



2018  
*Media  
Kit*

## MISSION STATEMENT

*ELLE DECOR is about modern, sophisticated living, and a global perspective. It provides readers with inspiration, immediacy and a little fantasy on interior design, fashion, travel, real estate, and art—all inseparable elements of a stylish life.*

### TO ADVERTISE

Contact your ELLE DECOR Sales Representative or Associate Publisher David Hamilton at 212.649.7298 or [DavidHamilton@hearst.com](mailto:DavidHamilton@hearst.com).

## MEET WHITNEY ROBINSON ELLE DECOR'S EDITOR IN CHIEF



*“The ultimate aim is for ELLE DECOR to be a beacon of global taste in the 21st century.*

*We got into this business in the first place to dream. So let’s bring back the immediacy. The playfulness. The point of view. The fantasy. And then make it reality.”*

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ONLY IN ELLE DECOR



STYLE

CONTRIBUTORS

Stories and profiles of the people behind the issue.

SHORTLIST

The most stylish and influential people in the world tell us the 12 essentials they can't live without.

MOOD BOARD

From the world's runways to your home—furnishings that reflect fashion's impact on design.

WHAT'S HOT!

Chic new products from the world of design.

DESIGN

NOT FOR SALE

Our last page spotlighting an exclusive, one-of-a-kind home furnishings piece, commissioned by ELLE DECOR. Each commissioned piece will be archival, unique and "not for sale" to general public or trade.

GREAT IDEAS

Inspiring images of interiors around the world culled from the 25 international editions of ELLE DECOR.

IN THE SHOWROOMS

What's new in to-the-trade showrooms—fabrics, furnishings, and fabulous finds.

TALENT

Stylish and creative people in today's world of design.

TOOLBOX

Smart products for stylish home improvement.

ENDPAPER

Dedicated to wallcoverings and fabrics.

TRUTH IN DECORATING

ELLE DECOR's comprehensive shopping guide to the "top 10" home furnishings—beds, dining tables, wing chairs, floor lamps, and more—with authoritative commentary from leading designers.

UNCONVENTIONAL WISDOM

The design world's legendary personalities share a lifetime of advice and ideas with our readers. Their wisdom—still fresh, often unorthodox—may surprise you!

NOTE

All content and dates subject to change. \*Materials due at ad close. Signed IO for covers is 8 weeks prior to listed close date.



CULTURE

ART SHOW

Profiles of up-and-coming artists and photographers who are exciting collectors today.

APPRAISAL

An in-depth look at the iconic pieces from the talents who shaped design throughout the 20th century, with advice from top dealers on what you need to know and where to go to buy.

D.B.E.D DANIEL BOULUD

World-renowned chef Daniel Boulud shares recipes for his favorite seasonal dishes and suggests complementary wines for sophisticated entertaining.

ED TRAVELS

A travel guide for the design enthusiast: Find out where to shop, eat, and stay in premier cities around the world.

ED DESIGN HOTELS

A monthly spotlight on a destination and/or hotel that is known for its exquisite design.

WHAT'S NEXT

A discerning round-up of new exhibits, restaurants, art shows, hotels, books, destinations, and celebrations.

ED GOES TO THE MOVIES

An artful, behind the scenes look at movie set design.



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# EDITORIAL CALENDAR

## JANUARY/FEBRUARY 2018

### *International Issue*

INSERT CLOSE: 9/28/17  
 AD CLOSE\*: 11/6/17  
 ON SALE: 12/19/17

## MARCH 2018

### *Transformative Design & Renovation*

INSERT CLOSE: 11/9/17  
 AD CLOSE\*: 12/21/17  
 ON SALE: 2/6/18

## APRIL 2018

### *Indoor/Outdoor Living*

INSERT CLOSE: 12/8/17  
 AD CLOSE\*: 1/18/18  
 ON SALE: 3/6/18

## MAY 2018

### *In Defense of Craft*

INSERT CLOSE: 1/19/18  
 AD CLOSE\*: 2/22/18  
 ON SALE: 4/10/18

## JUNE 2018

### *A-List*

INSERT CLOSE: 2/26/18  
 AD CLOSE\*: 3/29/18  
 ON SALE: 5/15/18

## JULY/AUGUST 2018

### *American Summer*

INSERT CLOSE: 4/6/18  
 AD CLOSE\*: 5/3/18  
 ON SALE: 6/26/18

## SEPTEMBER 2018

### *Global Style & Design*

INSERT CLOSE: 5/17/18  
 AD CLOSE\*: 6/14/18  
 ON SALE: 8/7/18

## OCTOBER 2018

### *Fashion*

INSERT CLOSE: 6/14/18  
 AD CLOSE\*: 7/19/18  
 ON SALE: 9/4/18

## NOVEMBER 2018

### *Luxury*

INSERT CLOSE: 7/20/18  
 AD CLOSE\*: 8/23/18  
 ON SALE: 10/9/18

## DECEMBER 2018

### *Passions of the Season*

INSERT CLOSE: 8/24/18  
 AD CLOSE\*: 9/27/18  
 ON SALE: 11/13/18

## JANUARY/FEBRUARY 2019

### *Architecture Issue*

INSERT CLOSE: 9/27/18  
 AD CLOSE\*: 11/6/18  
 ON SALE: 12/18/18



# ELLE DECORATION NETWORK

THE WORLD'S LARGEST DESIGN MAGAZINE NETWORK: 10M readers worldwide

## 25 EDITIONS

- ELLE DECORATION China
- ELLE DECORATION Croatia
- ELLE DECORATION Denmark
- ELLE DECORATION France
- ELLE DECORATION Germany
- ELLE DECORATION Greece
- ELLE DECOR India
- ELLE DECORATION Indonesia
- ELLE DECOR Italy
- ELLE DECOR Japan
- ELLE DECOR Korea
- ELLE DECORATION Mexico
- ELLE DECORATION Middle East (Lebanon + Arab World)
- ELLE DECORATION Netherlands
- ELLE DECORATION Poland
- ELLE DECORATION Russia
- ELLE DECORATION South Africa
- ELLE DECOR Spain
- ELLE DECORATION Sweden
- ELLE DECORATION Taiwan
- ELLE DECORATION Thailand
- ELLE DECORATION Turkey
- ELLE DECORATION UK
- ELLE DECOR USA
- ELLE DECORATION Vietnam

## 7 OTHER TERRITORIES

- ELLE DECORATION Argentina
- ELLE DECORATION Czech Republic
- ELLE DECORATION Hong-Kong
- ELLE DECORATION Norway
- ELLE DECORATION Romania
- ELLE DECORATION Serbia
- ELLE DECORATION Slovenia

## FOR MORE INFORMATION

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# 2017 IPSOS READER PROFILE

WOMEN .....	<b>71%</b>
MEN .....	<b>29%</b>
TOTAL AUDIENCE .....	<b>446,000</b>

## AGE

AGE 25-54 .....	<b>69%</b>
AGE 35+ .....	<b>70%</b>
MEDIAN AGE .....	<b>44</b>

## MARITAL STATUS/CHILDREN

MARRIED .....	<b>79%</b>
CHILDREN IN HH .....	<b>47%</b>

## EDUCATION

ATTENDED COLLEGE .....	<b>98%</b>
GRADUATED COLLEGE+ .....	<b>80%</b>

## EMPLOYMENT

EMPLOYED .....	<b>86%</b>
PROFESSIONAL/MANAGERIAL .....	<b>79%</b>

## HOUSEHOLD INCOME

\$150,000+ .....	<b>78%</b>
\$200,000+ .....	<b>44%</b>
MEDIAN HHI .....	<b>\$191,405</b>

## HOME OWNERSHIP/VALUE

OWN HOME .....	<b>93%</b>
MEDIAN HOME VALUE .....	<b>\$631,564</b>
LIQUID ASSETS + REAL ESTATE 1,000,000+ .....	<b>75%</b>

SOURCE: Ipsos Affluent Survey USA Fall 2017 Adults 18 or older, HHI \$125,000+

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## 2017 MRI READER PROFILE

	AUD. (000)	COMP %
ADULTS .....	2,058	
WOMEN .....	1,838	89%
MEN .....	220	11%
READERS PER COPY .....	3.7	

### AGE

AGE 25-54 .....	1,169	57%
AGE 35+ .....	1,695	85%
MEDIAN AGE .....	50	

### MARITAL STATUS/CHILDREN

MARRIED .....	1,118	54%
CHILDREN IN HH .....	751	37%

### EDUCATION

ATTENDED COLLEGE .....	1,378	67%
GRADUATED COLLEGE+ .....	569	28%

### EMPLOYMENT

EMPLOYED .....	1,209	59%
PROFESSIONAL/MANAGERIAL .....	615	30%

### HOUSEHOLD INCOME

\$75,000+ .....	1,118	54%
\$100,000+ .....	864	42%

MEDIAN HHI .....	\$83,771
MEDIAN HH NET WORTH .....	\$314,668

### HOME OWNERSHIP

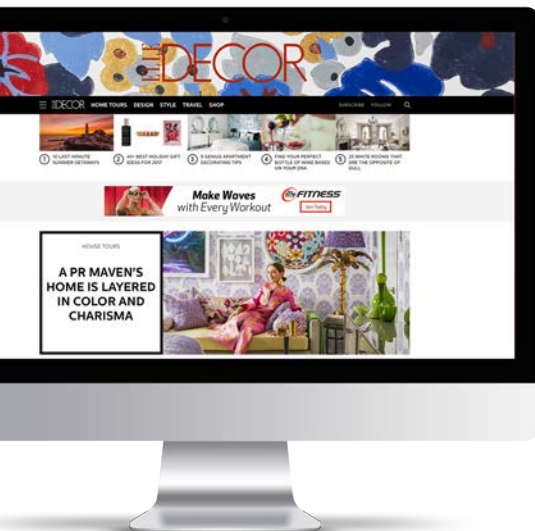
OWNS HOME .....	1,388	67%
A/B COUNTY .....	1,639	80%

SOURCE: GFK/MRI Doublebase 2017

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## FASHION FOR THE HOME... ONLINE

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UNIQUE VISITORS: .....	1,304
(Comscore June 2017)	
PAGE VIEWS: .....	8 MILLION
(Comscore June 2017)	
TOTAL TIME SPENT: .....	5 MINUTES
MEDIAN AGE: .....	39.6
MEDIAN HH: .....	\$101,739

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ELLE DECOR provides stylish home decor inspiration and interior design ideas, provided by the experts at elledecor.com.

ELLEDECOR.com delivers chic houses, fascinating people, elegant furnishings, cool objects, smart ideas, inspiring entertaining tips, and must-see destinations.

### ELLEDECOR.COM

Our viewpoint is fresh, our vision is international, and our philosophy is simple: to inspire our audience to make their world more beautiful, one room at a time.

### SOCIAL MEDIA

Over **7 MILLION** social media followers (As of 10.1.17)

### DIGITAL & SOCIAL OPPORTUNITIES

- Blogger Programs
- Brand Gallery Sponsorship
- Homepage Takeover
- Editorial Content Hub
- Sweepstakes
- Instagram Posts & Sweepstakes
- Pinterest Programs

Source: Comscore June 2017

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# AD SPECIFICATIONS

**NEW TRIM SIZE EFFECTIVE MARCH 2018**

SIZES	BLEED	TRIM	LIVE AREA
Spread.....	16.75 x 11.125"	16.5 x 10.875"	16 x 10.375"
Full Page.....	8.5 x 11.125"	8.25 x 10.875"	7.75 x 10.375"
1/3 Vertical.....	2.75 x 11.125"	2.5 x 10.875"	2 x 10.375"

**SUBMISSIONS:** Submit creative to Hearst Ad Gateway at [ads.hearst.com](http://ads.hearst.com). All files submitted must be PDF X1A print ready.

**PROOF SPECIFICATIONS:** Hearst utilizes Virtual Proofing technology at all monthly publication print facilities. Hard copy guidance is no longer required. If you opt to use a proof for internal color approval, please render at 100% size, to the SWOP 2006 #3 data set: SWOP 2006\_Coated3.

**INK SPECIFICATIONS:** 4/C process. Match colors available.

**DENSITY:** Total density should not exceed 300%.

**MARKS:** All marks (trim, bleed) should be included in all colors and must be located 1/4" (6.35 mm) from trim and not to invade the live or bleed areas.

**BINDING SPECIFICATIONS:** Perfect bound; jog to foot.

**PRINTING METHOD:** Web offset.

**GENERAL RULES:** Allow minimum 0.125" (3.175mm) on all sides for bleed ads; Reverse type or 4/C Black text smaller than 10 pt and any solid type smaller than 6 pt cannot be guaranteed for perfect registration or readability; white color objects cannot be set to overprint.

Live matter SAFETY—leave .25" from all TRIM edges. Gutter safety for TYPE—.125"-.1875" from each side of spread center.

**SHIP INSERTS TO:**

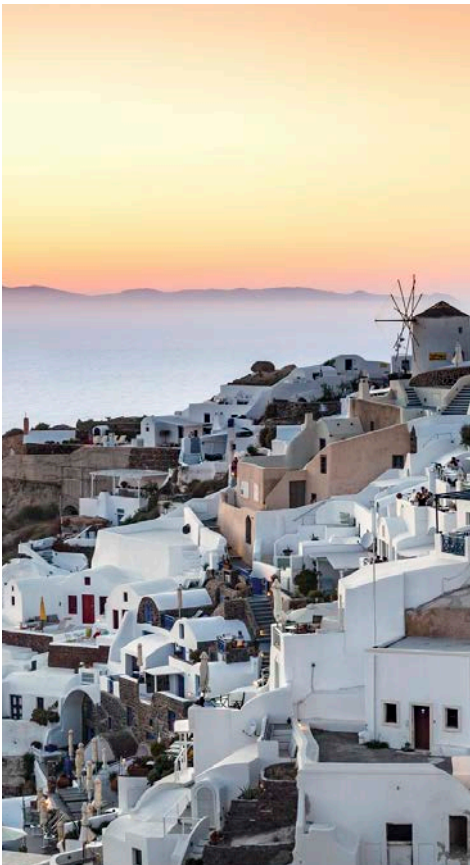
Quad/Graphics, N 11896 Hwy 175, Lomira, WI 53048  
Attn: Greg Bardele 920.269.5252

**INSERT MATERIAL EXTENSIONS OR QUESTIONS:**

Operations Account Manager:  
Julie Bosco 212.450.0977 or [Julie.Bosco@pubworx.com](mailto:Julie.Bosco@pubworx.com).

**MATERIAL EXTENSIONS OR QUESTIONS:**

Premedia Account Manager:  
Celeste Madhere 212.450.7006 or [Celeste.Madhere@pubworx.com](mailto:Celeste.Madhere@pubworx.com)



## FURNISHED INSERT SPECS

### NEW TRIM SIZE EFFECTIVE MARCH 2018

### INSERT SPECIFICATIONS

DELIVERY SIZE .....	8 1/2 X 11 1/8"
TRIM SIZE .....	8 1/4 X 10 7/8"
LIVE MATTER SIZE .....	7 3/4 X 10 3/8"
BINDING.....	PERFECT
JOGS TO .....	FOOT
FOOT TRIM .....	1/8"
HEAD TRIM .....	1/8"
OUTSIDE TRIM .....	1/8"
GRIND OFF .....	1/8"
ACROSS GUTTER .....	1/4" EACH SIDE

### INSERT ISSUE

### DUE DATE

JANUARY/FEBRUARY 2018.....	NOVEMBER 17
MARCH.....	JANUARY 10
APRIL.....	FEBRUARY 7
MAY.....	MARCH 14
JUNE.....	APRIL 18
JULY/AUGUST .....	MAY 30
SEPTEMBER.....	JULY 11
OCTOBER.....	AUGUST 8
NOVEMBER .....	SEPTEMBER 12
DECEMBER .....	OCTOBER 17
JANUARY/FEBRUARY 2019.....	NOVEMBER 19

### REQUIREMENTS

- Insert sample/bluelines must be submitted to determine bindability
- Extensions granted by the advertising production department
- All inserts should be identified with the following information:  
Quad/Graphics, N. 11896 Hwy 175, Lomira, WI 53048,  
Attention: Greg Bardele, 920.269.5252
- ELLE DECOR/issue date
- Quantity/description of materials

### PRINT ORDER/DUE DATES

Operations Account Manager:  
Julie Bosco 212.450.0977 or Julie.Bosco@pubworx.com

## 2018 TERMS & CONDITIONS

1. ELLE DECOR, published by Hearst Communications, Inc., Hearst Magazines Division ("Publisher") will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher's rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser's agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser's obligations hereunder.
2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to ELLE DECOR without the prior written permission of the Publisher.
3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.
4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher's discretion.
5. The advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.
6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.
7. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.
8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.
9. Advertisements in other than standard sizes are subject to Publisher's approval.
10. ELLE DECOR is a member of the Audit Bureau of Circulation (ABC). ELLE DECOR reports its total circulation on an issue-by-issue basis which is audited by ABC. ELLE DECOR does not guarantee circulation to regional advertisers, and regional circulations reported to ABC are used only as a basis for determining rates. For newsstand distribution purposes, a 5% margin must be allowed for regional circulations.
11. Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.
12. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way.
13. Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.
14. Advertising film will be destroyed, if not ordered returned, 12 months after last use without liability.
15. No rebate will be allowed for insertion of wrong key numbers.
16. The advertiser agrees that in the event Publisher commits any act, error or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.
17. The advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ("Losses") arising out of copying, printing, or publishing of such advertisement ("Claims").  
In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes or services related to all such promotional elements provided by the advertiser including, without limitation, those arising from any Claims).
18. The advertiser agrees to and do indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the states or subdivisions thereof.
19. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing ELLE DECOR.
20. All advertisements must be clearly identified by the trademark or signature of the advertiser.
21. Words such as "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter.
22. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements, including "kill fees" for: (i) covers equal to the premium charges outlined on the magazine's rate card and; (ii) scent strips equal to 10% of the cost for such scent strip.
23. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.
24. The advertiser agrees to reimburse Publisher for its attorney's costs and fees in collecting any unpaid billings for advertisements.
25. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.
26. All issues related to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by advertiser against Publisher relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts.
27. A 2.5% processing fee will be added to payments made by credit card.



## 2018 GENERAL RATES

### 4-COLOR

FULL PAGE .....	\$112,685
1/3 PAGE .....	\$54,410
COVER 2 .....	\$154,940
COVER 3 .....	\$140,805
COVER 4 .....	\$160,590

### BLACK & WHITE

FULL PAGE .....	\$85,990
1/3 PAGE .....	\$40,730

**RATE BASE:** ..... 550,000

\*Rates are estimated and are subject to change

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# MAJOR MARKETS

CALIFORNIA, GEORGIA, FLORIDA, ILLINOIS,  
NEW YORK, TEXAS

**CIRCULATION** ..... 222,614

## ISSUES & CLOSING DATES

JANUARY/FEBRUARY .....	11.6.17
MARCH.....	12.21.17
APRIL.....	1.18.18
MAY.....	2.22.18
JUNE.....	3.29.18
JULY/AUGUST .....	5.3.18
SEPTEMBER.....	6.14.18
OCTOBER.....	7.19.18
NOVEMBER .....	8.23.18
DECEMBER .....	9.27.18
JANUARY/FEBRUARY 2019.....	11.6.18

## FULL PAGE NET RATES

1X .....	\$13,950 NET
3X .....	\$13,470 NET
6X+ .....	\$12,985 NET

## PLEASE NOTE

- Circulation figures are estimates based on the June 2017 AAM Statement and include subscription and newsstand copies
- Regional advertisements do not appear in complimentary copies of the magazine; these copies are not included in the circulation numbers
- We do not guarantee precise newsstand distribution
- New subscribers may receive an edition outside of their region for their first issue(s) due to subscription processing time
- Color matching in ads is not guaranteed due to short run

SOURCE: June 2017 AAM Statement

## FOR MORE INFORMATION

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# NORTHEAST

CONNECTICUT, MARYLAND, MASSACHUSETTS,  
NEW HAMPSHIRE, NEW JERSEY, NEW YORK,  
PENNSYLVANIA, VIRGINIA, WASHINGTON D.C.

**CIRCULATION** ..... 116,742

## ISSUES & CLOSING DATES

MARCH..... 12.21.17  
MAY..... 2.22.18  
JUNE..... 3.29.18  
SEPTEMBER..... 6.14.18  
NOVEMBER ..... 8.23.18

## FULL PAGE NET RATES

1X..... \$8,000 NET  
3X..... \$7,460 NET  
6X+..... \$7,030 NET

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- Color matching in ads is not guaranteed due to short run

SOURCE: June 2017 AAM Statement

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# NEW YORK METRO

NEW YORK, NEW JERSEY, CONNECTICUT

**CIRCULATION** ..... 59,620

## ISSUES & CLOSING DATES

APRIL ..... 1.18.18  
 JULY/AUGUST ..... 5.3.18  
 OCTOBER ..... 7.19.18  
 DECEMBER ..... 9.27.18

## FULL PAGE NET RATES

1X ..... \$4,975 NET  
 3X ..... \$4,760 NET  
 6X+ ..... \$4,545 NET

## PLEASE NOTE

- Circulation figures are estimates based on the June 2017 AAM Statement and include subscription and newsstand copies
- Regional advertisements do not appear in complimentary copies of the magazine; company and office copies do not continue to go on circulation
- Precise newsstand distribution not guaranteed
- Occasionally, a subscriber outside NY Metro area may receive a copy containing your ad
- Color matching in ads is not guaranteed due to short run

SOURCE: June 2017 AAM Statement

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## WESTERN SECTION

ARIZONA, CALIFORNIA, COLORADO, NEW MEXICO, NEVADA, OREGON, WASHINGTON

**CIRCULATION** ..... 111,184

### ISSUES & CLOSING DATES

MAY ..... 2.22.18  
 JUNE ..... 3.29.18  
 NOVEMBER ..... 8.23.18

### FULL PAGE NET RATES

1X ..... \$8,710 NET  
 3X ..... \$8,220 NET  
 6X+ ..... \$7,680 NET

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- Color matching in ads is not guaranteed due to short run

SOURCE: June 2017 AAM Statement

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