

ELLE

V I E T N A M

DIGITAL
SALES KIT 2025

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.

> 30,068,000

Total reach of all ELLE media channels each month

MAGAZINE

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

EVENTS

ELLE Fashion Show
ELLE Man Fashion Show
ELLE Beauty Awards
ELLE Women in Society
ELLE Wedding Art Gallery
ELLE Love and Share
ELLE Styling in Store
Brand Experience Events

ELLE.VN

5,300,000 page views/month

WHITE LABEL EVENTS

Photoshoot Fashion show

SPIN-OFF SUPPLEMENT

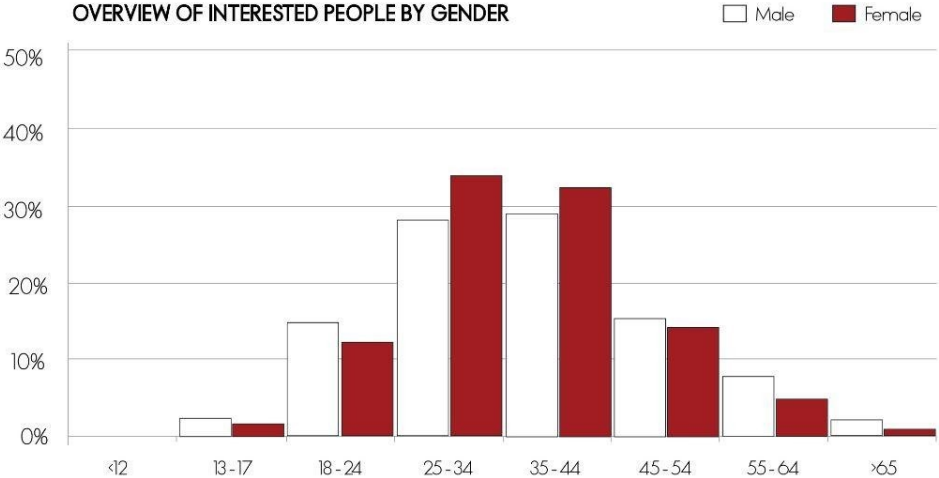
ELLE Idol
ELLE Wedding
ELLE Accessories
Beauty Spin-off

FACEBOOK INTERACTIONS

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

	PAGE	TOTAL PAGE FOLLOWERS	POST THIS WEEK	ENGAGEMENT THIS WEEK
1	ELLE VIETNAM	899 k	85	73005
2	TẠP CHÍ ĐẸP	600 k	46	58,767
3	HARPER'S BAZAAR VN	368 k	5	26,416
4	L'OFFICIEL VIETNAM OFFICIAL	181 k	38	23865

ZALO



Tạp chí Phái đẹp ELLE

WEBSITE USER PROFILE

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

SOCIAL MEDIA

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.

FACEBOOK	INSTAGRAM	YOUTUBE	TIKTOK
Branded cover photo/ video Native advertising post (text, image, video, GIFs) Livestream Minigames/ Giveaways	Native banner Ad Native Video Ad Client-produced video Minigames/ Giveaways Branded story	Native Video Ad Client-produced video Live broadcast	Native Ad Post (Images, Video, GIFs) Livestream Branded Story

NATIVE ADVERTISING

CUSTOM PHOTOGRAPHY	CUSTOM VIDEO PRODUCTION	CUSTOM TEXT EDITORIAL CONTENT	CUSTOM SOCIAL CONTENT
Ideas & concepts created by ELLE ELLE photographers & producers	Ideas & concepts by ELLE Full production services of ELLE team	Written by ELLE journalists Published in the 'content stream' Distributed on ELLE owned platforms	Text Photo Video Animated GIFs

EMAIL MARKETING

EDM	E-NEWSLETTER	PUSH NOTIFICATIONS
<p>Branded-content: Ideal for promotion & event announcement</p> <p>More than 38K subscribers</p> <p>Average open rate of 20%</p>	<p>ELLE editorial content: Branded content will be highlighted as featured article</p> <p>Published from Monday to Friday</p> <p>Reached more than 30K subscribers</p> <p>Additional the bottom banner</p>	<p>ELLE Editorial Content / Branded Content to be pushed: From Monday to Friday</p> <p>Reach over 40k subscribers</p> <p>Average views per week over 1,800</p> <p>Average views per post over 30</p>

DIGITAL RATE CARDS

- Effective December 2024 -

Desktop display advertisement

Mobile display advertisement

Video

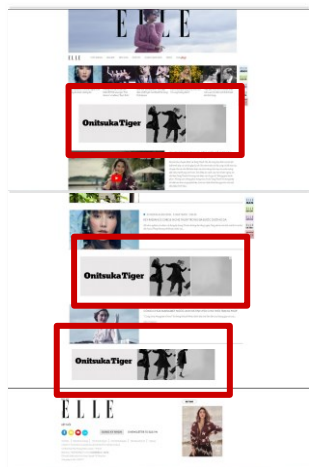
Branded content / native advertising

Social media

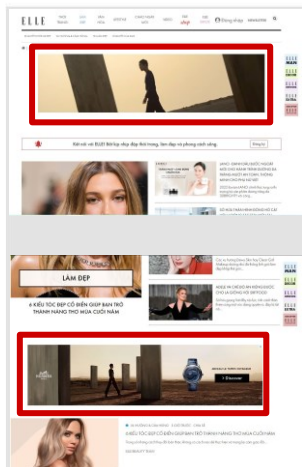
Email newsletter

WEB ADVERTISING

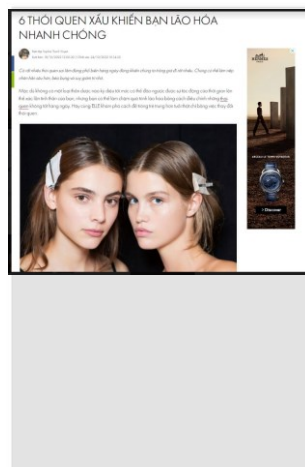
8 HOMEPAGE BANNERS



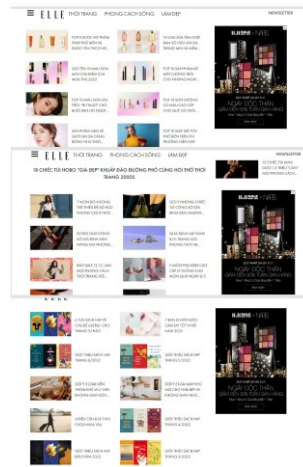
5 CATEGORY - PAGE BANNERS



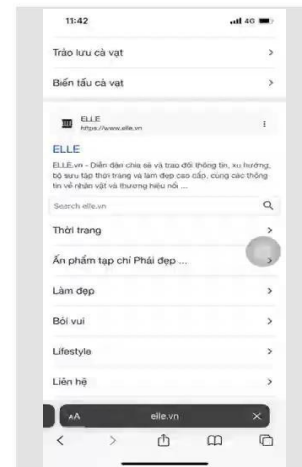
4 ARTICLE BANNERS



4 ELLESHOP BANNERS



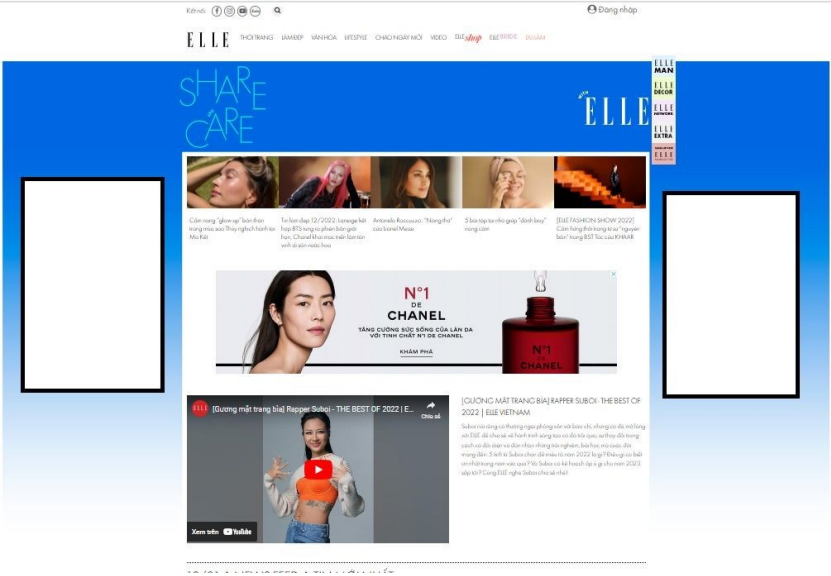
IN ALL PAGE BANNERS



Desktop display advertisement

WEB ADVERTISING

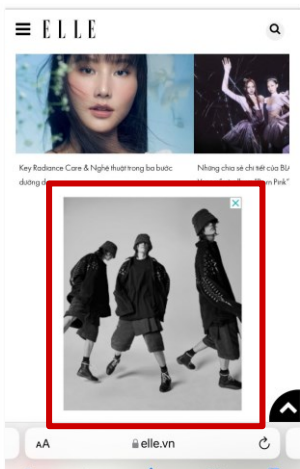
TAKE OVER BANNER



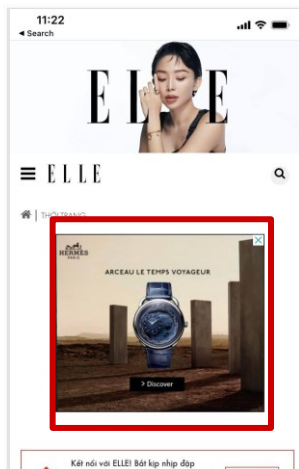
Desktop display advertisement

MOBILE ADVERTISING

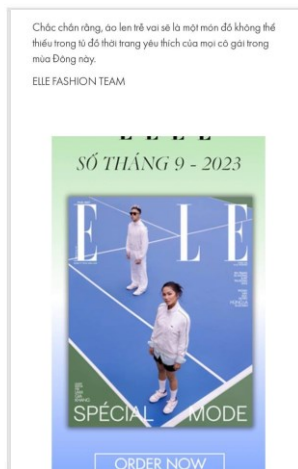
7 HOMEPAGE BANNERS



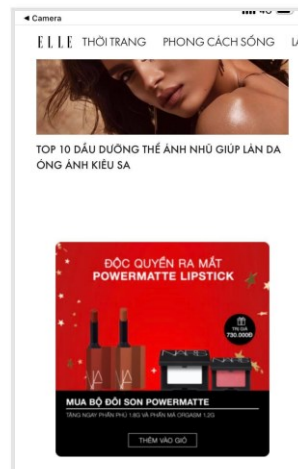
5 CATEGORY - PAGE BANNERS



4 ARTICLE BANNERS



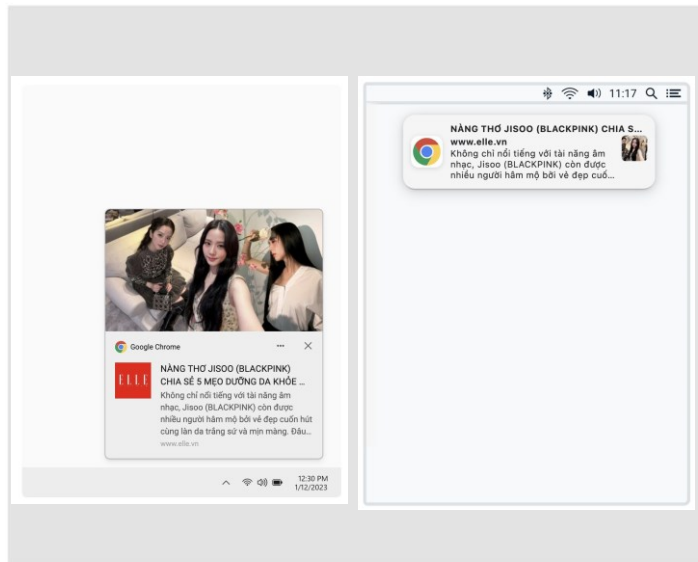
4 ELLESHOP BANNERS



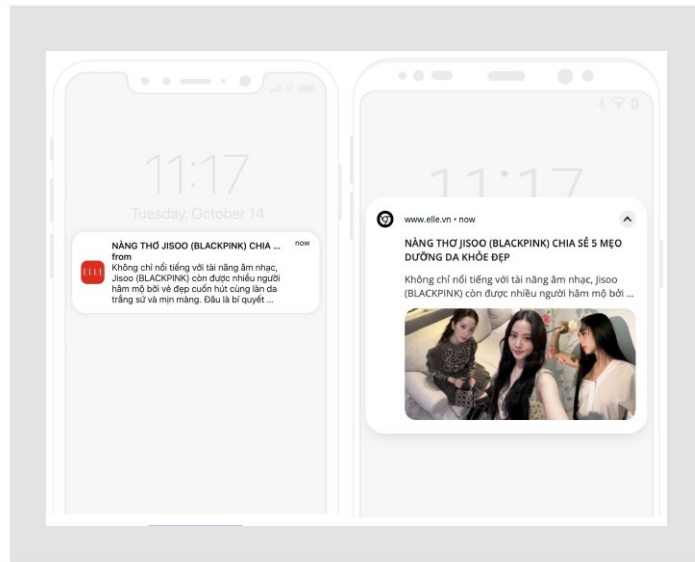
Mobile display advertisement

PUSH NOTIFICATION

PC



MOBILE



DESKTOP DISPLAY ADVERTISEMENT 1/3

PRODUCTION	DESCRIPTION	SIZE	FREQUENCY	PRICE (VND)	PRICE (USD)
Homepage Takeover	Brand to take over the banners & background colour on ELLE.vn homepage	2000 x 1200 px	Week	360,000,000	12,765
Desktop Homepage A	Banner ad A displayed on ELLE.vn homepage menu	970 x 250 px	Weekly	60,000,000	2,128
Desktop Homepage B	Banners B displayed on ELLE.vn, after ELLE CHỌN highlights	970 x 250 px	Weekly	50,000,000	1,702
Desktop Homepage C	Banner ad C displayed on ELLE.vn homepage, after video box	970 x 250 px	Weekly	40,000,000	1,278
Desktop Homepage D	Banner ad D displayed on ELLE.vn homepage, after Bi Quyet Lam Dep Co Ban	970 x 250 px	Weekly	40,000,000	1,278
Desktop Homepage E	Banners ad E displayed on ELLE.vn, after a longform article	970 x 250 px	Weekly	40,000,000	1,278
Desktop Homepage F	Banner ad F displayed on ELLE.vn homepage, 12 articles after a longform article	970 x 250 px	Weekly	40,000,000	1,278
Desktop Homepage G	Banner ad F displayed on ELLE.vn homepage, before footer	970 x 250 px	Weekly	40,000,000	1,278

DESKTOP DISPLAY ADVERTISEMENT 2/3

PRODUCTION	DESCRIPTION	SIZE	FREQUENCY	PRICE (VND)	PRICE (USD)
Desktop category page A	Banner ad A displayed on ELLE.vn main category page (fashion, beauty, culture, lifestyle, horoscope), after menu	970 x 250 px	Week	30,000,000	850
Desktop category page B	Banner ad B displayed on ELLE.vn main category page (fashion, beauty, culture, lifestyle, horoscope), after 5 articles	970 x 250 px	Weekly	30,000,000	850
Desktop category page C	Banners C displayed on ELLE.vn main category page (fashion, beauty, culture, lifestyle, horoscope), after 10 articles	970 x 250 px	Weekly	30,000,000	850
Desktop category page D	Banners D displayed on ELLE.vn main category page (fashion, beauty, culture, lifestyle, horoscope), after 15 articles	970 x 250 px	Weekly	30,000,000	850
Desktop category page E	Banners E displayed on ELLE.vn main category page (fashion, beauty, culture, lifestyle, horoscope), above footer	970 x 250 px	Weekly	30,000,000	850

DESKTOP DISPLAY ADVERTISEMENT 3/3

PRODUCTION	DESCRIPTION	SIZE	FREQUENCY	PRICE (VND)	PRICE (USD)
Desktop Article page A	Banners ads A displayed on all articles pages, on top right-hand side	160 x 600 px	Weekly	80,000,000	2,554
Desktop Article page B	Banner ads B displayed on all articles pages, above title	920 x 90 px	Weekly	60,000,000	2,128
Desktop Article page C	Banner ads B displayed on all articles pages, after 10 paragraphs	920 x 90 px	Weekly	50,000,000	1,702
Video detail page	Banner ads displayed on ELLE.vn video detail page on desktop	300 x 250 px	Weekly	50,000,000	1,702

MOBILE DISPLAY ADVERTISEMENT 1/3

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	60,000,000	2,128
Mobile Homepage B	Banners B displayed on ELLE.vn, after ELLE CHỌN highlights	300 x 250 px	Weekly	50,000,000	1,702
Mobile Homepage C	Banner ad C displayed on ELLE.vn homepage on mobile, after video box	300 x 250 px	Weekly	40,000,000	1,278
Mobile Homepage D	Banner ad D displayed on ELLE.vn homepage, after Bi Quyet Lam Dep Co Ban	300 x 250 px	Weekly	40,000,000	1,278
Mobile Homepage E	Banners ad E displayed on ELLE.vn, after a longform article	300 x 250 px	Weekly	40,000,000	1,278
Mobile Homepage F	Banner ad F displayed on ELLE.vn homepage, 19 articles after Bi Quyet Lam Dep Co Ban	300 x 250 px	Weekly	40,000,000	1,278
Mobile Homepage G	Banner ad F displayed on ELLE.vn homepage, before footer	300 x 250 px	Weekly	40,000,000	1,278

MOBILE DISPLAY ADVERTISEMENT 2/3

PRODUCTION	DESCRIPTION	SIZE	FREQUENCY	PRICE (VND)	PRICE (USD)
Mobile category page A	Banner ad A displayed on ELLE.vn main category page (fashion, beauty, culture, lifestyle, horoscope), after menu	300 x 250 px	Weekly	30,000,000	850
Mobile category page B	Banners B displayed on ELLE.vn main category page (fashion, beauty, culture, lifestyle, horoscope), after 5 articles	300 x 250 px	Weekly	30,000,000	850
Mobile category page C	Banner ad C displayed on ELLE.vn main category page (fashion, beauty, culture, lifestyle, horoscope), after 10 articles	300 x 250 px	Weekly	30,000,000	850
Mobile category page D	Banner ad D displayed on ELLE.vn main category page (fashion, beauty, culture, lifestyle, horoscope), after 15 articles	300 x 250 px	Weekly	30,000,000	850
Mobile category page E	Banner ad E displayed on ELLE.vn main category page (fashion, beauty, culture, lifestyle, horoscope), above footer	300 x 250 px	Weekly	30,000,000	850

MOBILE DISPLAY ADVERTISEMENT 3/3

PRODUCTION	DESCRIPTION	SIZE	FREQUENCY	PRICE (VND)	PRICE (USD)
Mobile Article page A	Banner ad A displayed on all articles pages on mobile, above title	300 x 250 px	Weekly	100,000,000	3,404
Mobile Article page B	Banners B displayed on ELLE.vn all articles pages on mobile, after 10 paragraphs	300 x 250 px	Weekly	80,000,000	2,554
Mobile - onpage	Ad banner displayed under homepage on mobile	300 x 600 px	Weekly	80,000,000	2,554
Mobile - onpage	Ad banner displayed under all article each category	300 x 600 px	Weekly	60,000,000	1,702
Mobile - onpage	Ad banner displayed under all category articles	300 x 600 px	Weekly	180,000,000	6,384

SOCIAL MEDIA 1/2

PRODUCTION	DESCRIPTION	FREQUENCY	PRICE (VND)	PRICE (USD)
Facebook Post	Branded content	Per post	50,000,000	1,702
Facebook Album Post		Per album	60,000,000	2,554
Facebook Share	Re-share link or Branded Content article from ELLE.vn to ELLE Vietnam Fanpage	Per post	30,000,000	850
Facebook Minigame	Custom-produced minigame featured on ELLE Vietnam Fanpage. The price does not include media production or prizes	Per post	80,000,000	2,980
Facebook Story	Branded photo/gif/video (15s) (subject to an approval of ELLE Editorial)	Per post	30,000,000	850
	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	50,000,000	1,702
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	40,000,000	1,278

SOCIAL MEDIA 2/2

PRODUCTION	DESCRIPTION	FREQUENCY	PRICE (VND)	PRICE (USD)
Instagram Album Post		Per album	60,000,000	2,128
Facebook/Instagram Video	Video posting on ELLE Facebook/Instagram	Per video	80,000,000	2,980
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	30,000,000	850
	ELLE Instagram Story takeover by client'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 term and conditions.	Per takeover	50,000,000	1,702
Instagram Reels	1 full video/ 2 full videos produced by ELLE		60,000,000	2,128
Instagram Minigame	Custom-produced minigame featured on ELLE Vietnam Instagram. The price does not include media production or prizes.	Per post	60,000,000	2,128
Zalo	One article or photo with caption		30,000,000	850

BRANDED CONTENT NATIVE ADVERTISING

PRODUCTION	DESCRIPTION	FREQUENCY	PRICE (VND)	PRICE (USD)
ELLE-produced Branded Content	Custom 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	60,000,000	2,554
	For each additional day that story is pinned on newsfeed to remain in Top 10 articles on Homepage	Per day	20,000,000	425
	For each additional day appearing at highlight Articles fixed sessions on newsfeed	Per day	20,000,000	425
	For each additional day appearing at Featured Topic (Below ELLE Style Calendar) fixed sessions on newsfeed	Per day	20,000,000	425
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	40,000,000	1,278
ELLE Style Calendar	Custom ELLE Style Calendar produced be ELLE editors There are 7 looks in on ELLE Style Calendar All 7 looks feature fashion item & accessory from client brands	Per article	60,000,000	2,554
Longform article	Article with custom design layout published on ELLE.vn	Per article	60,000,000	2,554

EMAIL NEWSLETTER

PRODUCTION	DESCRIPTION	FREQUENCY	PRICE (VND)	PRICE (USD)
Feature article	The 1st article appears in the ELLE daily email newsletter, featured on e-newsletter subject	Per article per email	40,000,000	1,278
	The 2nd article appears in the ELLE daily email newsletter, no featured on e-newsletter subject	Per article per email	30,000,000	850
Direct Promotional E-newsletter (EDM)	An unique parter e-newsletter sent to all ELLE e-newsletter subscribers	Per email	60,000,000	2,128
Display Advertisement	Display advertisement featured in ELLE email newsletter, linkable to client's website	Per email	30,000,000	850
Push Notification	50,000 users		60,000,000	2,128

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V I E T N A M

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