

ELLE MOBILE



Reach Fashionistas and Shopaholics on-the-go

- **OVERVIEW:**

ELLE Mobile is the premier on-the-go resource for fashion, beauty and shopping advice, providing users with a variety of mobile-optimized content including daily updated fashion news, fashion trend photo galleries, beauty tips, shopping guides and astrology.

<http://m.elle.com>

- **AUDIENCE:**

Broad Reach – On deck distribution with Verizon, AT&T, Sprint, T-Mobile and Boost; Promoted off deck through ELLE magazine, Elle.com and mobile search

Targeted – Fashion forward, early adopters, influencers, female, single, 18-34

Engaged – Strong growth in all metrics: 450k monthly visitors from Feb '07 launch. CTRs on campaigns around 3-5%.

- **ADVERTISING OPPORTUNITIES:**

Graphical banner ads on all editorial pages

Opportunities for custom editorial integration

Banner and mobile microsite creation

Brand awareness research survey



Key Advertiser Benefits

Reach a desirable audience 24 x 7

One-stop shop for end-to-end mobile solutions

Superior service from HFM Mobile: Campaign management, optimization, and detailed reporting

CAR DRIVER
mobile

ELLE

girl
mobile

girl
latina

PREMIERE MOBILE

Woman'sDay mobile

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