

ELLE MAGAZINE RATE CARD

PREMIUM ADVERTISING POSITIONS	AD DIMENSIONS	PRICE (VND)	PRICE (USD)
Inside Front Cover (IFC)	Double Page Spread (DPS)	214,270, 875	9,316
1ST Double Page Spread (DPS1)	DPS1	200,057, 812	8,698
2ND	DPS1	175,812,000	7,644
3RD	DPS1	155,507,625	6,761
4TH	DPS1	147,983,062	6,434
5TH	DPS1	142,966,687	6,215
6TH	DPS1	140,219,625	6,096
7TH	DPS1	137,830,875	5,992
8TH	DPS	135,442,125	5,888
9TH	DPS	132,336,750	5,753
10TH	DPS	126,364,875	5,494
Standard DPS	DPS1	120,393,000	5,234
Cover 3	Premium Single Page (PSP)	67,721, 062	2,944
Cover 4	PSP	172,422,250	7,496
Facing Table of Contents	PSP	107,351, 562	4,667
Facing 2nd & 3rd Table of Contents	PSP	100,327,500	4,362
Facing Masthead/Credits	PSP	89,339,250	3,884
Facing Editor's Letter	PSP	80,262,000	3,489
Facing Contributor's Page	PSP	71, 662,500	3,115
Facing ELLE.vn	PSP	69,273,750	3,011
Standard Single Page	SSP	65,212,875	2,835
ELLE Focus Feature Page	PSP	78,255,450	3,276
ELLE Promotion Page	PSP	65,212,875	2,835
ELLE Update	Dimension 1/6 of single page includes basic information and representative picture	8,000,000	347

MAGAZINE ADVERTISING SPECIFICATIONS

+ TRIM SIZE (10MM WHITE MARGIN AROUND)

- Double page spread: **400x265mm**
 - Single page: **190x265mm**

+ TYPE AREA (CONTENT IS PLACED IN DESIGNATED AREA)

- Double page spread: **380x254mm**
 - Single page: **170x254mm**

+ BLEED SIZE (3MM EXTRA ON EACH SIDE OF THE TRIM SIZE ADVERT)

- Double page spread: **426x291mm**
 - Single page: **216x291mm**



ELLE[®] DECORATION

**CAPRI
C'EST PAS FINI!
NOS ADRESSES
VIP**

**TURQUOISE,
CIEL, INDIGO...
VIVE LES BLEUS!**
Les harmonies
qui nous inspirent



LAVIE RÊVÉE
DU CAP-FERRAT À MARRAKECH
VISITES **TRES PRIVÉES**

**SALLE DE BAINS
LES NOUVEAUX LUXES**

N° 227, JUIN 2014

THE WORLD'S BEST-SELLING HOMES MAGAZINE

ELLE[®] DECORATION

SOUTH AFRICA

MODERN
FOOD FROM
CAPE TOWN'S
COOLEST
EATERY

Work It
ALL THE HOME OFFICE
INSPO YOU NEED



SOUTH AFRICA
MARCH 2018
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THE NEW MOOD
Big Ideas for Stylish Home Updates