



ELLE DECORATION

DESIGN, INTERIORS AND STYLISH LIVING

HEARST

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ELLE Decoration is the world's most prestigious design and interiors brand aimed at wealthy, style-conscious insiders obsessed with their homes and a cutting-edge, luxe and contemporary look.

Post-pandemic, people are more focused on home, and what it means to them, than ever before.

Across print, digital and social formats, ELLE Decoration is perfectly placed to respond to the needs and tastes of our committed and loyal audience.

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Ben Spriggs
Editor-in-Chief



BRAND OVERVIEW

Design, Interiors and Stylish Living

ELLE Decoration is the world's bestselling design and interiors brand, showcasing inspirational and luxurious interiors alongside expert advice and in-depth knowledge.

Building on the ELLE brand's fashion credentials, it represents a stylish mix of contemporary design, international influences and cutting-edge creatives, offering a wealth of creative suggestions and insight.

ELLE Decoration's audience are luxury-focused and style savvy, with a desire to be at the cutting-edge. They are tastemakers, with a make up of 60% consumer and 40% trade - comprising industry insiders, architects, interior designers.

BRAND ECOSYSTEM

DIGITAL

elledecoration.co.uk demonstrates the same brand values as the magazine. It provides the perfect opportunity for brands to align with premium digital content and benefit from our audience-targeting capabilities

PRINT

ELLE Decoration is Britain's most stylish and sophisticated contemporary homes magazine. It is published 10 times a year alongside bi-annual kitchen and bathroom specials

SOCIAL

With 2.8 million social followers, ELLE Decoration reaches its audience wherever they are online

LICENSING

ELLE Decoration's collaboration with Crown Paint unifies British colour heritage with ELLE Decoration's world-leading command of sophisticated design

EXPERIENTIAL

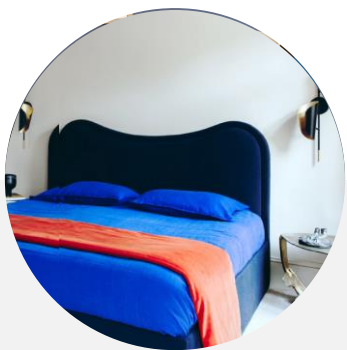
ELLE Decoration's esteemed British Design Awards recognise and honour designers who have created revolutionary and inspiring work that has defined the style of our homes

ECOMMERCE

ELLE Decoration's influential status and our extensive data capabilities make a perfect environment for brands to sell their products to a highly engaged and affluent audience. **Affiliate order value through our e-commerce was up 101% YOY in 2022**

HEARST

BRAND PILLARS



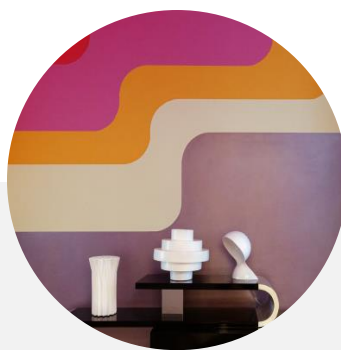
DESIGN

ELLE Decoration readers are equally passionate about both the quality and aesthetics of everything they surround themselves with. We celebrate the latest and greatest launches in furniture, accessories, lighting and technology with a focus on the creative talents and rich heritage behind some of the world's most thrilling pieces and brands.



HOMES

With a distinctly global outlook and unrivalled access to the best photographers, architects and interior designers, not to mention the style-savvy elite, ELLE Decoration presents the world's most beautiful homes to delight our readers and fuel them with the inspiration and knowledge to transform their own living spaces.



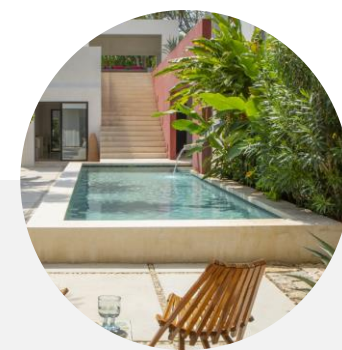
DECORATING

ELLE Decoration offers contemporary style and interior design ideas with inspirational imagery and practical expert advice for those who have a real interest in making their homes look fantastic and who have the funds to do so. Every issue includes the best wallpaper, fabrics, paints and more, ignoring the obvious in favour of truly innovative materials.



CULTURE

Ahead of the curve, ELLE Decoration sets the agenda when it comes to educating and entertaining our audience. They're an informed and intellectual crowd, who we engage with about the newest cultural events, moods and movements and the people and places that define how we live today.



TRAVEL

Hip, cultured and cosmopolitan, ELLE Decoration readers are internationally minded and love to travel. For them hotels are not just somewhere to stay but a constant source of inspiration. We deliver insider city guides, unusual recommendations and the globe's coolest tastemakers.

EDITORIAL CALENDAR 2023

FEBRUARY	Ukrainian Design/ Home Trends 2023/ Living Room Focus
MARCH	Storage and Wardrobe/ Bathroom Focus
APRIL	Outdoor Furniture/ Decorating Special/ Kitchens Magazine
MAY	Futurism & flooring/ Salone del Mobile Preview
JUNE	Alfresco living and eco/ Outdoor inspiration
JULY/ AUGUST	Future focussed furniture/ Outdoor structures and extensions
SEPTEMBER	New global talent/ Kitchen focus
OCTOBER	Colour and pattern/ London Design Festival/ Bathrooms Magazine
NOVEMBER	Architecture/ Design/ Bedroom Focus
DEC/JAN	Design Gifts/ Lighting Special



KEY NUMBERS

50k	Unique Users	DIGITAL
146k	Page Views	
25-34	Core Age Group	
29% / 69%	AB / ABC1 Profile	
2.8m	Social Followers	SOCIAL
912k	Instagram Followers	
1.7m	Facebook Followers	
50.1k	Pinterest Audience	
47,433	Circulation	PRINT
189k	Readership	
31% / 67%	AB / ABC1 Profile	



PRINT SOURCES: Total ABC Audits Dec 2022 / PAMCO Jan 2022 - Dec 2022 (Nov '22 Ipsos Iris data)
SOCIAL SOURCES: Hearst Social Media Tracking May 2023
DIGITAL SOURCES: IPSOS IRIS/UKOM (UK eyeballs on UK & US sites) June 2023 / PAMCO Jan 2022 – Dec 2022 (Nov '22 Ipsos Iris data)

EDITORIAL HIGHLIGHTS

BRITISH DESIGN AWARDS

ELLE Deco's celebration of homegrown talent including Designer of the Year. Sponsorship opportunities exist across the Awards.



KITCHEN AND BATHROOM SUPPLEMENTS



The ELLE Decoration Kitchens and Bathrooms supplements will be published in April and October respectively.

H E A R S T

HEARST.CO.UK