

DIGITAL

P O R T F O L I O



SUMMARY

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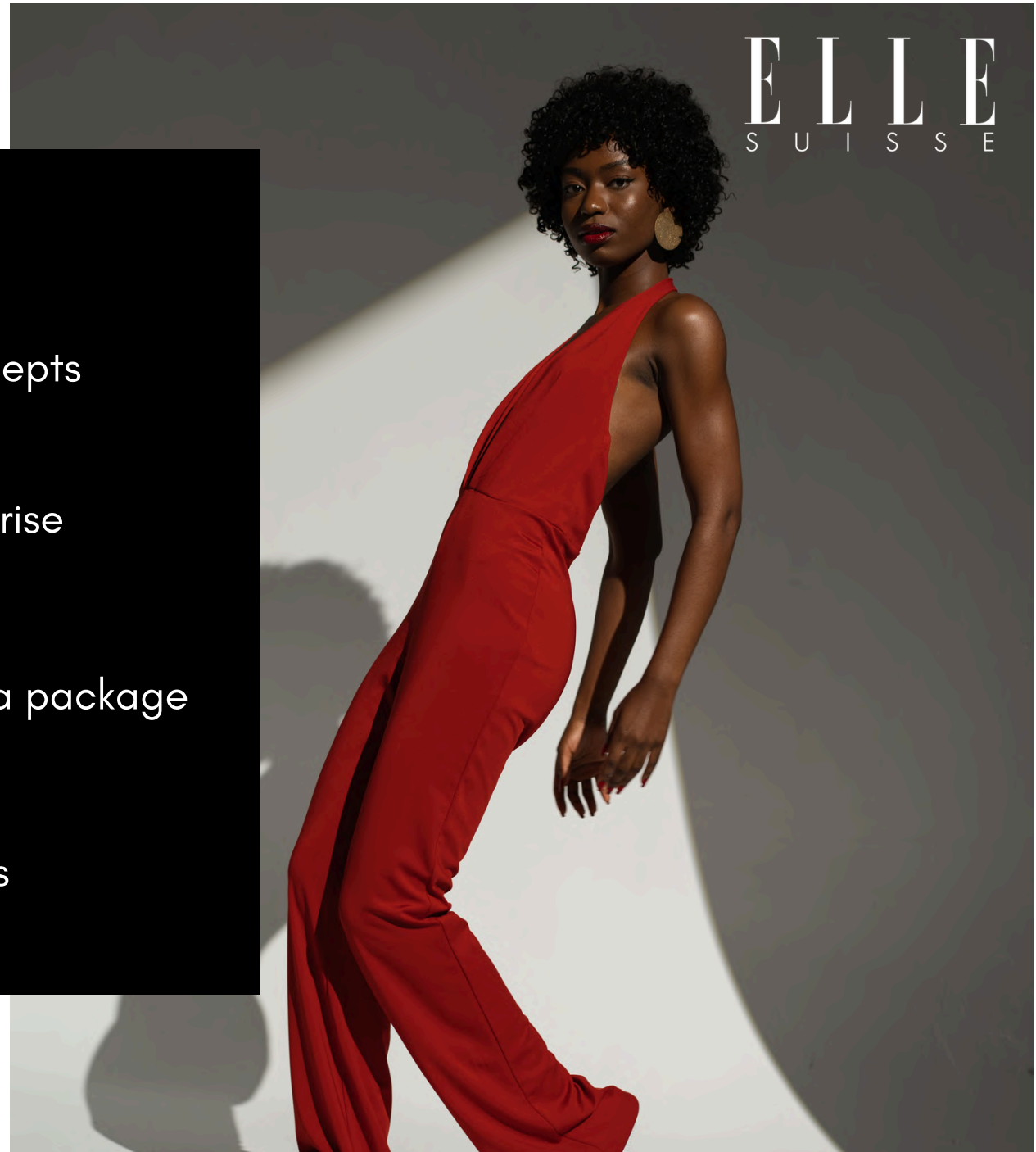
A media on the rise

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Editorial & social media package

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They trusted us





OUR DIGITAL CONCEPTS

At ELLE Switzerland, we offer **tailor-made communication experiences** developed to combine visibility, storytelling, and marketing performance. Whether through **a sponsored article, banner ads** on our website [elle.ch](https://www.elle.ch), **an Instagram story, a Reel video**, or **a targeted Meta dark post**. Each format is crafted to highlight your brand's universe while respecting the ELLE's DNA.

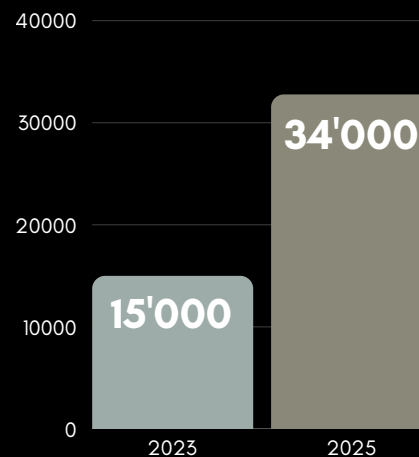
Our goal ? To create high-value content that captivates our **engaged audience** while meeting the objectives of our partner brands: **awareness, engagement, or conversion**. Thanks to the synergy of our editorial tone and the strength of our digital channels, we build **authentic, modern, and effective campaigns**.



A MEDIA ON THE RISE

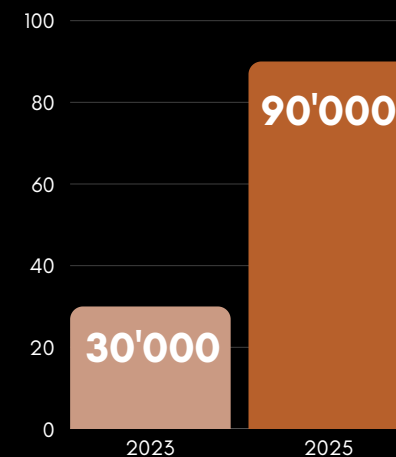
Social Media
Audience

+ 127 %



Elle.ch website
Page views

+ 200 %



A full-page photograph featuring three models standing in a coastal landscape. The central model is a woman with long dark hair, wearing a large, bright orange blazer over a white t-shirt. To her left is a woman with dark hair in a bun, wearing a black blazer. To her right is a woman with dark hair in braids, wearing a large, light-colored (off-white or cream) blazer over a light blue t-shirt. The background shows a calm body of water, distant hills, and a clear sky. The text 'OUR PACKAGES' and 'EDITORIAL / SOCIAL MEDIA / DISPLAY' is overlaid in white on the left side of the image.

OUR PACKAGES

EDITORIAL / SOCIAL MEDIA / DISPLAY

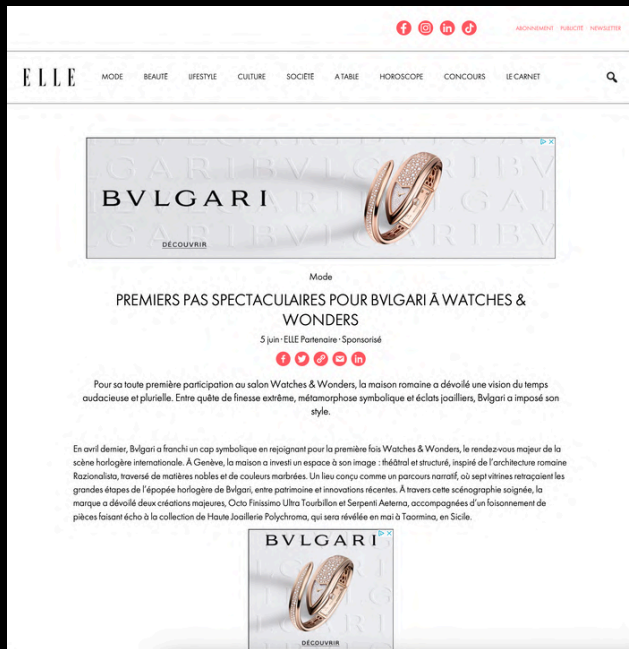
PACKAGE "ARTICLE FRAMING/SOCIAL"

Advertorial with banners / Meta Social Campaign

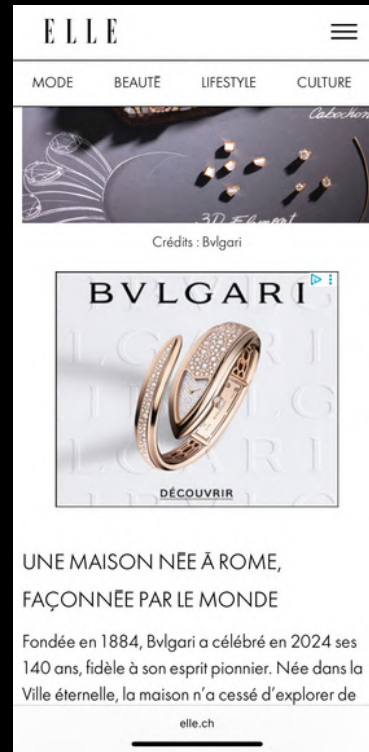
Bulgari Campaign Example

Starting from CHF 5,000 (excl. VAT)

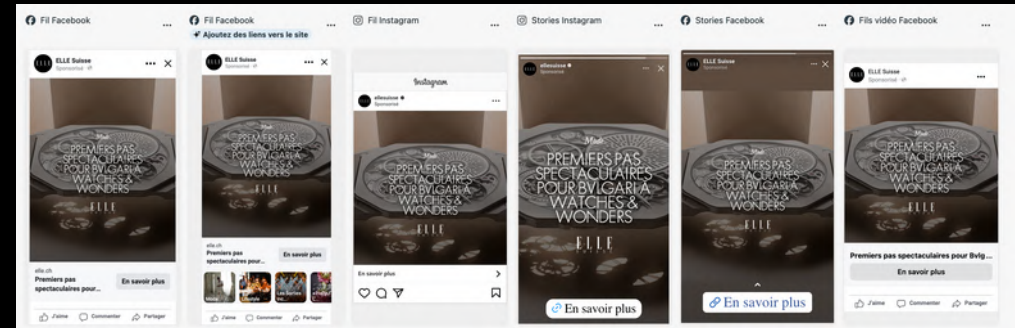
Advertorial with banners



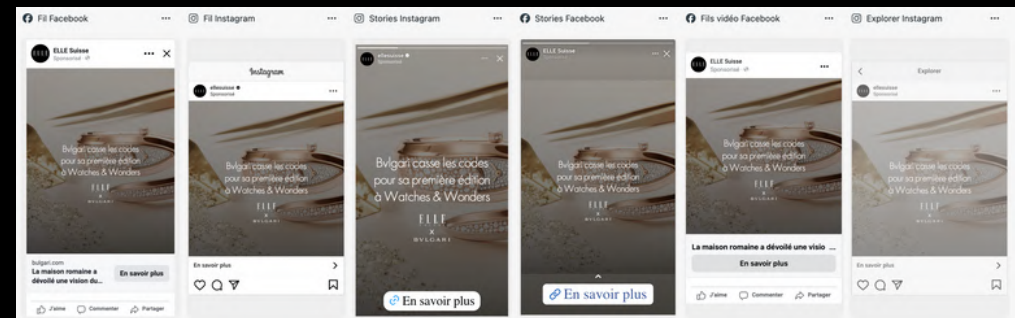
Advertorial with banners



Visibility Optimization with Meta « Traffic »*



Visibility Optimization with Meta « Promo »**



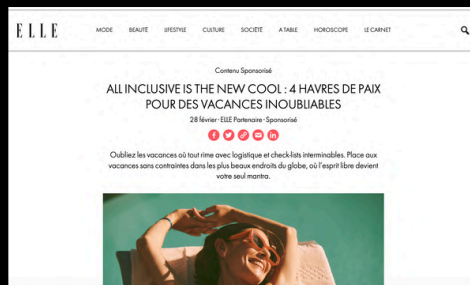
PACKAGE “EDITORIAL-SOCIAL”

Advertorial / Display / Story / Meta Social Campaign

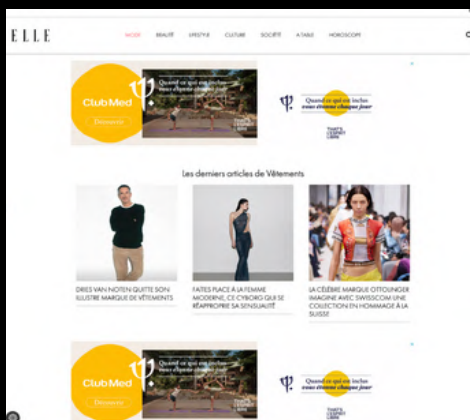
Club Med Campaign Example

Starting from CHF 6,000 (excl. VAT)

Advertorial



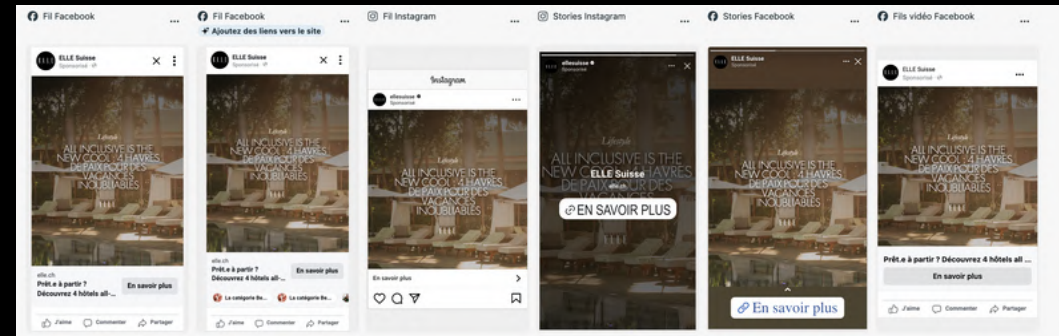
Display – Banners



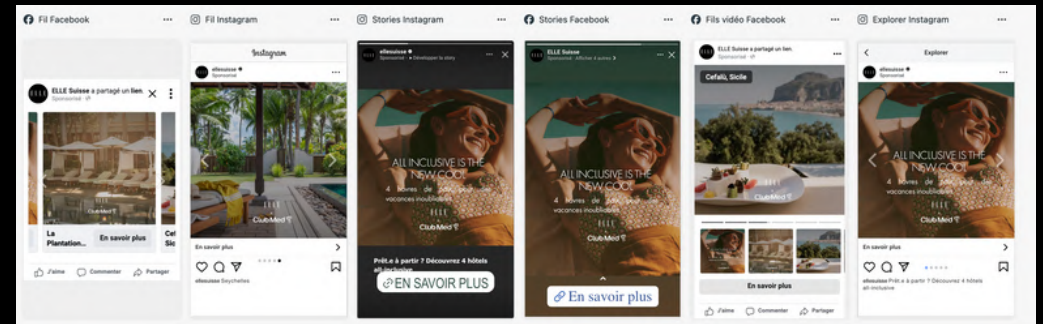
Insta Story + FB



Visibility Optimization with Meta « Traffic »



Visibility Optimization with Meta « Promo »**



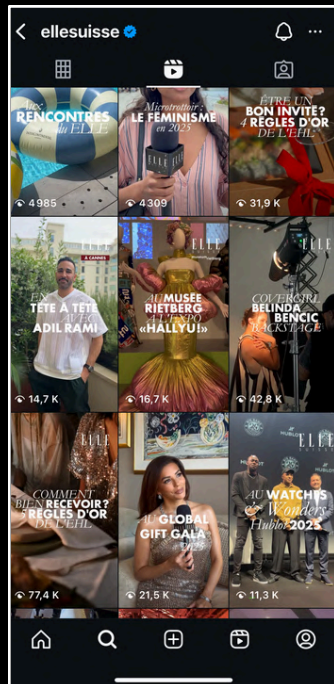
PACKAGE “VIDEO- EDITORIAL-SOCIAL”

Reel Social Media / Advertorial / Meta Social Campaign

Rietberg Museum Campaign Example

Starting from CHF 7,000 (excl. VAT)

[View our page](#)



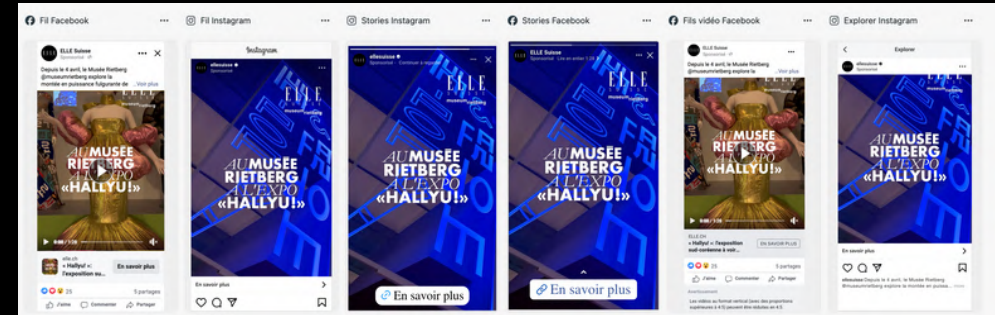
[View the reel](#)



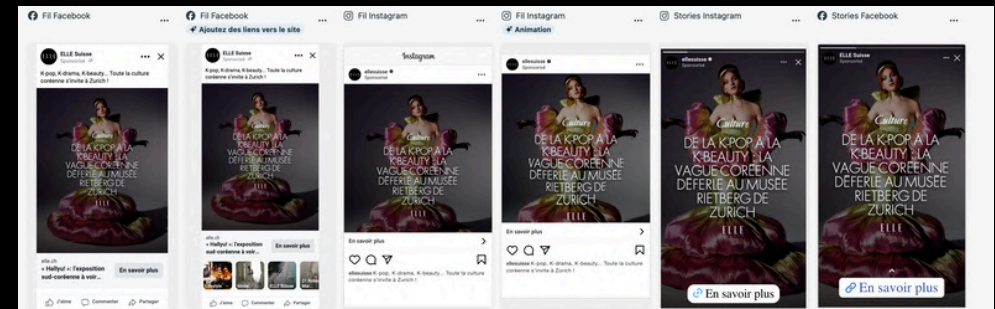
[Advertorial](#)



Visibility Optimization with Meta « Traffic » Reel



Visibility Optimization with Meta « Traffic » Advertorial



*Reel posted on Instagram, Facebook, TikTok + highlighted in Stories

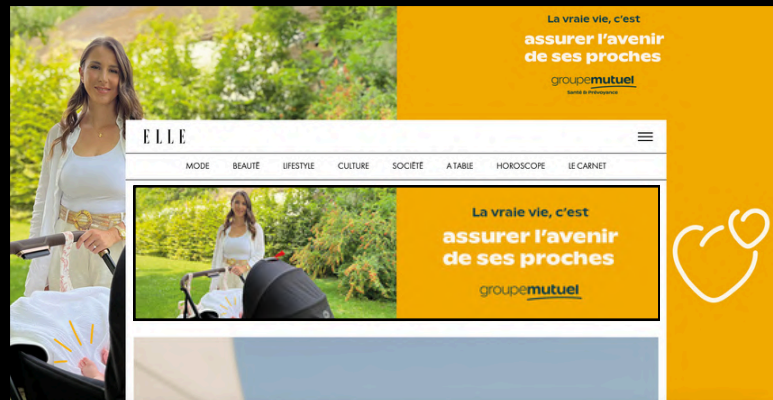
PACKAGE "TAKE OVER"

Skin / Banners / Advertorial with banners / Meta Social Campaign

Groupe Mutuel Campaign Example

Starting from CHF 7,000 (excl. VAT)

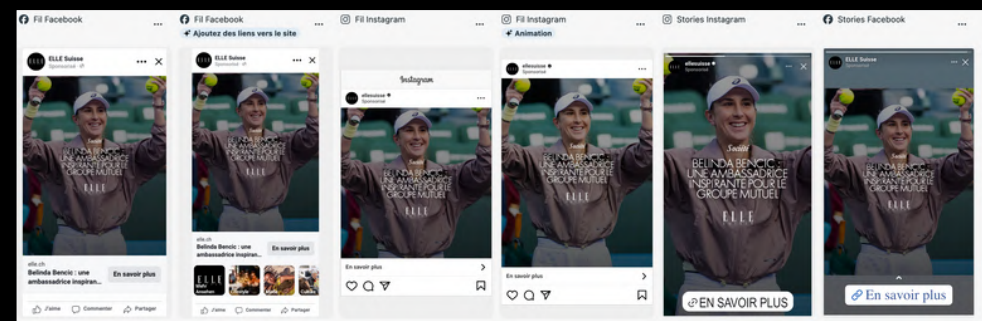
Skin and banners



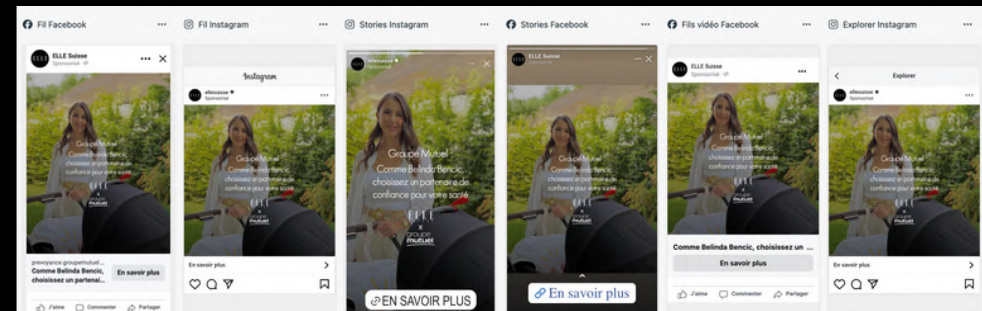
Advertorial with banners



Visibility Optimization with Meta « Traffic »



Visibility Optimization with Meta « Promo »**



*Redirects to your advertorial on elle.ch / **redirects to your page (website, form, social media...)

THEY TRUSTED US IN 2025

COLLABORATIONS



THEY TRUSTED US

COLLABORATIONS

