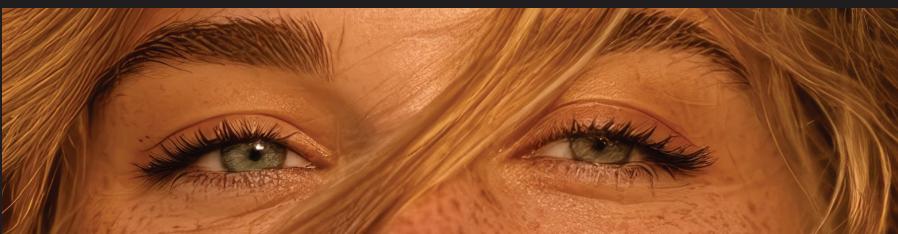


# ELLE

THE WORLD'S #1 WOMEN'S MEDIA BRAND



ICONIC



SINGULAR



POWERFUL

PRINT MEDIA KIT 2026  
SWITZERLAND



BEAUTY



FASHION



CULTURE



LIFESTYLE

# ELLE

## THE WORLD'S #1 WOMEN'S MEDIA BRAND

Every week, ELLE speaks to all women in all aspects of their lives, reaching more than 10.8 million people\* with an iconic magazine and a powerful website. Exploring, deciphering, and giving a head start to generate reactions and transmit positive energy to women, in the magazine, on the website, at every moment with its social communities and throughout the year with its field and digital events. It is also an international brand with 45 editions worldwide.



### 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 To celebrate this milestone, four collector's editions bring together archives and previously unpublished documents.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

**OPTIMISTIC**

SPIRITUAL

INDEPENDANT

**PASSIONATE**

RELEVANT

INQUISITIVE

SPONTANEOUS

**INTIMATE**

ELLE



ELLE Switzerland offers its readers inspiring themes to guide them in their daily lives. Fashion, beauty, gastronomy, culture, lifestyle, getaways—a wealth of great tips and unique places to discover. The editorial team strives to highlight the treasures of Switzerland with ELLE's unique tone and respect for its DNA. ELLE Switzerland celebrates committed, bold women, with each issue featuring an interview with a personality with an extraordinary career.

# ELLE SWITZERLAND

## COMMITTED INSPIRING DARING

TELL YOUR STORY WITH ELLE ...

Every brand has a unique story to tell. Our creative team is here to help you imagine and illustrate your brand identity, while captivating our loyal readers. Your stories become theirs, creating an emotional engagement that goes beyond traditional advertising. Our mission: to showcase your brand, your services, or your products and create an interaction with our audience.



# ELLE SWITZERLAND

## PRINT DATA

PRINT RUN - 15'000 COPIES

READERSHIP PH - 23'000 (MACH BASIC 2022-I)



FASHION

PEOPLE

BEAUTY

HOME



88% Women  
12% Men



AGE  
37% 15 - 34 y/o  
29% 35 - 54 y/o  
34% 55+ y/o



EDUCATION  
18% Obligatory  
38% Average  
44% Superior



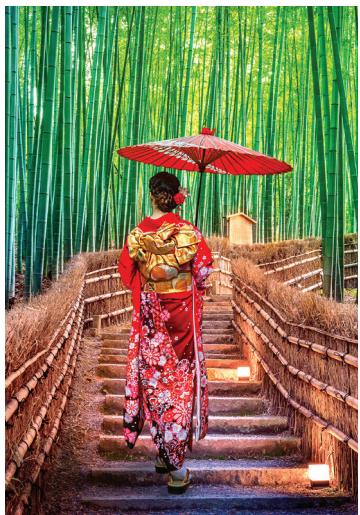
HOUSEHOLD INCOME  
16.2% < CHF 4'000.-  
38.9% CHF 4'000.- to CHF 8'000.-  
44.8% > CHF 8'000.-

## LES GRANDES AFFINITÉS

TRAVEL



ART, CULTURE  
LITTERATURE



GASTRONOMY



HEALTH & NUTRITION



# THE ELLE UNIVERSE IN SWITZERLAND 360°



1 million impressions/ month  
(ELLE.ch, .fr/ IPs in Switzerland)



Print run : 15'000 copies  
Readership : 23'000



30'000 Subscribers  
Facebook / Instagram / TikTok  
@ellesuisse.ch



The ELLE Meetings  
Twice a year in a prestigious setting

ELLE  
SUISSSE



## PRINT ARTICLES

## BUZZ



## NATIONAL COVERS



## BEAUTY



## LIFESTYLE



## INSPIRING WOMEN



GASTRONOMY



# EDITORIAL CALENDAR 2026

		PUBLICATION DATE	MATERIAL DEADLINE
<b>JANUARY</b>	WEDDINGS SPECIAL	22.01.2026	05.01.2026
<b>FEBRUARY</b>	GLAMOUR / VALENTINE'S DAY	05.02.2026	19.01.2026
	HEALTH & WELLNESS	19.02.2026	02.02.2026
<b>MARCH</b>	BUSINESS WOMAN	05.03.2026	23.02.2026
	FASHION SPECIAL	19.03.2026	09.03.2026
<b>APRIL</b>	TRAVEL SPECIAL	02.04.2026	23.03.2026
	BEAUTY SPECIAL	16.04.2026	07.04.2026
	HOME & FAMILY	30.04.2026	20.04.2026
<b>MAY</b>	LUXURY SPECIAL / CANNES	14.05.2026	27.04.2026
	SUMMER FASHION & BEAUTY	28.05.2026	18.05.2026
<b>JUNE</b>	SUMMER SPECIAL	11.06.2026	01.06.2026
	TRAVEL SPECIAL	25.06.2026	08.06.2026
<b>AUGUST</b>	FASHION SPECIAL	27.08.2026	12.08.2026
<b>SEPTEMBER</b>	BEAUTY SPECIAL	10.09.2026	24.08.2026
	LUXURY	24.09.2026	08.09.2026
<b>OCTOBER</b>	WINTER TRAVEL	08.10.2026	21.09.2026
	SWISS MADE (N° 200)	22.10.2026	05.10.2026
<b>NOVEMBER</b>	WINTER FASHION	05.11.2026	19.10.2026
	CHRISTMAS GIFTS SPECIAL	19.11.2026	02.11.2026
<b>DECEMBER</b>	CHRISTMAS SPECIAL	03.12.2026	16.11.2026
	END OF YEAR CELEBRATIONS (2 WEEKS EDITION)	17.12.2026	01.12.2026



# PRINT OFFER

DATA, FORMATS, PRICING



## Standard Formats

	TRIM*	TYPE AREA**	PRICE CHF (WT)
<b>PAGE 1/1</b>	207x270 mm	187x250 mm*	6'200.-
<b>DOUBLE PAGE</b>	414x270 mm	394x250 mm*	11'000.-
<b>1/2 V</b>	94x270 mm	84x250 mm	4'000.-
<b>1/2 H</b>	207x130 mm	187x120 mm	4'000.-

\* Area for images & tex

\*\*These type areas must be sent, centred in the trim size.

## Impactful Formats

	TRIM*	TYPE AREA**	PRIX EN CHF (WT)
<b>BACK COVER</b>	207 x 270 mm	187 x 250 mm*	10'000.-
<b>3<sup>RD</sup> COUVER</b>	207 x 270 mm	187 x 250 mm*	7'800.-
<b>BACKCOVER FASHION 27.08</b>	207 x 270 mm	187 x 250 mm*	12'000.-

Media agency commission : 15%

Repeat discount (4 annual advertisements min) : 5%

## SPECIFICATIONS FOR DOUBLE PAGES

### DOUBLE PAGES MUST BE SENT AS 2 SEPARATE PAGES

You have critical crossover texts in the middle of the double page : Minimum clearance is 5 mm at either side of the spine and must be in addition to any word or letter space already present.

You have critical crossover image in the middle of the double page : The visuals are your responsibility. We cannot be held responsible for the loss of images sensitive to creasing (perfect bound) or the loss of components (photo credit...).

Attention: Matter should be left no nearer than 10 mm from the trim edge.

## REQUIREMENTS FOR TRIM SIZE

Add 5 mm for bleed and 5 mm for trim marks. Any text or sensitive information/image must be 10mm away from the trim edge.

## ELLE ADVERTORIALS

## ELLE COMMUNIQUÉS

An advertorial in the colors of ELLE. ELLE press releases are advertorials created with a design close to the editorial content, allowing for better integration with the layout of the rest of the magazine. Based on photos provided by the client and a text written by us, we create a personalized layout using certain basics of ELLE magazine design as well as ELLE fonts.

**PRIX : Dès CHF 6'200.- par page**

## ELLE NEUF NOUVEAU NOUVELLES

## A new feature, an opening or an event to announce?

Present your new products and services in ELLE format with one of the three modules presented on one page. Approximately 900 characters, including spaces.

PRICE : From CHF 2,000 per module (CHF 300 extra for editing costs)

# ELLE PARTENARIAT AD EDITIONS

## COLLAB' WITH ELLE SWITZERLAND

ELLE Switzerland magazine offers a new communication concept in the form of sponsored articles or corporate advertising within the framework of «ELLE PARTNERSHIP» files. With targeted themes each month, these files offer the opportunity to work directly with the ELLE Switzerland team for editorial and visual content based on the graphic lines specific to ELLE magazine.

## EDITORIAL PLANNING

WEDDINGS	22.01.2026	TRAVEL	22.10.2026
TRAVEL	28.05.2026	WINTER	05.11.2026
SUMMER	25.06.2026	CHRISTMAS	03.12.2026
TRAVEL	10.09.2026		

## A CUSTOM-MADE EDITION

Beyond the annual thematic editions, ELLE Suisse offers the possibility of creating a complete personalized file ranging from 6 to 16 pages.

From CHF 18'000.-



ELLE SWITZERLAND

ELLE SWITZERLAND

## CROSS MEDIA OFFER

### EDITORIAL PACKAGE & OPTIMAL VISIBILITY

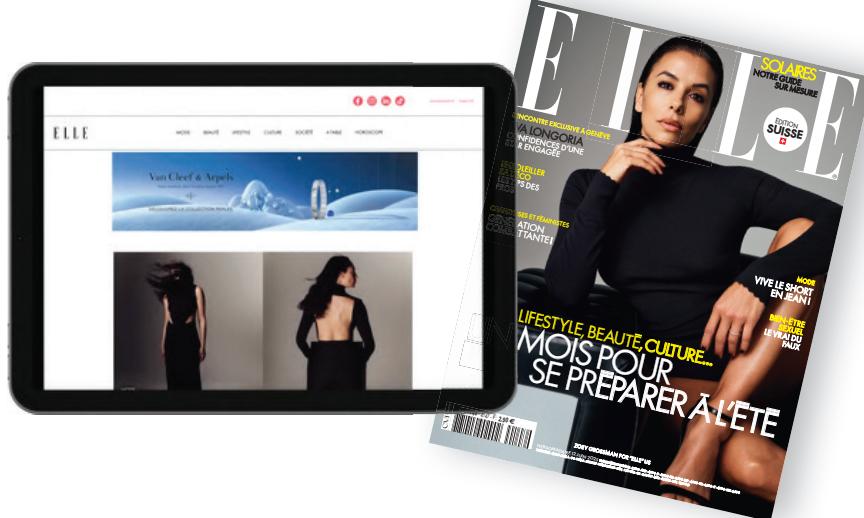
Combine your brand with the editorial power of ELLE Switzerland through perfectly coordinated print, digital and social media distribution.

**Print Advertorial** - Integrated into ELLE Switzerland magazine, in the editorial's unique design and tone.

**Digital & Social Media Resumption** - Your advertorial relayed on ELLE.ch and reinforced by an optimization campaign on Meta (Instagram & Facebook), with targeting adapted to your objectives.

From CHF 7'000.–\*

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



## NATIONAL COVERS

### NATIONAL COVERS PRINT & DIGITAL

ELLE Switzerland's national covers are true media showcases, showcasing Swiss and international celebrities. Created by our editorial and artistic teams, they offer brands a unique opportunity to associate themselves with the magazine's image.

#### Two possibilities for brands

Integrate their muse into a national cover, with a photoshoot signed by ELLE Switzerland.

Partner with the celebrities chosen by the editorial team for its iconic editions.

#### Exclusive benefits

Brand presence in all print and digital editions  
Systematic brand caption in each photo (excluding the cover)  
Mention in the editorial text (print and digital)  
Visibility in the making-of video shared on our social media  
Direct association with an international celebrity and the aura of ELLE  
Enhanced visibility through styling: the photographed personalities can wear the brand's clothing or jewelry.

## INSERTS & OTHER SERVICES

### INSERTS IN ELLE IN SWITZERLAND

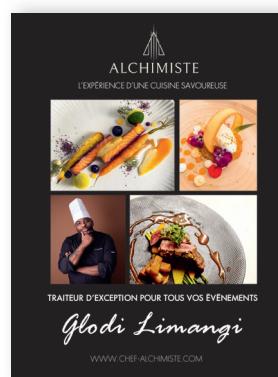
15,000 copies to be sent to Paris. Maximum size 207 x 270 mm.  
Inserts can be stapled, loose, and placed inside or placed  
on the back cover in cellophane.

PRICE : Starting from CHF 8'000.-

### ADVERTISING LAYOUT SERVICES

Advertising layout  
Readaptation of advertising format to ELLE format

PRICE : On request



# PRINT TECHNICAL SPECIFICATIONS

E L L E  
S U I S S E

## ADS TO BE DELIVERED IN PDF/X-1A FORMAT:

To generate a Certified PDF 1.3 file compliant with the ISO 15930 standards recommended by the Ghent PDF Workgroup:

**Download : MagazineAds\_1v3**

(“.joboptions” creation profile for Adobe Distiller and “.ppp” certification profile for PitStop Professional)

For help with creating correct PDF files for printing, click this direct link:

<https://cmimedia.fr/specifications>

## PREPRESS INFORMATION:

300 DPI images in CMYK (without embedded ICC profile), no DCS.

300% maximum overlap with the 4 colors according to ISO 12647 recommendations.

Separate Bendays in CMYK. No direct tone. No compression.

Do not use Multiple Master fonts, CID and keyboard options.

Reserve text should be no smaller than 8 point, 1/2 bold and sans serif.

Text and rules must have a minimum thickness of 0.2 mm in order to guarantee good reproduction.

**Illustrator:** beware of bugs concerning transparencies and masks. Gradient logos should be flattened.

Beware of gradients greater than 256 color levels, to be converted into an image.

**Attention:** the texts, flashcode and QR code in 4 colors can pose problems of readability in printing and remain under the responsibility of the creative agency

## CONTROL TEST:

Contractual proof from the file with MediaWedge V2 or later control bar, on semi-matt paper with paper simulation.

Color simulation profile for paper magazines **type 1 and 2 : ISOcoated\_v2\_300\_eci.icc**.

base of the **FOGRA 39L** compliant with ISO 12647 international printing standards.

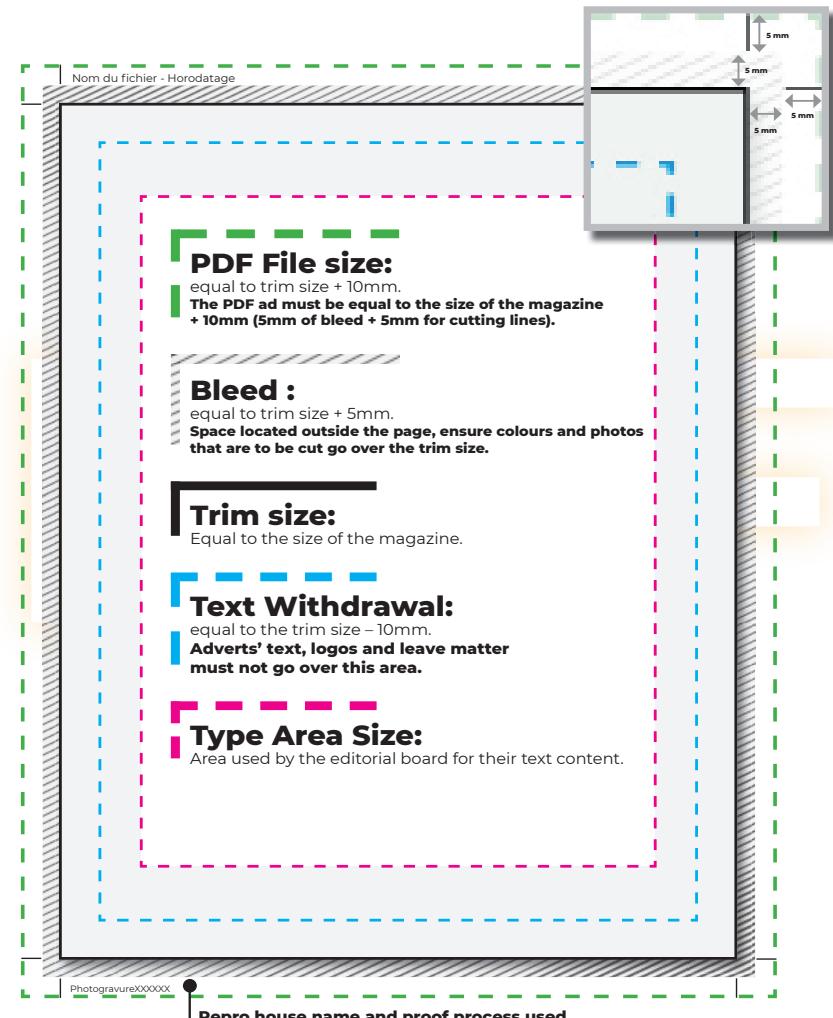
Timestamp, Printer, Rip, Paper and Simulation Profile must appear on the proof.

In the event that we receive files without contractual proofs, the FOGRA 39L simulation will prevail in the event of a dispute for type 1 and 2 papers.

## SOFTPROOFING:

In accordance with ISO12646, we recommend the following settings during calibration and visualization:

**luminance at 160cd/m2 in D50 and gamma at 2.2. We recommend a color temperature of 5000°Kelvin.**



Caution: On InDesign, within marks and bleeds print window, tick off all printing marks except **crop marks and page information**.

# ELLE EVENTS

## BECOME A PARTNER OF ELLE SWITZERLAND EVENTS

### ELLE SWITZERLAND MEETINGS

ELLE Suisse magazine brings together readers, partners, and business leaders from the region at events organized twice a year in prestigious settings in Geneva and Lausanne. Led by editor-in-chief Anne-Marie Philippe, three personalities from different backgrounds come to speak with simplicity and, above all, generosity, about their career paths, their ambitions, and their lives. Our events are intended to be intimate and exclusive (around a hundred guests). Our goal is to bring together active, dynamic women to exchange, share, and create synergies.

### BIRTHDAY PARTY

Every year in January, ELLE Switzerland hosts an anniversary party. In a prestigious setting, between 200 and 250 guests—loyal partners, influencers, personalities from the business, cultural, and media worlds, as well as VIPs—gather around a festive and refined cocktail reception. This evening not only celebrates the magazine's spirit, but also creates a unique opportunity for our partners to meet, exchange ideas, and gain visibility.

Become a partner and benefit from visibility in our pages, on our social media before and after the event, and on our invitations. Partners have the option to set up a banner, roll-up, or any other communication of their choice\* on the day of the event.

Prices upon request.

\* subject to management agreement



# ELLE SWITZERLAND SPIRIT

## No. 1 WITH WOMEN

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

## BEAUTY, LIFESTYLE

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

## PRINT, DIGITAL, EVENTS

ELLE is a clever mix of optimism and commitment, sharp and accessible, which operates every day through the different channels of expression: to read and see in the magazine, on her website and social networks or to meet at events.

## COMMUNITY & INFLUENCE

ELLE is much more than a media outlet: it's a committed and loyal community. Its connected and opinion-forming readers influence trends, share their discoveries, and extend the experience beyond the pages. A close and trusting relationship that's invaluable for brands.



# ELLE SWITZERLAND TEAM

ELLE  
SUISSSE

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