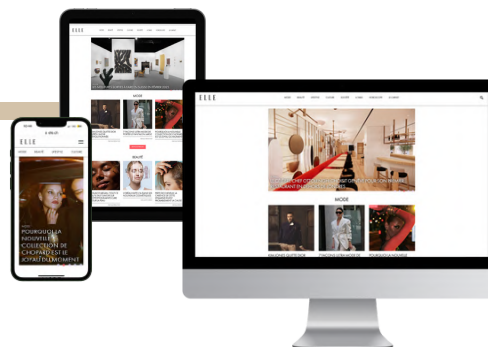


DIGITAL OFFER

DATA, FORMATS, RATES

DISPLAY PRICES

ELLE
S U I S S E



Standard Formats

Formats	CPM/RoS*-RoN*	CPM/100% SoS*
Wideboard (Multi Device)	CHF 70.-	CHF 108.-
Halfpage (Desktop)	CHF 90.-	CHF 115.-
Rectangle (Multi Device)	CHF 65.-	CHF 95.-
Rectangle in articles (Multi Device)	CHF 85.-	CHF 110.-
Masthead (Multi Device)	CHF 95.-	CHF 120.-

Impacting Formats

Formats	CPM/RoS*-RoN*	CPM/100% SoS*
Skin (Desktop)	Price/day : CHF 390.-	
Superhero (Desktop)	CHF 110.-	CHF 130.-
Superhero XL (Desktop)	CHF 120.-	CHF 140.-
Masthead Sticky (Mobile)	CHF 100.-	CHF 120.-
Interstitial	-	CHF 150.-

Brand Week 100% SOS Desktop

Home Page + Categories Pages

Option 1 : Superhero XL + Wideboard or Rectangle

Option 2 : Skin + Wideboard ou Rectangle

Articles Pages

Option 1 : Masthead + Wideboard or Rectangle in articles

Option 2 : Superhero XL + Rectangle in article

Brand Week 100% Mobile

Home Page + Categories Pages

Interstitial + Masthead + Wideboard or Rectangle

Articles Pages

Interstitial + Masthead + Rectangle in article or wideboard

Prices for 100% SOV (Share of Voice) full site available upon request.

*100% SOS-SOV (Share of Screen) :

The ads occupy 100% of the visible screen space at a given moment, without sharing it with other ads.

(Share of voice) : No advertisement from another advertiser will be visible on the website page after scrolling; the advertiser has exclusive ownership of the page.

*ROS (Run of Site) :

The ads are displayed across all pages of the site, without specific targeting in terms of categories or content. Ad placements are distributed either randomly or optimized based on the objective.

*RON (Run of Network) :

The ads are displayed across the Elle.ch and Elle.fr websites exclusively for Swiss IPs, without targeting a specific site. This format allows for the utilization of all available inventory within the network.

DISPLAY DESKTOP & MOBILE STANDARD

ELLE
S U I S S E

WIDEBOARD

Placement : Home page, pages categories

Positioning : Between the page sections

Possibilities : ROS / RON or SOS only on Elle.ch

DESKTOP
970 X 250 PX
MAX. 150 KB

MOBILE
320 X 100 PX
MAX. 150 KB

FORMATS
HTML 5, 3RD PARTY TAG,
JPEG, PNG, GIF



DESKTOP
300 X 250 PX
MAX. 150 KB

MOBILE
300 X 250 PX
MAX. 150 KB

FORMATS
HTML 5, 3RD PARTY TAG,
JPEG, PNG, GIF

RECTANGLE

Placement : Home page, pages categories

Positioning : Between the page sections

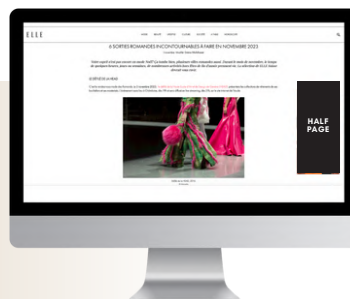
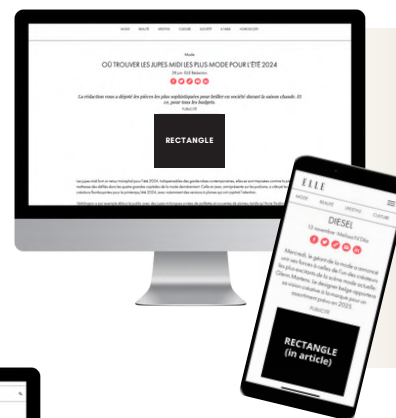
Possibilities : ROS / SOS only on Elle.ch

RECTANGLE IN ARTICLE

Placement : In the article pages

Positioning : Between the paragraphs

Possibilities : ROS / RON or SOS only on Elle.ch



HALFPAGE

Placement : Category pages, article pages

Positioning : On the right side of the page

Possibilities : ROS / SOS only on Elle.ch

DESKTOP
300 X 600 PX
MAX. 150 KB

FORMATS
HTML 5, 3RD PARTY TAG,
JPEG, PNG, GIF



DESKTOP
970 X 250 PX
MAX. 150 KB

MOBILE
320 X 100 PX
MAX. 150 KB

FORMATS
HTML 5, 3RD PARTY TAG,
JPEG, PNG, GIF

MASTHEAD

Placement : Home page, category pages, article pages

Positioning : Top of the page, below the menu

Possibilities : ROS / SOS only on Elle.ch

RON only the masthead and in sticky

DISPLAY DESKTOP & MOBILE IMPACTING

ELLE
S U I S S E

SKIN

Placement : Home page, category pages

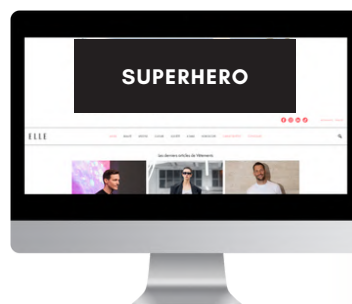
Positioning : Website frame

Possibilities : ROS / SOS only on Elle.ch

THE SKIN DISAPPEARS ON SCREEN SIZES BELOW 1024 PX.



DESKTOP
1800 X 1000 PX
MAX. 150 KB



SUPERHERO
1360 X 230 PX
MAX. 150 KB

SUPERHERO XL
1360 X 450 PX
MAX. 150 KB

SUPERHERO & SUPERHERO XL

Placement : Home page, category pages, article pages

Positioning : Top of the page, above the menu

Possibilities : ROS / SOS only on Elle.ch

MOBILE
320 X 100 PX
MAX. 150 KB



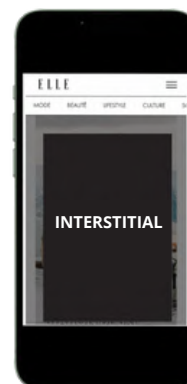
MASTHEAD STICKY

Placement : Home page, category pages, article pages

Positioning : Top of the page, below the menu

Possibilities : ROS / RON or SOS only on Elle.ch

Option : The sticky cannot be activated simultaneously with the interstitial.



MOBILE
320 X 480 PX
MAX. 150 KB

INTERSTITIAL

Placement : Home page, category pages, article pages

Positioning : Appears as a pop up on a page

Possibilities : ROS / SOS only on Elle.ch

DELIVERIES & GENERAL GUIDELINES



Campaigns can never start on a Friday or a Monday.

The delivery of assets must be sent on a separate email to ensure proper identification to **thevenode@elle.ch**.

This email must include :

• the IO number • the campaign name • the campaign dates • the campaign URL(s) (or associated tracking links)

The assets must be named according to their size, e.g. : 300x250_message1, 970x250_message1...

A maximum of 3 messages can be in rotation.

Delivery deadlines: Assets must be delivered at least 5 business days before the online launch, and 7 business days for complex formats or those requiring specific programming.

Any late delivery or submission within an unreasonable timeframe won't be eligible for compensation in case of programming errors or delays in campaign activation.

Advertising files can be delivered in the following formats: JPEG, PNG, GIF, HTML5, 3RD PARTY, and must not exceed 150 KB.

HTML5

Each visual must be sent as a .zip folder : • The HTML file must be located at the root of the .zip folder

• The HTML file must include a clickTag following the instructions below: **[ClickTag Instructions for HTML Google Ad Supports.](#)**

3RD PARTY

Accepted formats: JavaScript, Iframe, HTML5 via a third-party script

3rd party script compatible (Adform, Sizmek, etc.)

Call method: HTTPS URL required (Google requires SSL and blocks non-secure resources) - Click-tracking enabled.

The timely launch of a campaign is only guaranteed if the delivery deadlines are met.

The advertiser is responsible for the proper functioning of the advertising materials.

A campaign may be rejected if it does not meet the specifications.

Advertising in the erotic domain requires prior clarification and may be rejected by the publisher.

Advertising materials are tested on the most common devices, screen resolutions, and browsers.

Certain settings or individual configurations may cause discrepancies in the display of advertising materials.

MOBILE & DESKTOP PAID POST

WRITING WITH ELLE.CH

Our copywriters work with you to write your story, your brand, your products, to create interest and engage with our readers.



Products Advertorial



Advertorial

	CONTENT	DURATION	CPM RON
FORMATS*			
PRODUCTS ADVERTORIAL (Teaser home page inclus)	Texts + photos	1 month	CHF 2800
ADVERTORIAL (Teaser home page inclus)		2 month	CHF 4300
Rewrites or creation by us			CHF 800

These formats bear the mention "Sponsored", we reserve the right to rephrase the text in accordance with our guidelines



SOCIAL - COMMUNITY

25'600 FOLLOWERS

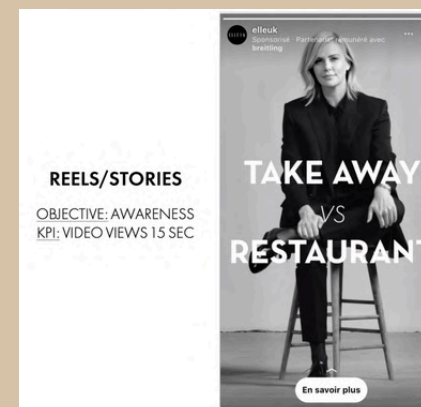
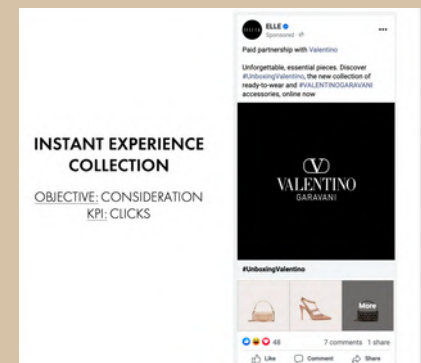
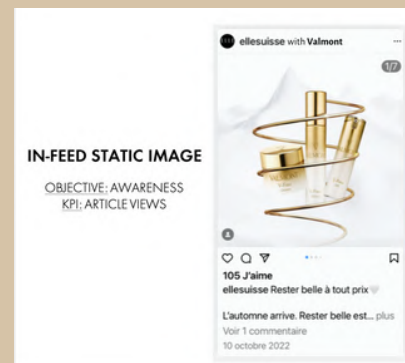
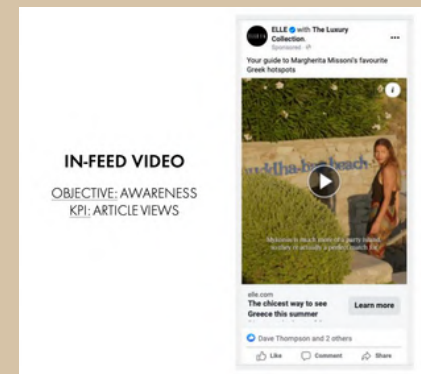
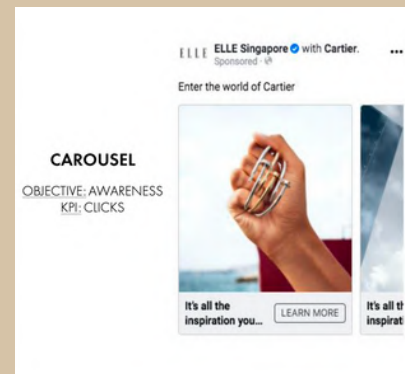
INTERACT WITH ELLE SWITZERLAND
FACEBOOK / INSTAGRAM / TIKTOK

We bring you traffic and engagement
by promoting your brand or product
to our community through sponsored
digital content.

INSTAGRAM / FACEBOOK	FORMATS	DURATION	RATES*
1 FEED POST	Photo/ Vidéo	4 weeks	CHF 900
1 REEL POST	Vidéo	4 weeks	CHF 2500
1 CAROUSEL POST	Photos / Vidéos	4 weeks	CHF 1500
1 PACK 3 STORY	Photos / Vidéos	TBC	CHF 1900

* The rate will be adjusted based on desired performance and guarantees. Assets provided by the advertiser. Contents are specifically tailored for the corresponding partner content (text/CTA, image, video)

ELLE
S U I S S E



SOCIAL – INFLUENCER

COLLABORATE WITH ELLE SWITZERLAND

Promote your product or brand to our community.

We work with recognized, high-quality influencers to promote your brand or product in Switzerland.
Rates upon request.

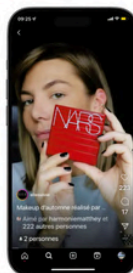
Post on our feed



real / post on both feeds



Stories ELLE Switzerland



Collaborative stories



EVENTS WITH ELLE

BECOME AN EVENT PARTNER

ELLE Switzerland brings together readers, partners and business leaders from the region for events organized twice a year in prestigious settings in Geneva and in Lausanne.

Under the guidance of editor-in-chief, Anne-Marie Philippe, three women of influence from different backgrounds come together to talk about their career paths, their ambitions and their lives.

Our events are intimate and exclusive (around a hundred guests). Our aim is to bring together active, dynamic women to exchange, share and create synergies.

Become a partner and benefit from visibility on our print magazine, on our social networks before and after the event, and on our invitations. The partner can set up a banner, roll-up or any other communication of their choice* on the day of the event.

Price of partnership: CHF 6,000 excluding VAT

Price of partnership with video broadcast on social networks and on our website www.elle.ch : CHF 10'000.-HT

*subject to management approval



CO-MARKETING

THE SYNERGY BETWEEN MEDIA AND NON-MEDIA

To create value for our partners through a global approach and an adapted response to create diverse concepts that can be customized according to local needs.

Co-branding supports an ELLE.CH, DE, FR media campaign targeting Swiss IPs.

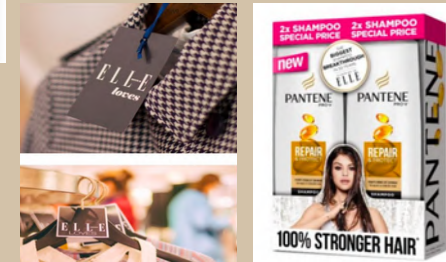
RATES ON REQUEST.

REMONTE by ELLE Launch in 2023

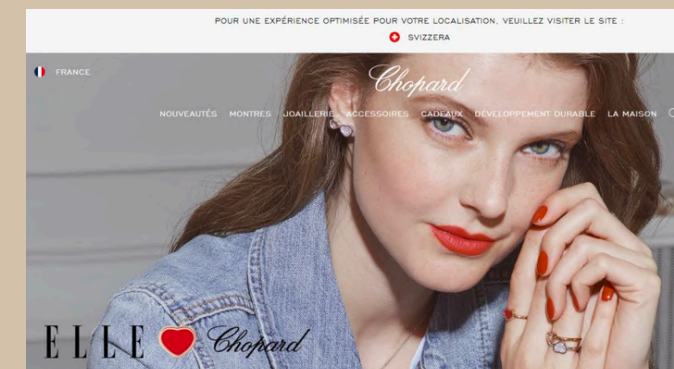
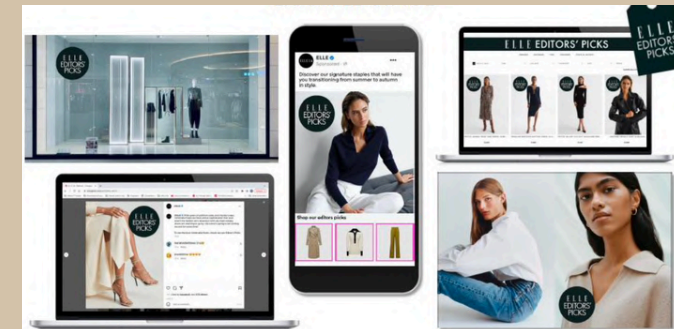


« MARQUE ELLE AJOUTÉE
PACKAGING EXISTANT »

« ELLE LOVES »
« ELLE PICS »
« ELLE FAVORITE »



ELLE x CITROËN Sept 2022



3 REASONS TO CHOOSE ELLE

N°1 AMONG WOMEN

For over 75 years, ELLE has been a singular and unique voice carried around the world. "Seriousness in frivolity, irony in seriousness", as Hélène Lazareff put it when she founded her magazine. A transgenerational brand that speaks to all women.

BEAUTY, LIFESTYLE, SWISS

Elle is a brand rooted in society, with a feminine eye on the world of today and tomorrow, on fashion, beauty and lifestyle. Our journalists reveal their favorites addresses in French-speaking Switzerland and beyond.

PRINT, DIGITAL, EVENTS

Elle is a skilful blend of optimism and commitment, of the sharp and the accessible, which is expressed every day through different channels: to read and go through the magazine, on its website and social networks, or to meet at events.



SWISS TEAM

ELLE
S U I S S E

MANAGEMENT & EDITORIAL

ANNE-MARIE PHILIPPE

Editor-in-chief
ampe@elle.ch

ALEXANDRE FOUCAULT

Artistic director
foucault@elle.ch

ALEXANDRE PRIOR

Director of operations
prior@elle.ch

MELISSA N'DILA

SEO manager
ndila@elle.ch

ADMIRE ACIFI

Editor
acifi@elle.ch

ADVERTISING & MARKETING

JEROME OLIVA

Sales director
oliva@elle.ch

MARLENE THEVENOD

Digital sales manager
thevenod@elle.ch

ANNA MEILLET

Promotion & development manager
meillet@elle.ch

OFFICE

AA EDITIONS SARL

Rue du Simplon 3 D
1006 Lausanne
redaction@elle.ch
Tél. : +41 (0) 21 616 06 26 / + 41 (0) 21 601 50 39

