

ELLE



BIG IDEAS, BOLD VOICES AND INSPIRING FASHION

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On ELLE's launch in 1985, founding editor Sally Brampton wrote: "There was a whole new generation [of women] fumbling its way towards tomorrow". ELLE UK was the first mainstream magazine to act as a voice for that generation.

In 2023, the ELLE woman again fumbles into this new chapter of seismic change. ELLE UK now reflects this next wave of women navigating their way forward. ELLE presents fresh ideas along with discovering and nurturing new talent, voices and image-makers. ELLE proposes reasons to hope, be joyful and to dream.

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Kenya Hunt
Editor-in-Chief



BRAND OVERVIEW

Big Ideas, Bold Voices and Inspiring Fashion

ELLE celebrates big ideas, compelling voices and inspiring fashion – starring the women defining a brave new era. It reflects a generation reimagining our future, whether it be the way we live, love, work, vote or dress. This important luxury fashion brand sits at the cross section of style, beauty and culture with added new 2023 elements: value systems and identity. ELLE is a place of discovery — from the new rising star designers to know to energising ways to style our wardrobes that reflect our new reality. ELLE will motivate you to imagine fresh possibilities for tomorrow

HEARST

BRAND ECOSYSTEM

DIGITAL

elle.com/uk/ offers the coolest fashion, beauty and lifestyle content for stylish, creative people who want to be the first to know.



LICENSING

ELLE's beauty boxes are filled with the most luxurious beauty and wellness products individually selected by our esteemed editors.



PRINT

Each issue of ELLE showcases the best in fashion, style and culture and celebrates the game changers who are leading the way.



EXPERIENTIAL

ELLE works in partnership with a range of clients on bespoke events crafted around shared passion points and objectives.



SOCIAL

With 8 million social followers, ELLE reaches its audience wherever they are online.



ECOMMERCE

ELLE'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.



BRAND PILLARS



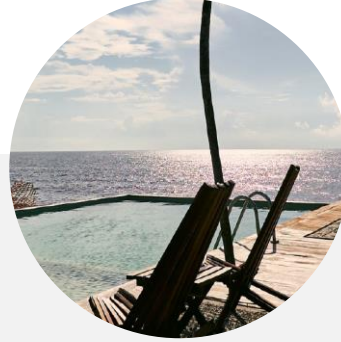
FASHION

Since its UK launch in 1985, ELLE has claimed a unique place in fashion and culture, celebrating brilliant creativity with a bold and original vision. ELLE collaborates with the world's greatest photographers and stylists, while also raising up a brilliant new generation of creatives.



BEAUTY

Beauty style hunters reporting on the 'now, new and next' trends, treatments and talent. From the latest way to wear your lipstick, to the products reshaping your regime to those conversations changing the face of the industry, ELLE is the first word in beauty.



TRAVEL

Stunning visuals and inspirational writing combine to help ELLE's readers plan adventures to the coolest hotels and most exciting new destinations and itineraries on offer; plus, a regular spotlight on domestic travel.



MODERN CULTURE

From profiles of the most influential people working in the arts today, to insightful, intelligent features unpicking the cultural trends shaping all our lives, ELLE is your indispensable guide to what's happening now and next.



CELEBRATING THE FEMALE GAZE

ELLE shines a light on a rising generation of women photographers as well as esteemed, well-known image-makers making their mark on the fashion world

Liz Collins
Paola Kudacki
Cass Bird
Liz Arthur Johnson
Ruth Ossai
Liz Arturo
Shaniqua Jarvis
Ekua King
Christina Ebenezer
Rosaline Shavanaz
Danika Madelena

HEARST

AN INSPIRING COMMUNITY OF CONTRIBUTORS...



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DR EWOMA UKELEGHE
DOCTOR AND FOUNDER
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BERNI YATES, DESIGNER,
LECTURER AND
EDUCATIONALIST

EDITORIAL CALENDAR 2023

FEBRUARY	The Future of Hope (Collections Issue)
MARCH	The Future of Rebellion (The Big Fashion Issue)
APRIL	The Future of Love
MAY	The Future of Luxury (The Money Issue)
JUNE	The Future of Travel/Escaping
JULY/ AUGUST	The Future of British Fashion
SEPTEMBER	The Future of The Female Gaze (The Fashion Issue)
OCTOBER	The Future of Culture & Power
NOVEMBER	The Future of Beauty
DECEMBER/JAN	The Future of Fun



KEY NUMBERS

1.2m	Unique Users	DIGITAL
2.5m	Page Views	
34-44	Core Age Group	
28% / 68%	AB / ABC1 Profile	
4.1m	Global Monthly Users (GA)	
8m	Social Followers	SOCIAL
1.3m	Instagram Followers	
5.5m	Facebook Followers	
1.1m	Twitter Followers	
81,032	Circulation	PRINT
436k	Readership	
28% / 69%	AB / ABC1 Profile	

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



ELLE STYLE AWARDS

ELLE UK is a leading force celebrated for bringing together established and emerging names within the creative industries.

Now, to mark a new editorial chapter, the landmark ELLE Style Awards return in an updated modern guise to shine a light on the incredible designers, models and talent reimagining the fashion industry in a brave new way.

The ELLE Style Awards categories span creativity, innovation, inclusion and sustainability across the worlds of fashion design and personal style.

The ELLE Style Awards will celebrate the British talents who are changing the way we wear and see fashion and moving the industry forward.



H E A R S T

HEARST.CO.UK