



# ELLE

10 issues a year

Readership **65 000**

Reads per issue **2.1**

Time spent reading **44 minutes**

(National Media Survey KMT  
Autumn 2017 / Spring 2018)

Elle is one of the leading women's magazines. Features include the latest in fashion and beauty trends and lifestyle topics. In each issue you'll find inspiring stories on style, makeup and culture, as well as striking photo shoots and fascinating interviews.

## Schedule 2019

Issue	Pub. date	Ad deadline	Theme
2	9.1.2019	5.12.2018	Big beauty issue. Perfect skin and hair colour ideas. Travel trends and tips. Fashion bargains.
3	13.2.	21.1.	Revamped issue! Big fashion issue. New spring fashion. Lipstick and makeup.
4	13.3.	18.2.	Wellness issue. Workout fashion, sunglasses and spring accessories.
5	10.4.	18.3.	Spring celebration issue. Watches, jewellery and new perfumes.
6	8.5.	12.4.	Bikinis and swimsuits. Summer dresses and classic accessories. Hair extra.
7-8	5.6.	13.5.	Best of summer fashion, holiday style. Sandals and summer shoes. Trendy summer food and drink.
9	7.8.	15.7.	Autumn's big fashion issue.
10	4.9.	12.8.	Jacket extra. Season's "it" accessories, watches, jewellery, handbags, shoes, lingerie.
11	16.10.	23.9.	Festive fashion. Drink trends.
12-1	27.11.	4.11.	Stylish gifts and a brilliant new year. Year's best cosmetics.

More information [fokusmedia.fi/media/elle](http://fokusmedia.fi/media/elle)

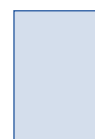
## FOKUS MEDIA

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[fokusmedia.fi](http://fokusmedia.fi)

## Advertising sizes



Spread  
440 x 285 mm



1/1  
220 x 285 mm



Back cover 1/1  
220 x 250 mm



1/2 vertical  
105 x 285 mm



1/2 horizontal  
220 x 137 mm

Please note! 5 mm bleed will be added.

## Rates 1.1.2019

Size	FC/€
2/1 1st spread	16,500
2/1 spread	14,300
2/1 premium spread	16,100
1/1 page	7,500
1/1 premium page	8,100
Back cover	8,800
1/2 page	4,900

+ VAT 24%  
Fixed position +10%

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