

marie claire

**MEDIA
KIT**

Think smart, look amazing

2021

marie claire



MARIE CLAIRE IS A BRAND FOR WOMEN WHO WANT TO GET THE MOST OUT OF LIFE AND LIKE TO LOOK FANTASTIC. THE COMBINATION OF **HIGH FASHION & BEAUTY AND INSPIRING, TOPICAL STORIES** IS WHAT 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 • HUMAN INTEREST
- INTERIOR • WINDOW ON THE WORLD

GLOBAL FACTS



MARIE
CLAIRE HAS
11 MILLION
READERS.

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

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

THE NUMBERS

multi-channel reach

MARIE CLAIRE IS A MULTI-CHANNEL BRAND
THAT REACHES HUNDREDS OF THOUSANDS OF
INFLUENTIAL WOMEN EACH MONTH.

READERSHIP
77.000

CIRCULATION
18.386

UNIQUE ONLINE VISITORS
169.364

PAGEVIEWS
+ **337.910**

NEWS LETTER MEMBERS
+ **17.500+**

FACEBOOK FOLLOWERS
23.500

TWITTER FOLLOWERS
20.500

INSTAGRAM FOLLOWERS
15.500

SOURCE: GOOGLE ANALYTICS,
NOM MEDIA (2019 Q4 - 2020 Q3)



AUDIENCE

think smart, look amazing



Women 28+

Urban professionals

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

Social class A, B1, B2

World-wise and busy with their personal development

Aware of fashion, beauty and cultural trends

Highly interested in jewellery, watches and other accessories

Mix high fashion with undiscovered new brands, and have the purchasing power to pamper themselves with luxury products

Stylish all the time, at home and at work



MULTI CHANNEL

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



MAGAZINE
7 TIMES A YEAR



MARIECLAIRE.NL
EVERY DAY FASHION, NEWS
AND MORE



SOCIAL MEDIA
INSTAGRAM,
FACEBOOK,
TWITTER,
YOUTUBE



EVENTS

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

STYLEGUIDE
TWICE A YEAR



MAGAZINE

7 times a year



STYLEGUIDE

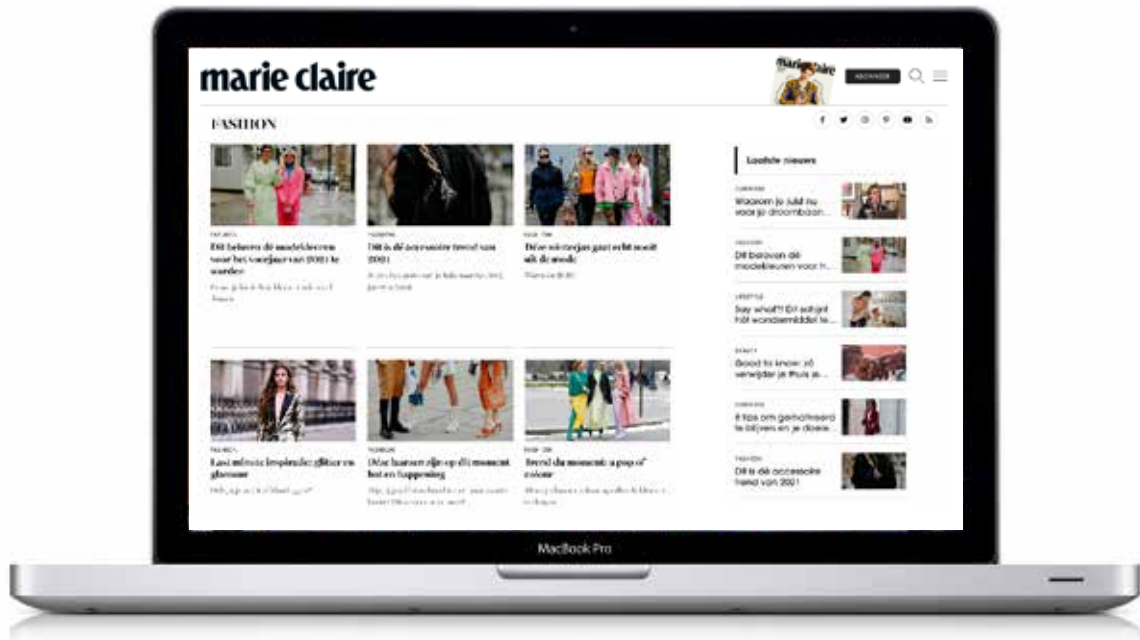
twice a year, at the beginning of the new fashion season



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

MARIECLAIRE.NL

up-to-the-minute & always accessible

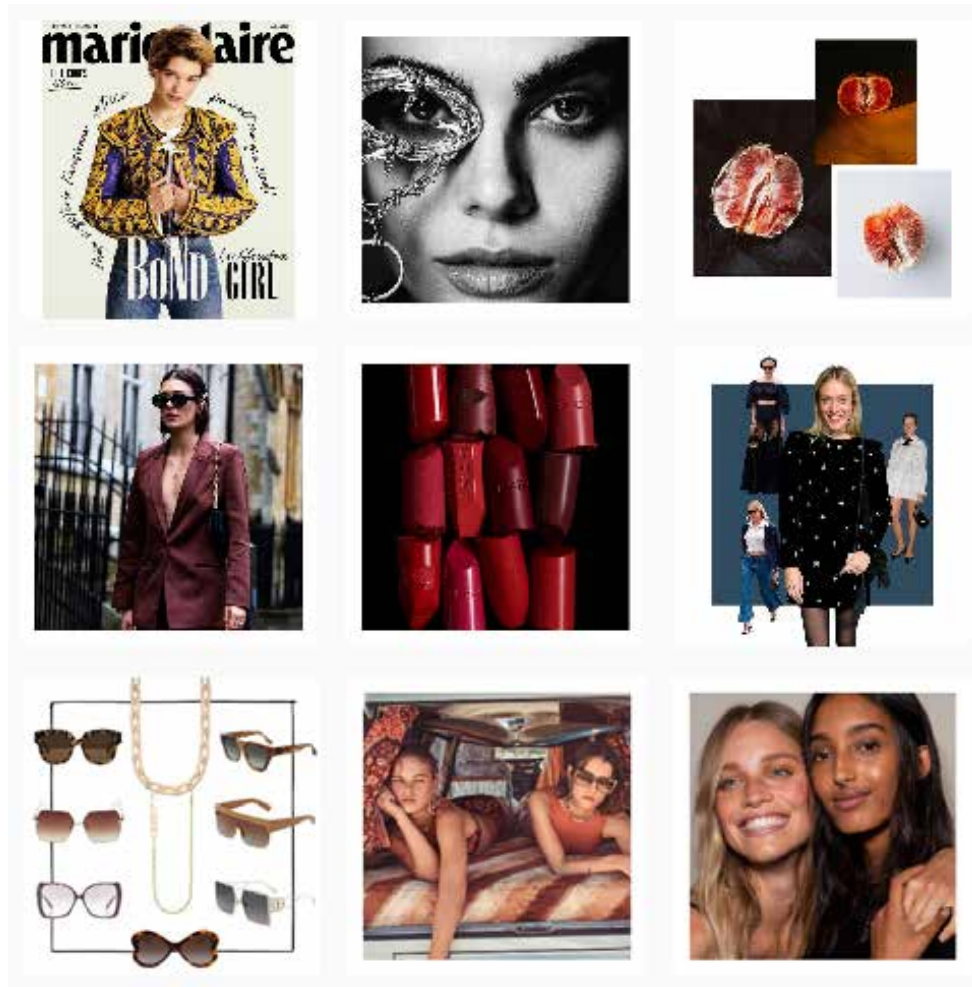


WITH IT'S WEBSITE, **MARIE CLAIRE IS EVERYWHERE AND ALWAYS UP TO DATE**. MARIECLAIRE.NL HAS AN AVERAGE OF 169.364 UNIQUE VISITORS AND 337.910 PAGEVIEWS EACH MONTH. ONLINE, MARIE CLAIRE OFFERS ITS READERS A DAILY DOSE OF NEWS, FASHION, BEAUTY AND THE BEST GIFT IDEAS AROUND MOMENTS LIKE BLACK FRIDAY, CHRISTMAS AND MOTHER'S DAY.

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, WITH 23.500 FOLLOWERS ON FACEBOOK, 20.500 FOLLOWERS ON TWITTER AND OVER 15.500 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. WE WILL GLADLY INFORM YOU ABOUT THE POSSIBILITIES.

TIMING ON REQUEST



IN-STORE EVENT

WE REGULARLY ORGANIZE SUCCESSFUL IN-STORE EVENTS. 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

in Marie Claire magazine

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: **77.000** CIRCULATION: **18.386**

ADVERTISING

Online

SPONSORED
STORY
€ 3.500

ADVERTORIAL
€ 2.250

NEWS LETTER
ADVERTORIAL
€ 1.550

PRODUCT
GIVEAWAY
€ 2.000

SOCIAL ONLY
€ 1.000

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NEWS LETTER MEMBERS **17.500+** FACEBOOK LIKES **23.500**
TWITTER FOLLOWERS **20.500** INSTAGRAM FOLLOWERS **15.500**

CONTACT

our sales team

WE WOULD LOVE TO START THE
CONVERSATION AND COLLABORATE
WITH YOU.

PLEASE CONTACT:

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MARCH / APRIL 2021

FASHION ISSUE

- Catwalk & beauty trends
- Extra shoppings
- + additional Style guide

IN STORE: FEBRUARY 3

Sales deadline: January 13



MAY / JUNE 2021

BEAUTY ISSUE + PRIX DE LA BEAUTÉ AWARDS

- The best beauty products of the year
- Skincare & make up trends
- Lots of spring fashion

IN STORE: APRIL 7

Sales deadline: March 17



JULY / AUGUST 2021

HOT SUMMER ISSUE

- Fresh (beach) fashion & cool accessories
- What's new in suncare products
- Hot stories to read at the beach

IN STORE: JUNE 16

Sales deadline: May 26



SEPTEMBER / OCTOBER 2021

FASHION ISSUE

- Catwalk & beauty trends
- Extra shoppings
- + additional Style guide

IN STORE: AUGUST 18

Sales deadline: July 28



NOVEMBER 2021

INTERIOR & SUSTAINABILITY

- Marie Claire Maison special: interior trends, inspiring houses, (design) shopping
- Fashion for cocooning
- How to be sustainable in business

IN STORE: OCTOBER 6

Sales deadline: September 15



DECEMBER 2021

BEAUTIFUL PARTY ISSUE

- The finest presents to give and to get
- Best festive beauty looks
- Suits, dresses & glitter

IN STORE: NOVEMBER 10

Sales deadline: October 20



JANUARY / FEBRUARY 2022

NEW YEAR, NEW YOU

- Rethink your wardrobe
- Career horoscope: what will 2022 bring?
- After-party skincare

IN STORE: DECEMBER 15

Sales deadline: November 24

SEE YOU SOON

marie claire