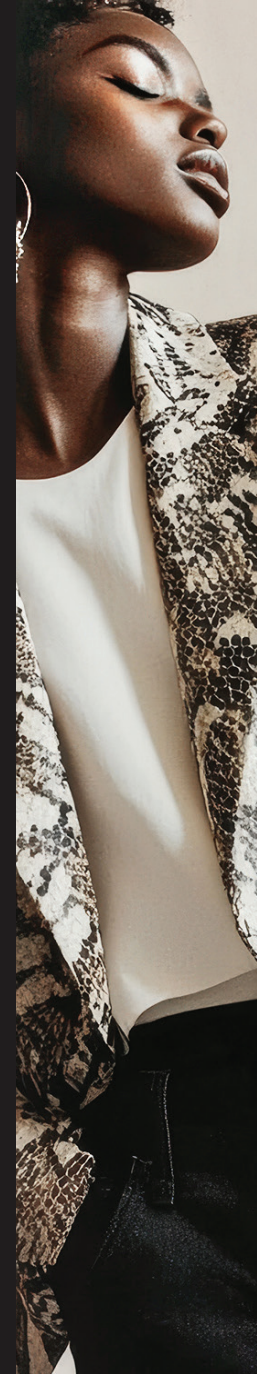


# ELLE

THE WORLD'S #1 WOMEN'S MEDIA BRAND



ICONIC



SINGULAR



POWERFUL

PRINT MEDIA KIT 2026  
SWITZERLAND



FASHION



LIFESTYLE



BEAUTY



CULTURE

# 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.

### 1970

Hélène Lazareff creates a literary prize awarded exclusively by ELLE 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.

### 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.



### 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.



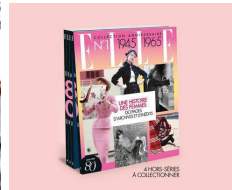
### 1972

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



### 1995

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



### 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 To celebrate this milestone, four collector's editions bring together archives and previously unpublished documents.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 - 23'000 (MACH BASIC 2022.1)



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  
 LITERATURE



GASTRONOMY

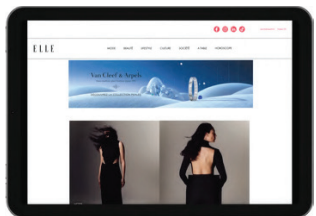


HEALTH & NUTRITION



# THE ELLE UNIVERSE IN SWITZERLAND 360°

ELLE  
S U I S S E



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



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

WEBSITE

MAGAZINE

ELLE  
S U I S S E

SOCIAL  
MEDIA

EVENTS



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



The ELLE Meetings  
Twice a year in a prestigious setting



BUZZ

ELLE SUISSE BUZZ articles including 'RADIANCE HYDRÉ' and 'TOUT CE QU'IL BUZZE!'.

NATIONAL COVERS

ELLE SUISSE NATIONAL COVERS 'ATHLÈTES GLAMOUR' featuring a group of women in athletic wear.

BEAUTY

ELLE SUISSE BEAUTY articles including 'TENDANCE BEAUTE' and 'Inspiration LA BEAUTE PAR LE SEL'.

LIFESTYLE

ELLE SUISSE LIFESTYLE articles including 'CHIC EN COSTUME' and 'WEEK-END À ISTANBUL'.

ELLE SUISSE LIFESTYLE articles including 'LES ESSENTIELS DE CARTIER' and 'LES MOYENS DE CORTER'.

ELLE SUISSE LIFESTYLE articles including 'UN ANNUAIRE CRISTAL' and 'LE BIEN-ÊTRE'.

CELEBRITIES

ELLE SUISSE CELEBRITIES 'EVA FOR EVER' featuring a portrait of Eva Longoria.

INSPIRING WOMEN

ELLE SUISSE INSPIRING WOMEN 'L'INTERVIEW DE YIQING YIN'.

ELLE SUISSE INSPIRING WOMEN articles including 'ELLE: Quelle quelle est votre passion?' and 'ELLE: Quel est votre plus grand défi?'.

CULTURE

ELLE SUISSE CULTURE 'Renard Cettem un DIRECTEUR ATTENTIF'.

GASTRONOMY

ELLE SUISSE GASTRONOMY articles including 'APPRENDRE' and 'QUATRE IDEES SANS SE PRIVER'.

# 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>JULY</b>	SWISS FESTIVALS	02.07.2026	15.06.2026
<b>AUGUST</b>	FASHION SPECIAL (NATIO)	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>	TRAVEL (SWITZERLAND N° 200)	08.10.2026	21.09.2026
	SWISS MADE	22.10.2026	05.10.2026
<b>NOVEMBER</b>	CHRISTMAS GIFTS SPECIAL	05.11.2026	19.10.2026
	WINTER FASHION	19.11.2026	02.11.2026
<b>DÉCEMBER</b>	CHRISTMAS SPECIAL	03.12.2026	16.11.2026
	END OF YEAR CELEBRATIONS (2 WEEKS)	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 & text

\*\* 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**

## Au fil du Mékong

Au plus proche de la nature

Des merveilles d'Angkor à Hô Chi Minh-Ville, cette croisière de 13 jours à bord du RV<sup>1</sup> Indochine déroule un voyage rare et inédit. À bord, seulement 48 passagers, le luxe discret d'un bateau national et un itinéraire d'exception au rythme apaisé du Mékong.

**L'éblouissement d'Angkor**  
Le voyage débute à Sam Rong, au cœur du Cambodge. Une promenade sur le Tonle Sap, la grande plaine inondable, offre un aperçu unique de la vie rurale. Une première immersion dans la culture cambodgienne, avec une promenade immémoriale au musée national d'Angkor Night Market. Le lendemain, les temples d'Angkor Wat et Angkor Thom se dévoilent dans toute leur splendeur. Un voyage au cœur de l'histoire, au rythme de la vie locale.

**Le delta du Mékong**  
Chau Doc et ses villages riverains bordent le Mékong. Ici, le temps s'écoule au rythme de la vie rurale. Une croisière à bord du RV<sup>1</sup> Indochine vous offre un aperçu unique de la vie locale. Une première immersion dans la culture cambodgienne, avec une promenade immémoriale au musée national d'Angkor Night Market. Le lendemain, les temples d'Angkor Wat et Angkor Thom se dévoilent dans toute leur splendeur. Un voyage au cœur de l'histoire, au rythme de la vie locale.

**Les temps forts :**  
- Découverte de Hô Chi Minh-Ville, Hanoi et Saïgon  
- Un aperçu unique de la vie locale  
- Croisière du 5 au 17 septembre 2023  
- À partir de CHF 2060,-  
- Valeur incluse depuis Genève

**LE VRAI-TOUR INCLUS**  
- Réservation complète  
- Assurance voyage  
- Visa d'entrée en Thaïlande  
- Wi-Fi disponible gratuitement

Partenariats et réservation en Suisse  
1001 Louisastrasse, 1001 Genève  
www.croisieurope.ch

**ELLE PARTENARIAT**

## C&A LIBÈRE LES IMPRIMÉS

Cet été, libérez votre créativité et laissez-vous inspirer par les imprimés. C&A vous propose une collection de vêtements et accessoires imprimés, parfaits pour vos vacances. Découvrez des robes, des blouses et des accessoires aux motifs les plus originaux. C&A vous propose une collection de vêtements et accessoires imprimés, parfaits pour vos vacances. Découvrez des robes, des blouses et des accessoires aux motifs les plus originaux.

**ELLE COMMUNIQUÉ**

## LEAPMOTOR DEBARQUE EN SUISSE

Essai 100% Croisière gratuite. L'expérience Leapmotor en Suisse. Découvrez les avantages de la mobilité électrique avec Leapmotor. Essai 100% Croisière gratuite. L'expérience Leapmotor en Suisse. Découvrez les avantages de la mobilité électrique avec Leapmotor.

**ELLE COMMUNIQUÉ**

## All inclusive, is the new Cool!

Exclusive Collection by Club Med

Offrez les vacances de votre rêve avec les suites et les villas de Club Med. Découvrez les avantages de la mobilité électrique avec Leapmotor. Essai 100% Croisière gratuite. L'expérience Leapmotor en Suisse. Découvrez les avantages de la mobilité électrique avec Leapmotor.

**NEUF... NOUVEAU... NOUVELLES**

**EMILIO PUIG**  
Elle aime l'été à Casanova

**CLARINS**  
Double Serum Light Texture

**VINE VANDROSS**  
Le parfum de l'été

**CAPELLANO**  
Le cocktail de l'été

**NEUF... NOUVEAU... NOUVELLES**

**CELEST SPA**  
Le spa de l'été

**MAISON OPTIQUE**  
Les lunettes de l'été

**COSE**  
Le parfum de l'été

**ELLE PARTENARIAT**

## L'ÉTÉ VERSION NESPRESSO

Simuler son café-façon le plus dans le monde en été, au rythme de Nespresso.

**DES CAFÉS REFRÉSCISSIMES POUR L'ÉTÉ**  
Nespresso vous propose une collection de cafés rafraîchissants, parfaits pour vos vacances. Découvrez les avantages de la mobilité électrique avec Leapmotor. Essai 100% Croisière gratuite. L'expérience Leapmotor en Suisse. Découvrez les avantages de la mobilité électrique avec Leapmotor.

**LES VRAI-TOUR INCLUS**  
- Réservation complète  
- Assurance voyage  
- Visa d'entrée en Thaïlande  
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Partenariats et réservation en Suisse  
1001 Louisastrasse, 1001 Genève  
www.croisieurope.ch

**ELLE COMMUNIQUÉ**

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## 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 of 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 print format

PRICE : On request



# PRINT TECHNICAL SPECIFICATIONS

## 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 Bends 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.

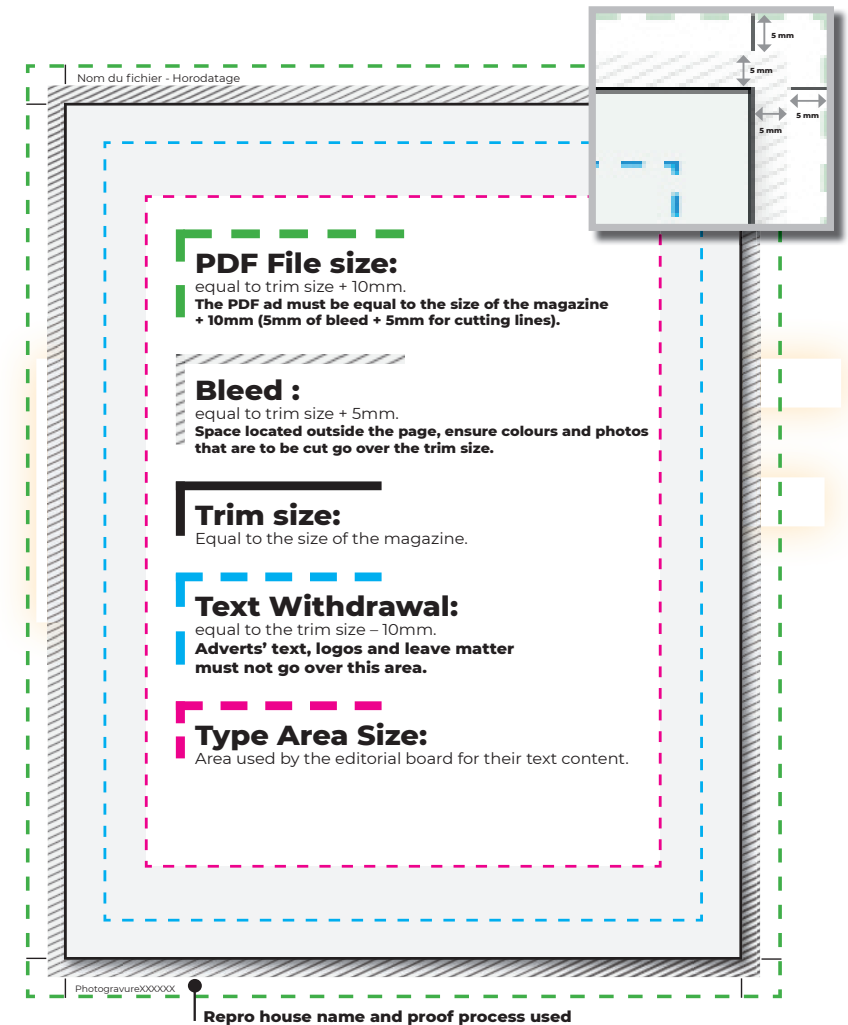
Timestamp, Printer, Rip, Paper and Simulation Profile must appear on the proof.

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 Switzerland 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 and 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  
S U I S S E

# 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.



## EDITORIAL & MANAGEMENT

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