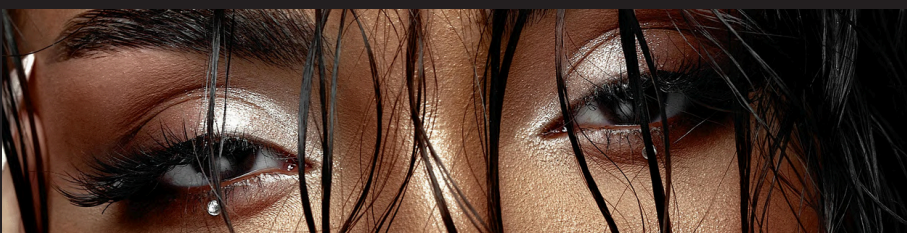
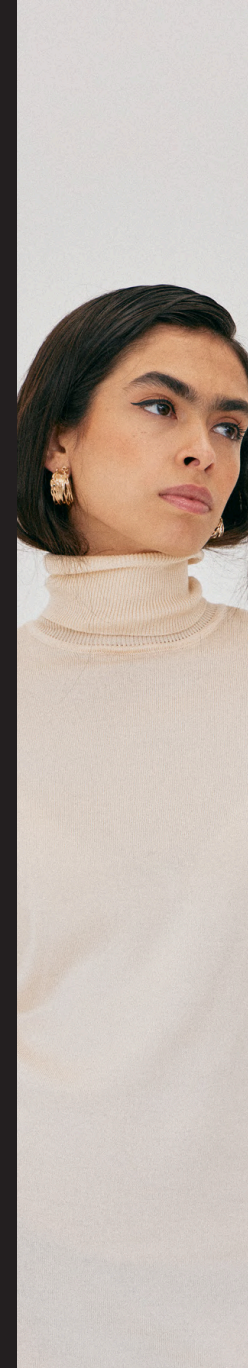


# ELLE

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



**ICONIC**



**SINGULAR**



**POWERFUL**

MEDIA KIT 2026 – 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**.



**1945**

On November 21, Hélène Lazareff, born in Russia and raised in Paris, launched a modern women's magazine that would become a staple in homes in France and, later, around the world.



**1970**

Hélène Lazareff creates a literary prize awarded exclusively by ELLE readers.



**1972**

She is leaving the magazine, which nevertheless retains its original version, structured in an intuitive layout adapted to today's readers.



**1985**

ELLE's international expansion began in the United States and the United Kingdom. Today, the title has 45 editions worldwide, with more coming. Lazareff's unique vision has evolved into a concept so powerful and relevant to women that it has become a global brand.



**1995**

ELLE France launched the magazine's very first website, quickly followed by other editions the following year. There are now 46.



**2020**

ELLE.fr launched a paid version of its online site with a subscription system. Within a few months, nearly ten million people had subscribed.



**2025**

ELLE is celebrating its 80th anniversary. To celebrate this milestone, four collector's editions bring together archives and previously unpublished documents. A story of women from 1945 to 2025.

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 our audience.





# ELLE IN SWITZERLAND

Digital, Data

**Swiss IP** on ELLE.ch and ELLE.fr  
**392'000** unique per month  
Social Media ELLE Switzerland : **34'400** followers



CLOTHING & FASHION



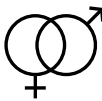
CELEBRITIES



BEAUTY



HOME & DECO



73.4% Women  
26.6% Men



15% desktop  
83% mobile  
2% tablet



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



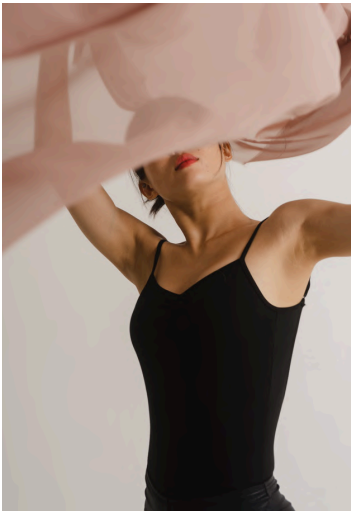
57% > CHF 8'000.-  
32% CHF 4'000.- à CHF 8'000.-  
9% < CHF 4'000.-

## MAIN AFFINITIES

TRAVEL



ART, CULTURE  
LITERATURE



GASTRONOMY

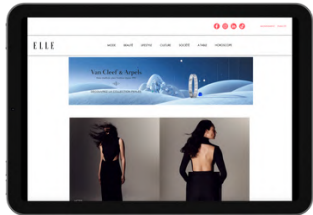


HEALTH & NUTRITION

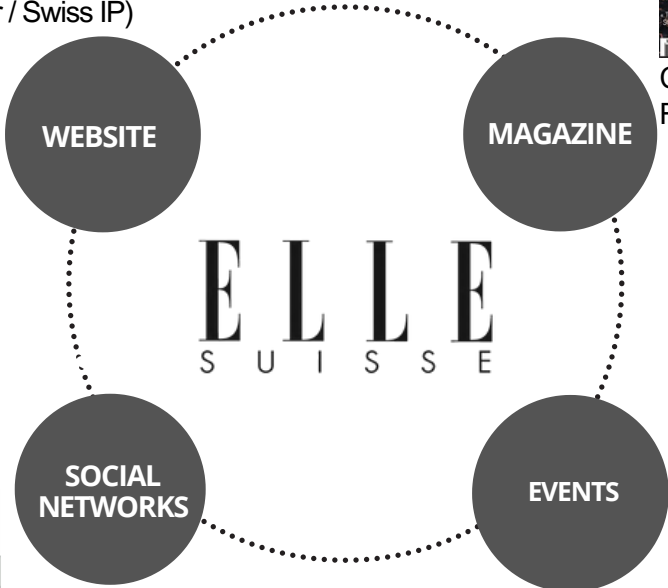


# THE ELLE UNIVERSE IN SWITZERLAND

## 360°



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



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



34'000 Followers

Facebook / Instagram / TikTok @ellesuisse.ch



Les Rencontres du ELLE

2 times per year in a prestigious setting







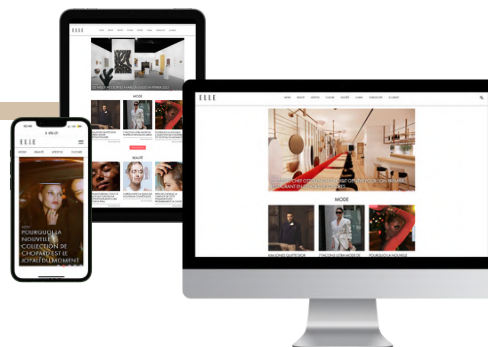
# **DIGITAL OFFER**

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 in article (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.-
Masthead Sticky (Mobile)	CHF 100.-	CHF 120.-
Interstitial	-	CHF 150.-

## Brand Week 100% SOS Desktop

### Home Page + Categories Pages

Option 1 : Superhero + Rectangle

Option 2 : Skin + Wideboard or Rectangle

### Articles Pages

Option 1 : Masthead + Rectangle in article + Halfpage

Option 2 : Superhero or skin + Rectangle in article + Halfpage

## Brand Week 100% Mobile

### Home Page + Categories Pages

Interstitial + Masthead + Wideboard or Rectangle

### Articles Pages

Interstitial + Masthead + Rectangle in article

Prices for 100% SOV 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

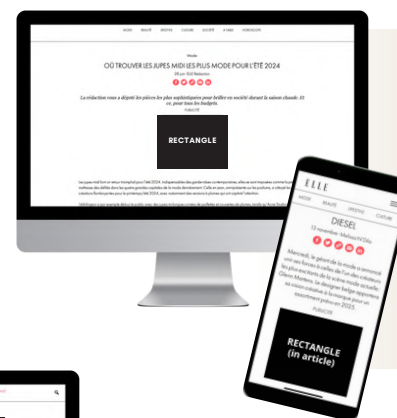
**Possibilities :** ROS / SOS only on Elle.ch

## 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

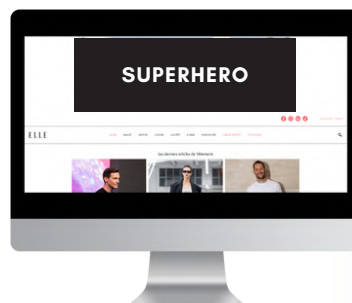
**Positioning :** Website frame

**Possibilities :** ROS / SOS only on Elle.ch

THE SKIN DISAPPEARS ON SCREEN SIZES BELOW 1024 PX.



**DESKTOP**  
1800 X 1000 PX  
MAX. 150 KB



**DESKTOP**  
1360 X 230 PX  
MAX. 150 KB

## SUPERHERO

**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



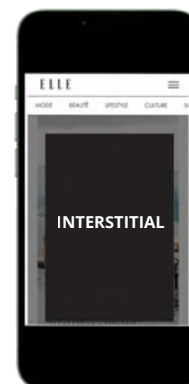
## MASTHEAD STICKY

**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

\*For optimal and immediate impact, the Skin and Interstitial formats have a maximum activation period of one month per campaign.

# DELIVERIES & GENERAL GUIDELINES

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## **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.**

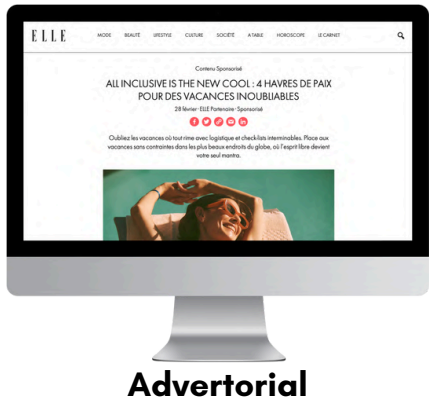
**Certain settings or individual configurations may cause discrepancies in the display of advertising materials.**



# 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.



	CONTENT	DURATION	CPM RON
FORMATS*			
ADVERTORIAL (With teaser home page)	Text + photos	Unlimited	CHF 3'900
Rewrites or creation by us			CHF 600

\* These formats are labeled 'Sponsored'; we reserve the right to rephrase the text in accordance with our editorial guidelines.  
Additionally, a social media (META) campaign can be implemented with targeted, tailor-made traffic to achieve your objectives.



# CROSS MÉDIA OFFER

## EDITORIAL PACKAGE & MAXIMUM VISIBILITY

Associate your brand with the editorial strength of ELLE Switzerland through perfectly coordinated print, digital, and social media exposure.

**Print Advertorial** – Integrated into ELLE Switzerland magazine, reflecting the unique design and editorial voice of the publication.

**Digital & Social Media Exposure** – Your advertorial featured on ELLE.ch and boosted through a targeted Meta campaign (Instagram & Facebook), tailored to your objectives.

Starting from CHF 7'000.-\*

\*Guaranteed and Customized KPIs: measurable impressions, clicks, and engagement.





# SOCIAL - COMMUNITY

34'400 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.

Additionally, a social media (META) campaign can be implemented with targeted, tailor-made traffic to achieve your objectives.

	FORMATS	RATES*
INSTAGRAM / FACEBOOK IN FEED*		
1 REEL (max 1min30) + editing fees	Video and/or photos	CHF 3'200
1 EVENT REEL (max 1 min30) + travel expenses, filming, and editing fees	Video and/or photos	CHF 4'200
1 STORY	Photos / Videos	CHF 600
1 SET OF 3 STORY	Photos / Videos	CHF 1'500

\*If visuals are provided by the advertiser, they can be adapted to ensure consistency with our graphic charter and the ELLE Switzerland guidelines.



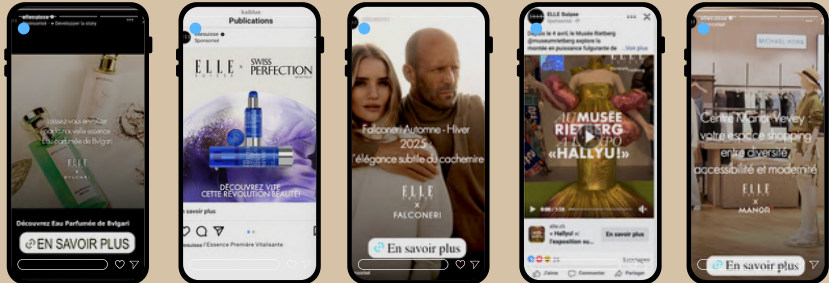
REEL
Creativity & virality

- Immersive and creative content that showcases your products/services in a dynamic way
- An excellent lever to reach new audiences beyond our own followers



META
Targeting & Performance

- Your content shared with selected segments
- A/B testing available to identify the most effective message
- Content and performance and optimization



STORIES
Immediate Attention

- Spontaneous and engaging format
- Ideal for highlighting an offer or a key moment
- Top-of-feed placement = guaranteed visibility with our qualified community



# 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.

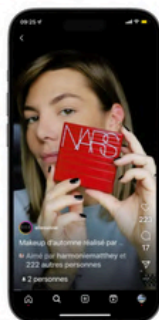
Post on our feed



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](http://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.

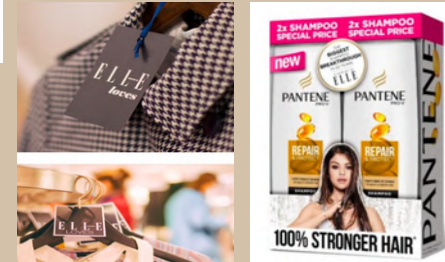
RATES ON REQUEST.

### REMONTE by ELLE Launch in 2023

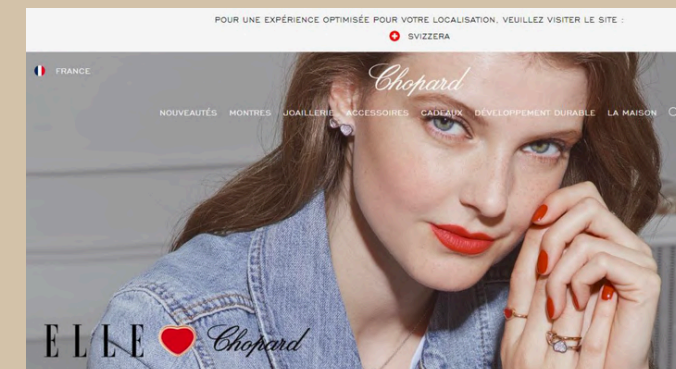
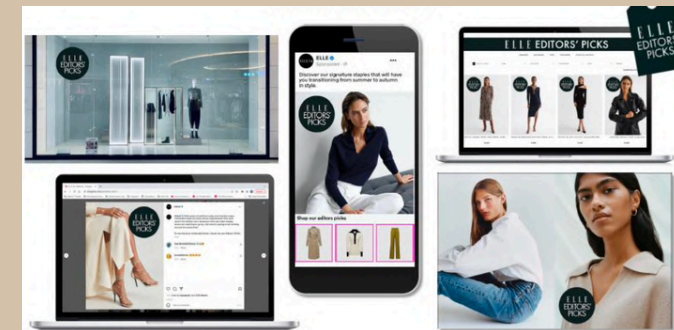


« MARQUE ELLE AJOUTÉE  
PACKAGING EXISTANT »

« 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 Switzerland 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.

### COMMUNITY & INFLUENCE

ELLE is much more than a media brand : it's an engaged and loyal community. Its readers, connected and influential, set trends, share discoveries, and extend the experience beyond the pages. A close and trusted relationship, invaluable for brands.





# SWISS TEAM

ELLE  
S U I S S E

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Tél. : +41 (0) 21 616 06 26 / + 41 (0) 21 601 50 39

