

A lush garden scene with trees, a stone pillar, and a wooden bench. The scene is filled with greenery, including tall trees and various plants. A stone pillar stands in the foreground, and a wooden bench is visible in the background. The lighting is soft, suggesting a late afternoon or early morning setting.

ELLE DECORATION

MEDIA KIT 2020

**THE MOST COMPLETE GUIDE OF DESIGN, TRENDS,
INTERIOR DESIGN, ARCHITECTURE AND LIFESTYLE.**

PRODUCTS

MAGAZINE

Traditional pages
Inserts
Creative materials
Branded Content

DIGITAL

Display, standard, richmedia and premium richmedia
Video
Social Networks
Branded Content
Newsletter

EVENTS

Comprehensive packages

PR

Influencer Marketing
Calls

TAILOR-MADE PROJECTS

IN LINE WITH THE NEEDS OF YOUR BRAND

Creation of tailor-made proposals based on the needs of the clients. We adapt to your goals and create a comprehensive strategy to achieve them: from the creation of print and digital content, to positioning strategies, events or experiences with industry Key Players, among others.

BRAND PRODUCTS

AUDIENCE PROFILE

CALENDAR

CONTACT

ELLE DECORATION

READERS

126.000

PRINT RUN

35.000

SUBSCRIPTIONS

3.000

*** 100% NATIONAL DISTRIBUTION
WITH AN EXCLUSIVE DEAL WITH
STARBUCKS AND SPORTS WORLD**

PRINT PROFILE

A/B C+

**60% FEMALE
40% MALE**

**18 - 24 19%
25 - 34 21%
35 - 44 55%**

Men and women with an interest for architecture and interior design; discerning people who wish to live in style and improve their surroundings on a daily basis.

Academic level: students, business owners or professionals.

Occupation: architects, industrial designers, entrepreneurs, professionals, the end consumer, people of high socioeconomic level.

DIGITAL PROFILE

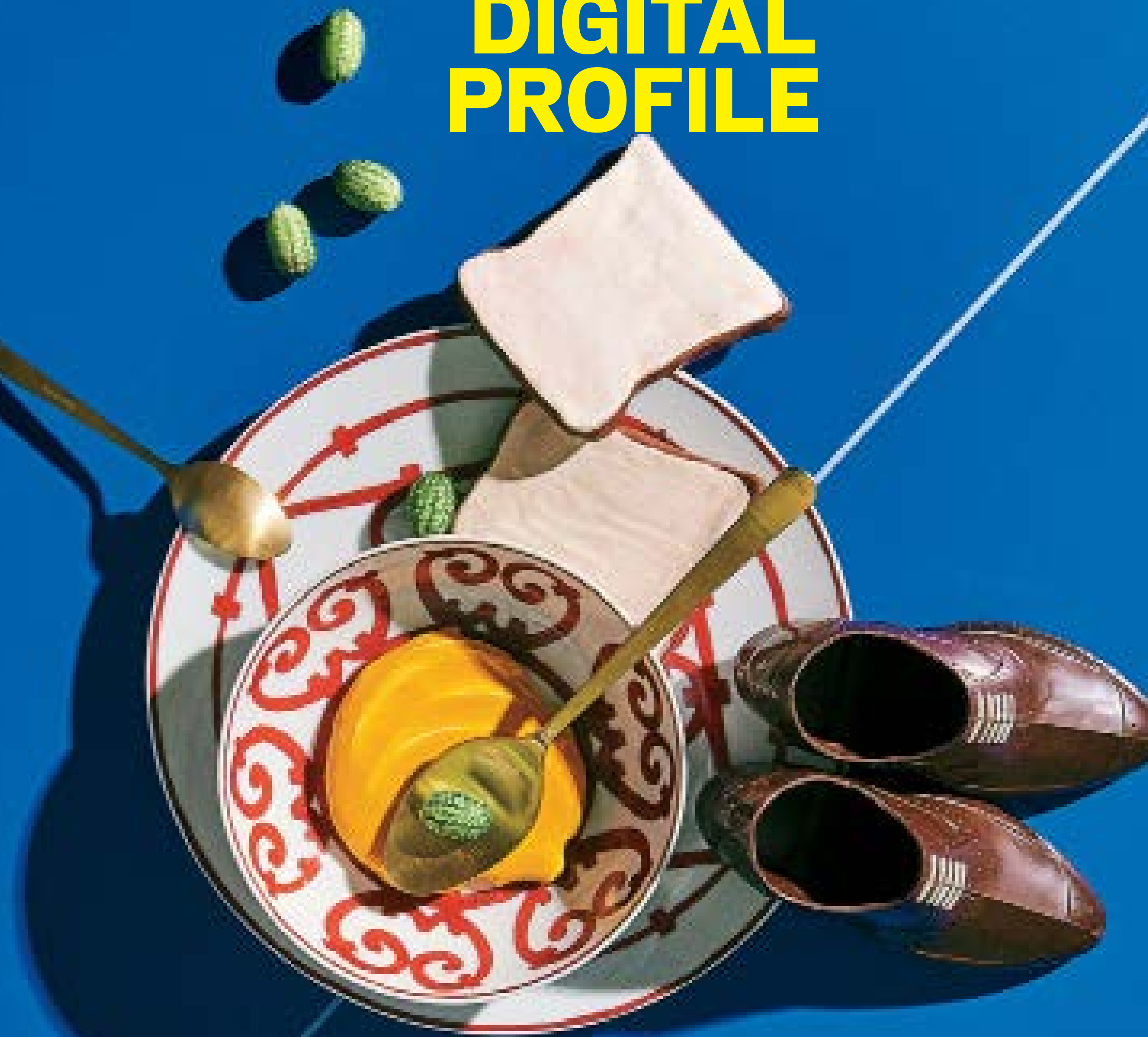
43% 25 TO 34
24% 35 TO 44

UNIQUE USERS

+62.100

INSTAGRAM

+8.600



EDITORIAL CALENDAR 2020

FEBRUARY 29 (SPRING) – ART ISSUE

- ART AND DESIGN
- COUNTRY HOUSES

MAY 26 (SUMMER) – COLOR ISSUE

- EDIDA (ELLE DECORATION INTERNATIONAL DESIGN AWARDS)
- HOME DESIGN: SUMMER EXTERIORS
- TOP DESIGN HOTELS
- BEACH HOUSES

AUGUST 30 (FALL)

- NATIONAL AND LATIN AMERICAN DESIGN
- OFFICES
- MY FIRST HOUSE

NOVEMBER 31 (WINTER – DESIGN WEEK)

- HOME DESIGN: BATHROOMS AND KITCHENS

CONTACT

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