

**marie claire**

**MEDIA  
KIT**

THINK SMART, LOOK AMAZING

**2020**

# marie claire



MARIE CLAIRE IS THE BRAND FOR WOMEN WITH A GREAT SENSE OF STYLE AND A BROAD SPECTRUM OF INTERESTS. MARIE CLAIRE COMBINES **HIGH FASHION & BEAUTY WITH JOURNALISTIC STORIES**. IT IS THIS MIX THAT MAKES MARIE CLAIRE UNIQUE. MARIE CLAIRE HAS A **BIG CROSS-MEDIA REACH**, THANKS TO THE MAGAZINE, MARIECLAIRE.NL AND SEVERAL MASTERCLASSES AND EVENTS.

## EDITORIAL PILLARS:

- FASHION • BEAUTY • AT WORK • LIFESTYLE • INTERIOR
- HUMAN INTEREST • WINDOW ON THE WORLD

# GLOBAL FACTS



MARIE  
CLAIRE HAS  
**11 MILLION**  
READERS.

MARIE CLAIRE IS  
REPRESENTED IN  
**30 MARKETS** AND  
IS RELATED TO  
**75 MILLION WOMEN**  
ALL OVER THE WORLD.

MARIE CLAIRE  
HAS A RECORD  
NUMBER OF  
**35 MILLION**  
UNIQUE USERS.

# 514,000

*Influential women*

**MARIE CLAIRE** IS A MULTI-CHANNEL BRAND  
THAT REACHES 514,000 INFLUENTIAL  
WOMEN EACH MONTH.

## FIGURES:

READERSHIP  
**94,000**

CIRCULATION  
**21,277**

ONLINE VISITORS  
**370,000**

ONLINE UNIQUE VISITORS  
**250,000**

PAGEVIEWS  
**+ 1,000,000**

NEWS LETTER MEMBERS  
**+ 19,000**

FACEBOOK FOLLOWERS  
**24,000**

TWITTER FOLLOWERS  
**21,000**

INSTAGRAM FOLLOWERS  
**15,400**

SOURCE: GOOGLE ANALYTICS  
SOURCE: NOM 2018 Q3 - 2019 Q2



# AUDIENCE

*Stylish/smart/influential*

Women 28+

Urban professionals

Living in the suburbs or in a big city in the Netherlands

Social class A, B1, B2

Committed to their personal development and to the world around them

Aware of fashion and beauty trends

Highly interested in jewellery, watches and other accessories

Stylish all the time, at home and at work



# MULTI CHANNEL

*Marie Claire is a crossmedial brand that reaches women always and everywhere*



**MAGAZINE**  
10 TIMES A YEAR



**MARIECLAIRE.NL**  
EVERY DAY FASHION, NEWS  
AND MORE



**SOCIAL  
MEDIA**  
INSTAGRAM,  
FACEBOOK,  
TWITTER,  
YOUTUBE

**marie  
claire**

## EVENTS

- MARIE CLAIRE MASTERCLASSES
- PRIX D'EXCELLENCE DE LA BEAUTÉ
- STARTERS AWARD
- SMART SUSTAINABLE SISLEY AWARD



**STYLEGUIDE**  
TWICE A YEAR



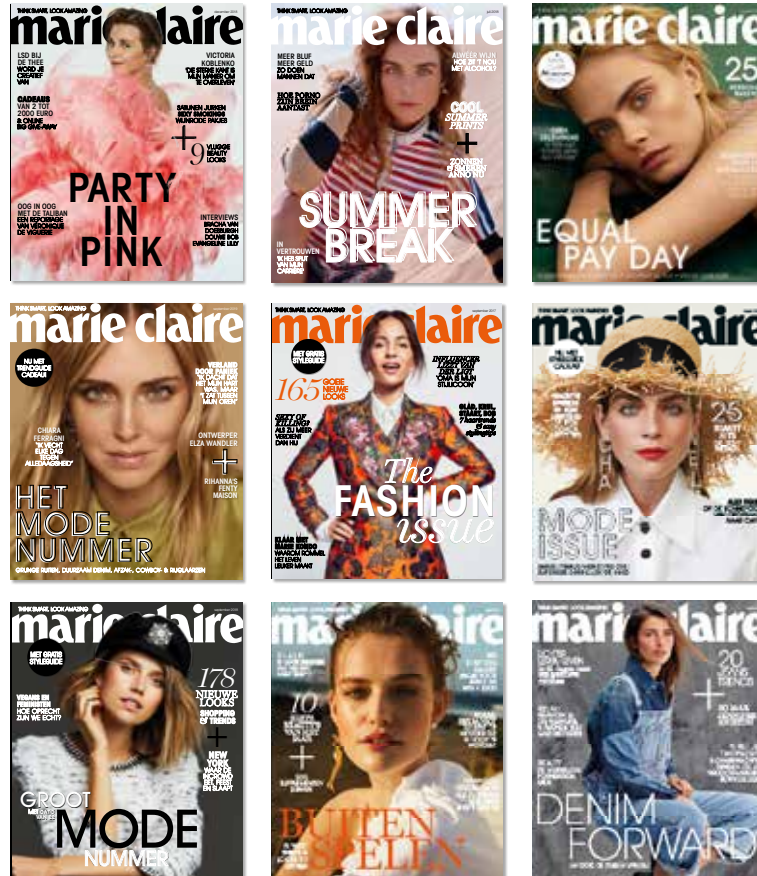
**MAISON  
GUIDE**  
ONCE A YEAR





# MAGAZINE

*10 times a year*



# STYLEGUIDE

*twice a year, at the beginning of the new fashion season*



**MARIE CLAIRE'S STYLEGUIDE** IS A SPECIAL GIFT TO OUR READERS. IT IS AN OVERVIEW OF ALL THE CATWALK & BEAUTY TRENDS, AND A LOT OF SHOPPING. OF COURSE, THERE IS ROOM FOR ADVERTISING AND COLLABORATION WITH SPONSORING PARTNERS.



# MC MAISON GUIDE

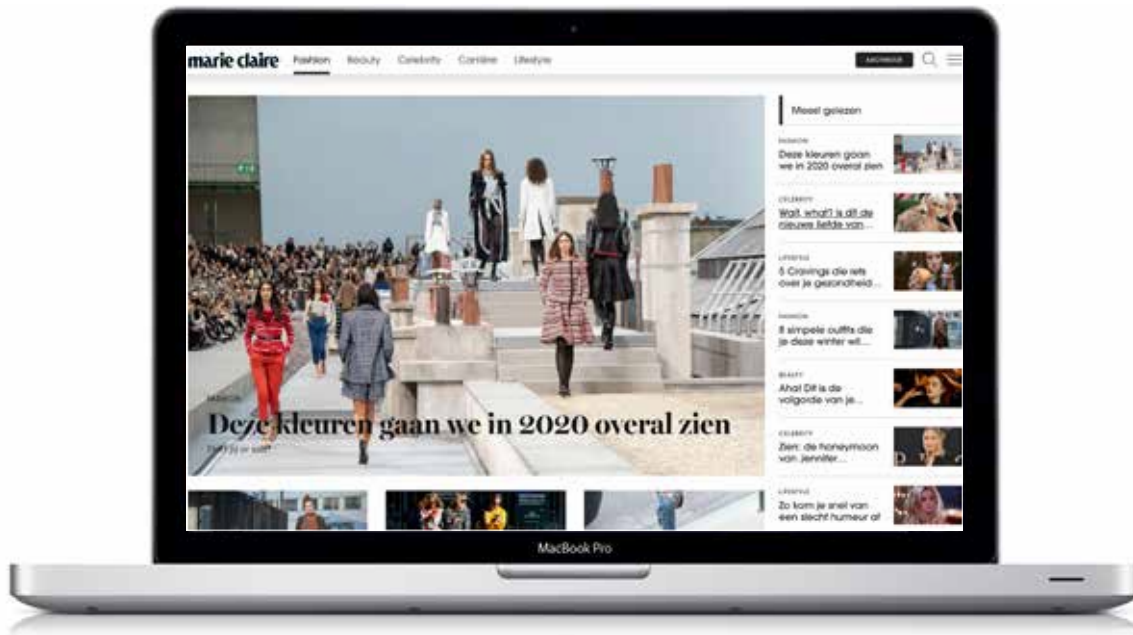
*once a year*



**MARIE CLAIRE MAISON** IS A LUXURIOUS GUIDE PACKED WITH GREAT INTERIORS, HOUSE TOURS, DESIGN, INSPIRATION, ART AND SHOPPING. A NEW GUIDE IN OKTOBER. IN 2020 WE'LL HAVE NEW GUIDE IN OCTOBER. WE WILL GLADLY HELP YOU TO EXPLORE ADVERTISING POSSIBILITIES.

# MARIECLAIRE.NL

*up-to-the-minute & always accessible*



**MARIE CLAIRE** IS THE ONLINE PLATFORM FOR ASPIRATION AND INSPIRATION, FOR YOUNG AND STYLISH CAREER WOMEN LOOKING FOR THEIR DAILY DOSE OF TRENDS, NEWS AND HOW-TO'S ABOUT FASHION, BEAUTY, WORK & LIFESTYLE. WE HAVE AN AVERAGE OF 420,000 UNIQUE VISITORS AND 1 000,000 PAGEVIEWS PER MONTH.

MARIE CLAIRE CAN OFFER ITS PARTNERS CROSS MEDIA ATTENTION, IN PRINT, EVENTS, ONLINE, VIDEO AND SOCIAL MEDIA. ONLINE, MARIE CLAIRE FACILITATES BRANDED CONTENT STORYTELLING, DIFFERENT BANNER POSITIONS AND HOME PAGE TAKE-OVERS.

# SOCIAL MEDIA

*up-to-the minute & always available*



**MARIE CLAIRE** IS A CLOSE-KNIT COMMUNITY ON SOCIAL MEDIA. WE HAVE 24.000 FOLLOWERS ON FACEBOOK, 21.000 FOLLOWERS ON TWITTER AND OVER 15.000 FOLLOWERS ON INSTAGRAM. WE WILL GLADLY HELP YOU TO EXPLORE ADVERTISING POSSIBILITIES.



# EVENTS

*Marie Claire organizes multiple events per year*

## **PRIX D'EXCELLENCE DE LA BEAUTÉ**

MARIE CLAIRE  
ANNUALLY AWARDS  
THE BEST SKIN CARE  
AND COSMETIC  
PRODUCTS OF THE  
YEAR WITH THE  
PRESTIGIOUS  
PRIX D'EXCELLENCE  
DE LA BEAUTÉ.

**TIMING: APRIL**



## **MC BEAUTY CLASSES**

A LUXURIOUS  
BRAND  
EXPERIENCE  
EVENT FOR  
MARIE CLAIRE  
READERS.

**TIMING ON REQUEST**



## **IN-STORE EVENT**

WE REGULARLY  
ORGANIZE SUCCESSFUL  
IN-STORE  
EVENTS WITH A HIGH  
ATTENDANCE. IN  
COLLABORATION  
WITH A BRAND, WE  
CREATE AN EVENT  
THAT MATCHES THE  
AUDIENCE AND  
RETAIL GOALS.

**TIMING ON REQUEST**



## **MARIE CLAIRE STARTERS AWARD**

EACH YEAR MARIE  
CLAIRE HOSTS THE  
STARTERS AWARD: A  
STYLISH BUSINESS EVENT  
AND COMPETITION  
FOR VENTUROUS  
WOMEN WITH A  
GOLDEN IDEA FOR  
THEIR OWN BUSINESS.

**TIMING: ON REQUEST**

# ADVERTISING

*Regular Marie Claire*

**1/2 page**  
**€ 2,750**

**1/1 page**  
**€ 5,500**

**2/1 page**  
**€ 11,000**

ADDITIONALLY, THERE IS THE OPTION TO HAVE THE EDITORS SHAPE YOUR ADVERTORIAL IN THE LOOK AND FEEL OF MARIE CLAIRE, FOR AN OPTIMAL RESPONSE. PRODUCTION COSTS: + 10%. FOR BRANDED CONTENT WE WILL GLADLY MAKE A PROPOSAL FOR YOU.

READERSHIP: **94,000** CIRCULATION: **21,277**



# ADVERTISING

*Online*

**Sponsored  
story**  
€ 3,500

**Advertorial**  
€ 2,250

**Advertorial  
in newsletter**  
€ 1,550

**Product  
giveaway**  
€ 2,000

**Social only**  
€ 1,000

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UNIQUE VISITORS **420,000** PAGEVIEWS **+ 1,000,000**

NEWS LETTER MEMBERS **19,000** FACEBOOK-LIKES **24,000**  
TWITTER-FOLLOWERS **21,000** INSTAGRAM-FOLLOWERS **15,400**

# CONTACT

*our sales team*

WE WOULD LIKE TO START THE  
CONVERSATION AND COLLABORATE  
WITH YOU!

PLEASE CONTACT:

**AJO VAN VULPEN**

[ajo.vanvulpen@pijpermedia.nl](mailto:ajo.vanvulpen@pijpermedia.nl)  
06 22031740

OR

**NOUCHKA JONKER**

[nouchka.jonker@pijpermedia.nl](mailto:nouchka.jonker@pijpermedia.nl)  
06 24900327



## **MARCH 2020**

IN STORE FEBRUARY 5

Deadline material January 16

### FASHION ISSUE

- Catwalktrends
  - Lots & lots of shopping  
+ extra styleguide
  - New season, new beauty products
  - Vitamin skin: serums and creams  
with vitamins
- 



## **APRIL 2020**

IN STORE MARCH 4

Deadline material February 13

### @WORK

- SUsustainable denim & accessory special
  - A lesson in ingredients: what's  
in your cream?
  - The coupes of today
- 



## **MAY 2020**

IN STORE APRIL 8

Deadline material March 19

### BEAUTY ISSUE

- Cool at the pool & bathing-suits
- Prix d'Excellence de la Beauté 2020
- 25x beauty tips from professionals



## **JUNE 2020**

IN STORE MAY 6

Deadline material April 16

### BON VOYAGE!

- The best beach looks
- News among the sun(products)
- Which serum does your skin need?



## **JULY/AUGUST 2020**

IN STORE JUNE 3

Deadline material May 14

### SUMMER IN THE CITY

- The best summer outfits
- High summer looks: your make-up doesn't melt
- Masked ball: masks are still 'hot'



## **SEPTEMBER 2020**

IN STORE AUGUST 5

Deadline material July 16

### FASHION ISSUE

- Catwalktrends
- Lots & lots of shopping  
+ extra styleguide
- The looks of the season
- The benefits of eye care



## OCTOBER 2020

IN STORE SEPTEMBER 9

Deadline material August 20

## INTERIOR

- With Maison Guide
- The best cocooning-outfits
- Your new favourite scents
- Budget-friendly beauty



## NOVEMBER 2020

IN STORE OCTOBER 7

Deadline material September 17

## SUSTAINABLE ISSUE

- This is 'green fashion'
- How does the beauty industry contributes to a better world
- About 'green' hair care and coloring



## DECEMBER 2020

IN STORE NOVEMBER 4

Deadline material October 15

## MARIE CLAIRE 30 YEARS!

- Party dresses
- Party: over the top vs. au naturel
- Give or receive – these beauties deserve a place under the tree





**JANUARY/FEBRUARY 2021**

IN STORE DECEMBER 9

Deadline material November 19

HAPPY GIRL

- Fashiontrends 2021
- This is new in wellness
- The best post-party skincare

SEE YOU  
SOON

**marie claire**