

# ELLE

ACCESSORY  
*magazine*

www.elle.fi

**505**  
NEW  
FASHION  
TIPS



Style guide for Autumn

## THE ACCESSORY SPECIAL



A-Z OF STYLE  
*from cars  
to fragrances*

# ELLE

**ELLE FINLAND** launches a new brand extension, Elle Accessories. It is the first magazine concentrated to accessories in Finland.

**ELLE ACCESSORIES** introduces both international and Finnish style trends for the Autumn. The magazine is full of fashion and shopping tips, as well as great style ideas from the fashion insiders. Elle Accessories also introduces the fabulous co-operation with the tv programme Finland's Next Top Model (Huippumalli haussa).

## INTERNATIONAL SUCCESS STORY

### THE FIRST IN FINLAND

*Co-operation with the television programme  
Finland's Next Top Model (Huippumalli haussa)*

## GREAT VISIBILITY ON THE NEWSSTAND

## LONG SALES TIME

## ELLE QUALITY

*Special prices and solutions*

SCHEDULE  
**LARGE PRINT RUN**

### Advertisement prices:

2/1 page	9 900 €
1/1 page	4 500 €
1/2 vertical	3 000 €

### Fixed positions:

First spread	12 500 €
Premium spreads	11 000 €
Back cover	6 000 €
Premium pages	5 500 €
3rd cover	
Contents left and right	
Page next to the editorial page	
Advertisement next to the Elle.fi page	

### Advertisement sizes:

2/1 page	460 x 297 mm
1/1 page	230 x 297 mm
1/2 vertical	109 x 297 mm
Back cover	230 x 272 mm

Cutting allowance 5 mm,  
text 5 mm from the cutaway edge.  
22% VAT is added to price.

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