Advertising with LARA

ELLE Canada, ELLE Québec

Canada

ELLE Canada and ELLE Québec print

Standard and co-branded positions

Both editions list four-colour full page, double-page spread, half-page, third-page, inside front-cover spread and outside back cover, plus co-branded full pages and spreads.

Mechanical sizes

Full page trim 7.875 × 10.75 in, safe 7.375 × 10.25 in and bleed 8.125 × 11 in. Spread trim 15.75 × 10.75 in, safe 15.25 × 10.25 in and bleed 16 × 11 in. Half-page horizontal trim 7.875 × 5.375 in, safe 7.375 × 4.875 in and bleed 8.125 × 5.625 in. Third-page vertical trim 2.75 × 10.75 in, safe 2.25 × 10.25 in and bleed 3 × 11 in.

Artwork and language

Supply press-ready PDF/X-1a:2001 made to Magazines Canada standards. Use CMYK and single-colour black for black and greyscale type. Minimum regular type is 8 pt. The kit identifies reverse type below 12 pt as unsuitable. KO Média requires French-language print advertising for ELLE Québec, including credits, addresses and other text that can be rendered in French.

Digital and branded content

Display, email and video

Digital formats include Leaderboard, Billboard, Banners, Big Box, Double Big Box, homepage or entry-point takeover, homepage pop-up, interactive formats, newsletter banner or editorial mention, dedicated e-blast, in-read video and pre-roll.

Co-branded campaigns

Options include articles, video, podcasts, photoshoots, content hub sponsorship, social reels or carousels, account takeovers, contests, events, VIP shopping sessions, sampling and influencer collaborations.

Enquire with LARA

Tell us your audience, budget and timing. We'll confirm the placements, price, delivery dates and artwork requirements before you book.

contact@laramediagroup.com

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