

ELLE

VIETNAM



DIGITAL
SALES KIT 2023

MEET VIETNAM'S
MOST WANTED
WOMAN

WHY US?

"ELLE Vietnam is the #1 fashion, beauty and lifestyle media brand in Vietnam and around the world. We are as much a trendsetter in the media industry as are the designers we cover in the world of fashion.

We are as much a trendsetter in the media industry as are trusted companion for many Vietnamese female readers."

- Lien Chi, ELLE Vietnam - Editorial Director -

SEE MORE

EVERYWHERE

ELLE Vietnam's suite of digital solutions makes it easy for advertisers to target hard-to-reach young consumers across social, mobile and digital.

> 24,500,000

Total reach of all ELLE media channels each month

MAGAZINE

Over 176,000 print readership/month
60% HCMC; 40% HN and other cities

 891,159 active fans

ELLE.VN

5,300,000 page views/month

 102,000 followers

EVENTS

ELLE Fashion Journey
ELLE Beauty Awards
ELLE Women in Society
ELLE Wedding Art Gallery
ELLE Love and Share
Brand Experience Events

 31,700 subscribers

**WHITE LABEL
EVENTS**

Photoshoot Fashion show

 374,128 followers

**SPIN-OFF
SUPPLEMENT**

ELLE Idol
ELLE Wedding
ELLE Accessories
Beauty Spin-off

 >35,000 subscribers



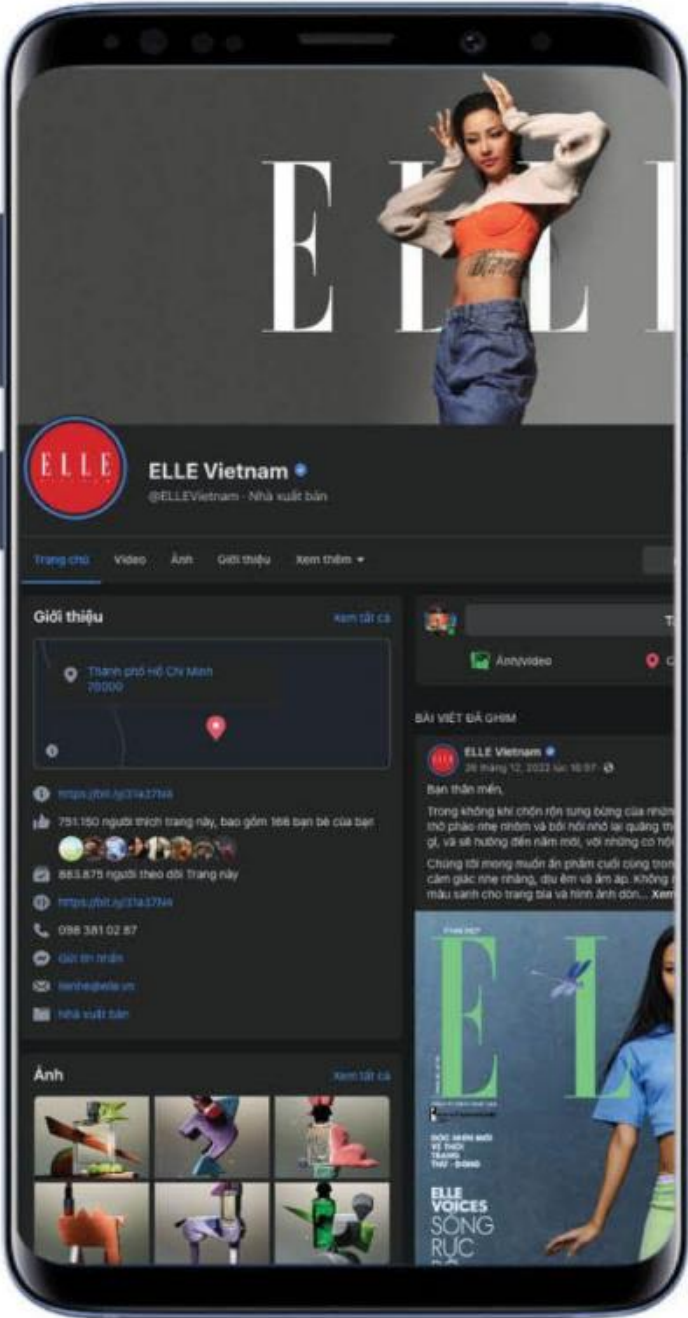
AVERAGE VISIT

ELLE.vn is the #1 fashion, beauty and lifestyle website in Vietnam. When you advertise on ELLE Digital, you can be assured that your investment will go farther than anywhere else in the market.

TOTAL VISIT

Oct 2022 - Dec 2022 - Viet Nam





FACEBOOK INTERACTIONS

ELLE has the most active & engaged Facebook communities of any fashion media brand in Vietnam!

	PAGE	TOTAL PAGE FOLLOWERS	FROM LAST WEEK	POST THIS WEEK	ENGAGEMENT THIS WEEK
1	ELLE VIETNAM	8838 k	▲ 100%	58	148.9 k
2	TẠP CHÍ ĐẸP	605 k	▲ 100%	11	16.1 k
3	HARPER'S BAZAAR VN	49.7 k	▲ 100%	65	71.8 k
4	L'OFFICIEL VIETNAM OFFICIAL	153 k	▲ 100%	10	14.9 k



Tạp chí Phái đẹp ELLE 
Media

...

Nhấn tin

 OA này đã được xác thực bởi Zalo

Sành điệu, Sâu Lắng, Sắc Sảo là 3 tiêu chí của 1 người phụ nữ ELLE. ELLE truyền cảm hứng cho độc giả tự tin thể hiện phong cách của họ. Nói 1 cách khác, ELLE chinh phục độc giả bằng cách khuyến khích họ mặc theo gu thẩm mỹ của chính họ.

[Thu gọn](#)

Tương tác chính



Thời trang



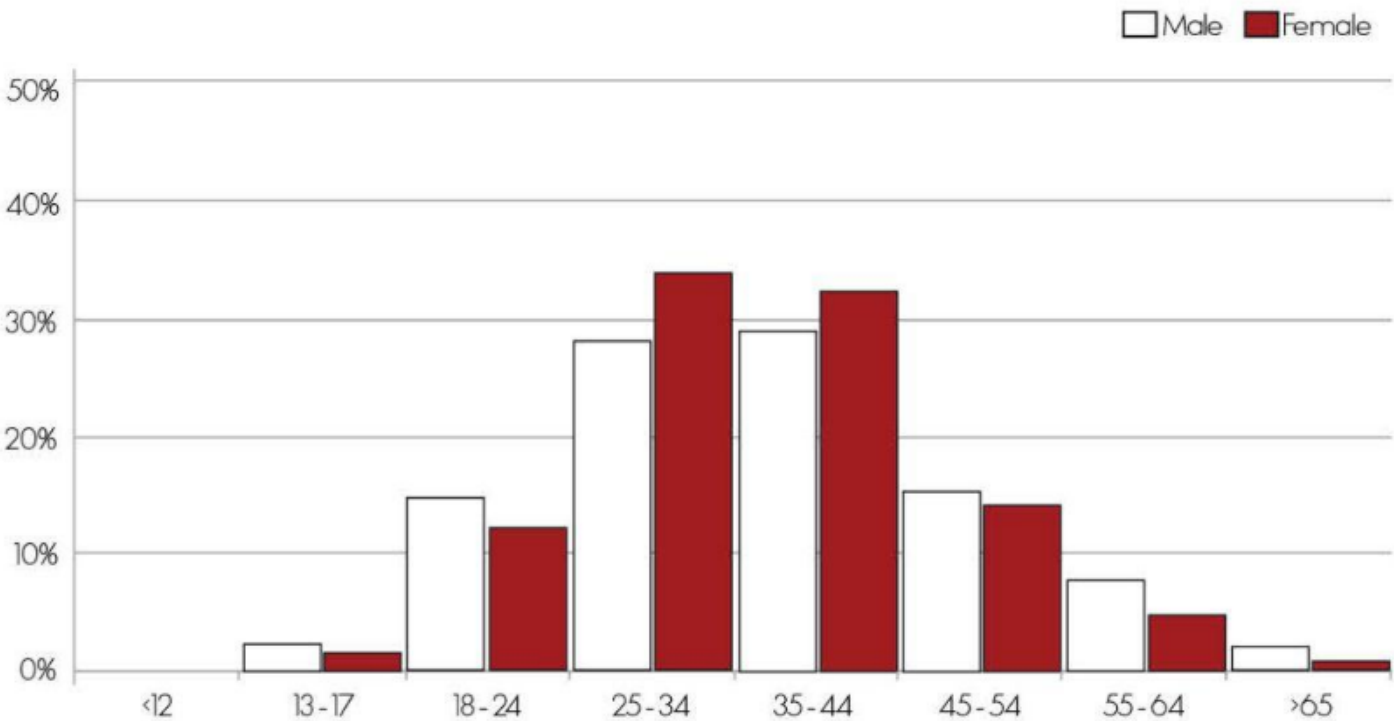
Làm đẹp



Horoscope

ZALO

OVERVIEW OF INTERESTED PEOPLE BY GENDER



Tạp chí Phái đẹp ELLE



USER PROFILE

AGE		PLATFORMS	
40%	18 - 24	Desktop	21%
48%	25 - 34	Mobile	75%
9%	35 - 44	Tablet	2%
AVERAGE SESSION DURATION		PAGES PER SESSION	
1.93		1.49	

SOCIAL MEDIA



FACEBOOK

All content published on ELLE's social media must be approved first by the editorial department to ensure that the brand, content & messaging are all consistent with ELLE content guidelines.

Branded cover photo/ video

Native advertising post
(text, image, video, GIFs)

Livestream

Minigames/ Giveaways

INSTAGRAM

Native bannerAd

Native Video Ad

Client-produced video

Minigames/ Giveaways

Branded story

YOUTUBE

Native Video Ad

Client-produced video

Live broadcast



NATIVE ADVERTISING

CUSTOM PHOTOGRAPHY

Ideas & concepts created by ELLE

ELLE photographers & producers

CUSTOM VIDEO PRODUCTION

Ideas & concepts by ELLE

Full production services of ELLE team

CUSTOM TEXT EDITORIAL CONTENT

Written by ELLE journalists

Published in the 'content stream'

Distributed on ELLE owned platforms

CUSTOM SOCIAL CONTENT

Text

Photo

Video

Animated GIFs

EMAIL MARKETING



EDM

Branded-content: Ideal for promotion & event announcement

More than 38K subscribers

Average open rate of 20%

E-NEWSLETTER

ELLE editorial content. Branded content will be highlighted as featured article

Published from Monday to Friday

Reached more than 30K subscribers

Additional the bottom banner

DIGITAL RATE CARDS

- Effective January 2023 -

Desktop display advertisement

Mobile display advertisement

Video

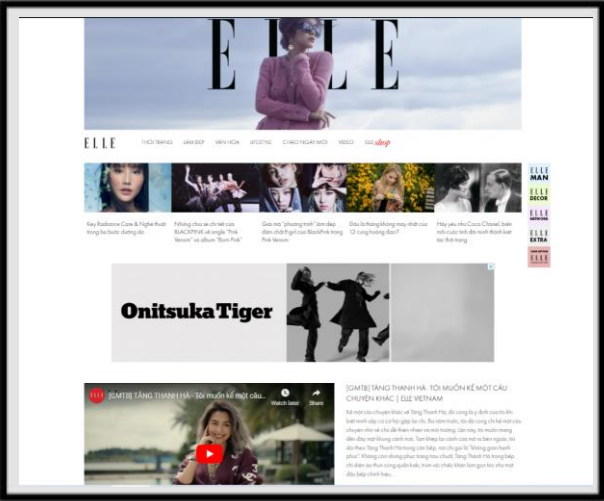
Branded content / native advertising

Social media

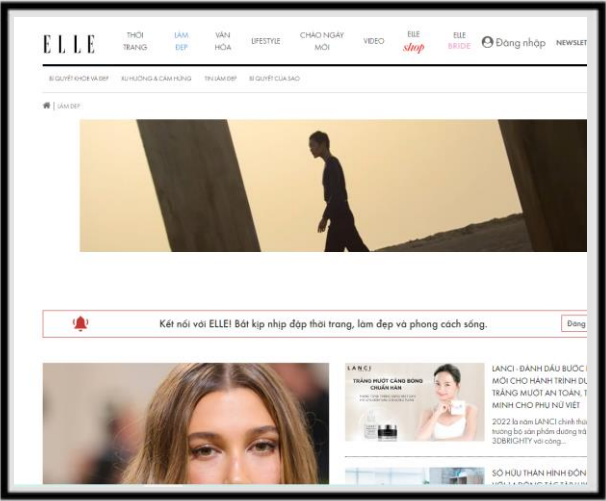
Email newsletter

WEB ADVERTISING

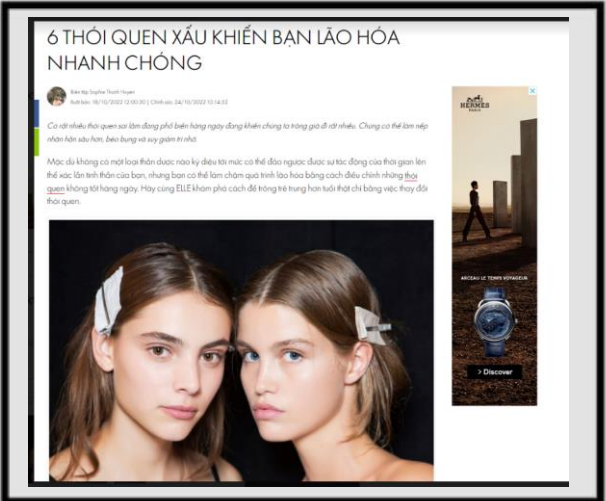
8 HOMEPAGE BANNERS



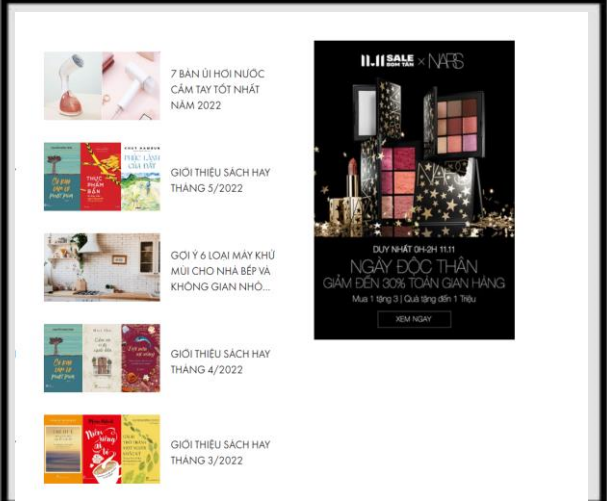
5 CATEGORY - PAGE BANNERS



4 ARTICLE BANNERS



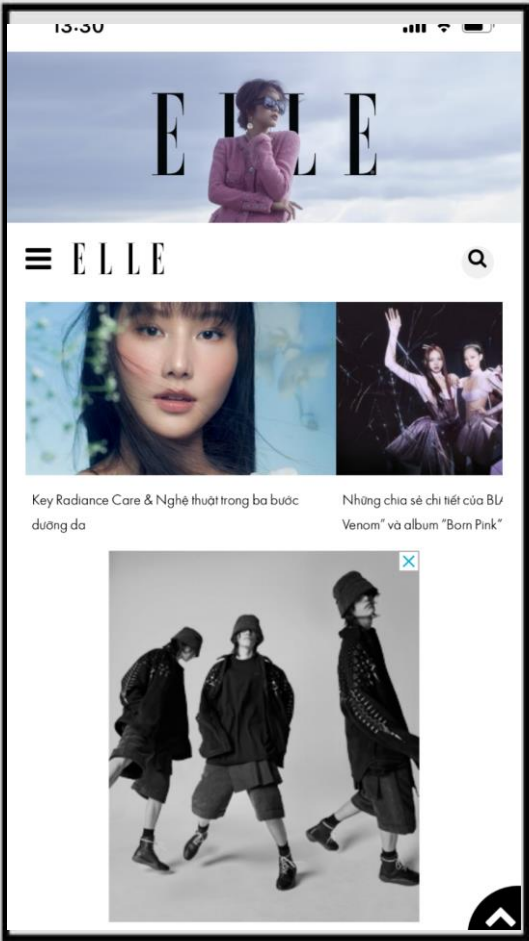
4 ELLESHOP BANNERS



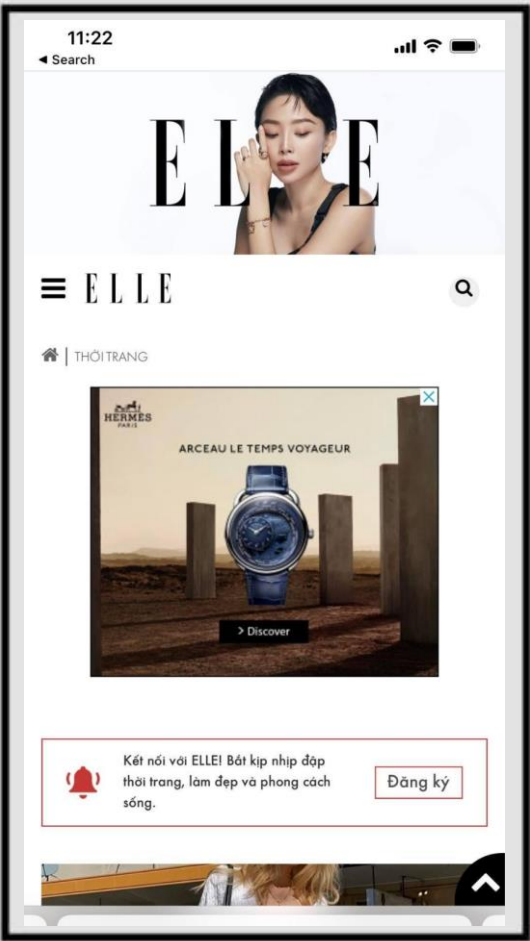
[Click to view detailed banner position](#)

MOBILE ADVERTISING

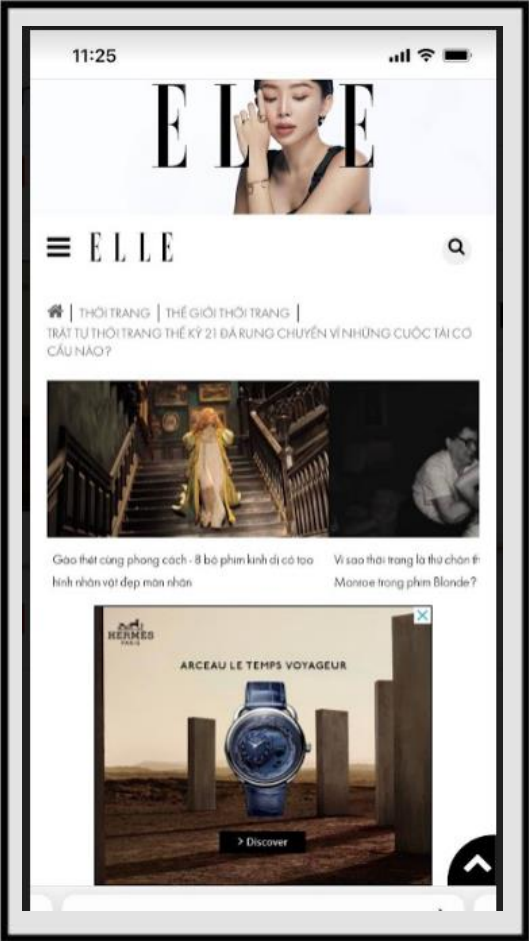
7 HOMEPAGE BANNERS



5 CATEGORY - PAGE BANNERS



4 ARTICLE BANNERS



DESKTOP DISPLAY
ADVERTISEMENT

Production	Description	Size	Frequency	Price (VND)	Price (USD)
Homepage Take Over	Brand to take over the top banner & background colour on ELLE.vn homepage	2000 x 1200 px	Week	250,000,000	10,870
Desktop Homepage A	Banner ad A displayed on ELLE.vn homepage, after menu	970 x 250 px	Weekly	40,000,000	1,740
Desktop Homepage B	Banner ad B displayed on ELLE.vn homepage, after ELLE Network box	970 x 250 px	Weekly	30,000,000	1,304
Desktop Homepage C	Banner ad C displayed on ELLE.vn homepage, after video box	970 x 250 px	Weekly	20,000,000	870
Desktop Homepage D	Banner ad D displayed on ELLE.vn homepage, after Bi Quyet Lam Dep Co Ban	970 x 250 px	Weekly	20,000,000	870
Desktop Homepage E	Banner ad E displayed on ELLE.vn homepage, after ELLE The Gioi	970 x 250 px	Weekly	20,000,000	870
Desktop Homepage F	Banner ad F displayed on ELLE.vn homepage, 10 articles after ELLE The Gioi	970 x 250 px	Weekly	20,000,000	870
Desktop Homepage G	Banner ad F displayed on ELLE.vn homepage, before footer	970 x 250 px	Weekly	20,000,000	870
Desktop Category page A	Banner ad A displayed on ELLE.vn main category pages (fashion, beauty, culture, lifestyle, horoscope), after menu	970 x 250 px	Weekly	15,000,000	652
Desktop Category page B	Banner ad B displayed on ELLE.vn main category pages (fashion, beauty, culture, lifestyle, horoscope), after 5 articles	970 x 250 px	Weekly	15,000,000	652
Desktop Category page C	Banner ad C displayed on ELLE.vn main category pages (fashion, beauty, culture, lifestyle, horoscope), after 10 articles	970 x 250 px	Weekly	15,000,000	652
Desktop Category page D	Banner ad D displayed on ELLE.vn main category pages (fashion, beauty, culture, lifestyle, horoscope), after 15 articles	970 x 250 px	Weekly	15,000,000	652
Desktop Category page E	Banner ad E displayed on ELLE.vn main category pages (fashion, beauty, culture, lifestyle, horoscope), above footer	970 x 250 px	Weekly	15,000,000	652
Desktop Article page A	Banner ads A displayed on all articles pages, on top right-hand side	160 x 600 px	Weekly	50,000,000	2,174
Desktop Article page B	Banner ads B displayed on all articles pages, above title	920 x 90 px	Weekly	30,000,000	1,304
Desktop Article page C	Banner ads C displayed on all articles pages, after 10 paragraphs	920 x 90 px	Weekly	40,000,000	1,740
Video detail page	Banner ads displayed on ELLE.vn video detail page on desktop	300 x 250 px	Weekly	30,000,000	1,304

MOBILE DISPLAY ADVERTISEMENT

Production	Description	Size	Frequency	Price (VND)	Price (USD)
Mobile Homepage A	Banner ad A displayed on ELLE.vn homepage on mobile, after menu	300 x 250 px	Weekly	40,000,000	1,740
Mobile Homepage B	Banner ad B displayed on ELLE.vn homepage on mobile, after Network box	300 x 250 px	Weekly	30,000,000	1,304
Mobile Homepage C	Banner ad C displayed on ELLE.vn homepage on mobile, after video box	300 x 250 px	Weekly	20,000,000	870
Mobile Homepage D	Banner ad D displayed on ELLE.vn homepage, after Bi Quyet Lam Dep Co Ban	300 x 250 px	Weekly	20,000,000	870
Mobile Homepage E	Banner ad E displayed on ELLE.vn homepage, 6 articles after Bi Quyet Lam Dep Co Ban	300 x 250 px	Weekly	20,000,000	870
Mobile Homepage F	Banner ad F displayed on ELLE.vn homepage, 16 articles after Bi Quyet Lam Dep Co Ban	300 x 250 px	Weekly	20,000,000	870
Mobile Homepage G	Banner ad G displayed on ELLE.vn homepage, before footer	300 x 250 px	Weekly	20,000,000	870
Mobile Category page A	Banner ad A displayed on ELLE.vn main category pages (fashion, beauty, culture, lifestyle, horoscope) on mobile, after menu	300 x 250 px	Weekly	15,000,000	652
Mobile Category page B	Banner ad B displayed on ELLE.vn main category pages (fashion, beauty, culture, lifestyle, horoscope) on mobile, after 5 articles	300 x 250 px	Weekly	15,000,000	652
Mobile Category page C	Banner ad C displayed on ELLE.vn main category pages (fashion, beauty, culture, lifestyle, horoscope) on mobile, after 10 articles	300 x 250 px	Weekly	15,000,000	652
Mobile Category page D	Banner ad D displayed on ELLE.vn main category pages (fashion, beauty, culture, lifestyle, horoscope) on mobile, after 15 articles	300 x 250 px	Weekly	15,000,000	652
Mobile Category page E	Banner ad E displayed on ELLE.vn main category pages (fashion, beauty, culture, lifestyle, horoscope) on mobile, above footer	300 x 250 px	Weekly	15,000,000	652
Mobile Article page A	Banner ad A displayed on all articles pages on mobile, above tittle	300 x 250 px	Weekly	50,000,000	2,174
Mobile Article page B	Banner ad B displayed on all articles pages on mobile, after 10 paragraphs	300 x 250 px	Weekly	50,000,000	2,174



BRANDED CONTENT NATIVE ADVERTISING

Production	Description	Frequency	Price (VND)	Price (USD)
BRANDED CONTENT / NATIVE ADVERTISING				
ELLE-produced Branded Content	Customized editorial content produced by ELLE editors -Remain top 10 latest articles on homepage for the 1st day -Top 5 featured category article for 1 day	Per article	36,000,000	1,558
	For each additional day that story is pinned on newsfeed to remain in Top 10 articles on Homepage	Per day	5,000,000	216
	For each additional day appearing at Highlight Article fixed sessions on newsfeed	Per day	5,000,000	216
	For each additional day appearing at Featured Topic (Below ELLE Style Calendar) fixed sessions on newsfeed	Per day	5,000,000	216
Client-produced Branded Content	PR article published on ELLE.vn Extra section of the website that is accessible directly from the ELLE.vn homepage	Per article	26,000,000	1,126
ELLE Style Calendar	Customized ELLE Style Calendar produced by ELLE editors -There are 7 looks in one ELLE Style Calendar -All 7 looks feature fashion item & accessory from client brands	Per article	40,000,000	1,740
Longform article	Article with custom design layout published on ELLE.vn and shared on ELLE fanpage	Per article	50,000,000	2,174

SOCIAL MEDIA

Production	Description	Frequency	Price (VND)	Price (USD)
SOCIAL MEDIA				
Facebook Post	Branded content	Per post	30,000,000	1,304
Facebook Album Post		Per album	50,000,000	2,174
Facebook Share	Re-share link or Branded Content articles from ELLE.vn to ELLE Vietnam Fanpage	Per post	15,000,000	652
Facebook Minigame	Custom-produced minigame featured on ELLE Vietnam Fanpage. The price does not include media production or prizes .	Per post	60,000,000	2,610
Facebook Story	Branded photo/gif/video (15s)(subject to an approval of ELLE Editorial)	Per post	15,000,000	652
	Brand ambassador/KOL to take over ELLE Vietnam Fanpage to share a brand photo/gif/video(15s) (subject to an approval of ELLE Editorial) with a limit of 10 stories.	Per takeover	30,000,000	1,304
Instagram Photo	One photo and caption on ELLE Instagram feed (subject to ELLE Editorial approval & must adhere to Instagram’s terms and conditions).	Per post	20,000,000	870
Instagram Album Post		Per album	50,000,000	2,174
Instagram Story	One photo or video (15s) and text on ELLE Instagram Story (subject to ELLE editorial approval & must adhere to Instagram’s terms and conditions). The story disappears after 24 hours.	Per story	15,000,000	652
	ELLE Instagram Story takeover by clients’s campaign or client’s KOLs in 1 hour. During the takeover, ELLE Instagram Story content is exclusively branded with a limit of 10 stories. Content is subjected to ELLE editorial approval & must adhere to Instagram’s terms and conditions.	Per takeover	40,000,000	1,740
Instagram Reels	1 full video/ 2 videos produced by ELLE.		40,000,000	1,740
Instagram Minigame	Custom-produced minigame featured on ELLE Vietnam Instagram. The price does not include media production or prizes.	Per post	40,000,000	1,740
Zalo	One article or photo with caption.		15,000,000	652

EMAIL NEWSLETTER



Production	Description	Frequency	Price (VND)	Price (USD)
EMAIL NEWSLETTER				
Feature article	The 1st article appears in the ELLE daily email newsletter, featured on e-newsletter subject	Per article pe r email	30,000,000	1,304
	The 2nd article appears in the ELLE daily email newsletter, no featured on e-newsletter subject.	Per article per email	20,000,000	870
Direct Promotional E-newsletter (EDM)	An unique partner e-newsletter sent to all ELLE e-newsletter subscribers.	Per email	50,000,000	2,174
Display Advertisemen t	Display advertisement featured in the ELLE email newsletter, linkable to clients' website . Ad size: 640x241	Per email	20,000,000	870