

# marie claire

## RATE CARD 2022

Marie Claire	Release date	Deadline material
01/02 - Jan/Feb 2022	15-12-2021	24-11-2021
03/04 - March/April 2022	02-02-2022	12-01-2022
05/06 - May/June 2022	06-04-2022	16-03-2022
07/08 - July/August 2022	15-06-2022	25-05-2022
09/10 - Sep/Oct 2022	17-08-2022	27-07-2022
11 - November 2022	05-10-2022	14-09-2022
12 - December 2022	09-11-2022	19-10-2022
01/02 - Jan/Feb 2023	14-12-2022	23-11-2022

### TECHNICAL DATA

Print face:	230,0 x 275,0 mm
Printing process:	Offset
Paper type:	100 gram (inner work)
Raster:	70 (inner work)
Finishing:	Boundlessly knitted
Advertisement material digital files in the file format Certified PDF MagazinAds_IV4 (CMYK). Deliver advertisements with crop marks on print face format.	

### FORMATS AND DIMENSIONS IN MM

Format	width x height
2/1 page	2 x 1/1 page*
1/1 page	230,0 x 275,0

\*deliver 2 x 1/1 page in separate files

Reach: 77.000 Circulation: 18.386

### GENERAL INFORMATION

Marie Claire	
Published by:	Pijper Media B.V.
Publisher:	Anton Pijper
Release frequency:	7 times a year
Release day:	Wednesday
Advertisement exploitation:	Pijper Media B.V. Spaklerweg 53 1114 AE Amsterdam (+31) (0)88-6544001 sales@pijpermedia.nl
Phone:	
E-mail:	
Subscription price for a year:	€ 38,25
Subscription price for 6 months:	€ 21,50
Price single number:	€ 5,99
Deadline for submission:	3 weeks before release
Cancellation term:	5 weeks (contract stays maintained)

### CONTACT DETAILS

Sales:	Ajo van Vulpen: (+31) (0)6-22031740 ajo.vanvulpen@pijpermedia.nl
Brand partnerships:	Emma Berkhout: (+31) (0)6-40857508 emma.berkhout@pijpermedia.nl
Sales international:	Annelies Pijper a.j.pijper@pijpermedia.nl

### DELIVER MATERIAL

Marie Claire
Spaklerweg 53
1114 AE Amsterdam
The Netherlands
Phone: (+31) (0)88-6544001
E-mail: materiaal@pijpermedia.nl

### ADVERTISEMENT RATES

Price per placement in euros exclusive of VAT

Format	Full colour
2/1 page	€ 11.000
1/1 page	€ 5.500
1/2L page	€ 2.750
1/2S page	€ 2.750
1/4L page	€ 1.375
1/4S page	€ 1.375

### ALLOWANCE

Marie Claire Promotion Page

Cover 2/3	20%
Cover 3	20%
Cover 4	25%
Other placement wishes	15%
Allowance for advertorial	10%

### MARIECLAIRE.NL

Unique visitors:	200.000
Pageviews:	275.000
News letter members:	+14.000
Facebook:	23.000
Instagram:	15.500
Twitter:	20.000

### ADVERTISEMENT RATES MARIECLAIRE.NL

Sponsored Story:	€ 3.000
Advertorial:	€ 1.750
Advertorial in newsletter:	€ 1.550
Win action:	€ 2.000
Social only:	€ 1.000

### TERMS AND CONDITIONS

All orders are closed and executed in accordance with the Rules of Advertising of the ROTA Foundation, filed at the Registrar's Office and at the Chambers of Commerce. Special functions are awarded after consultation. Sur-charges are calculated on the gross price per placement. Rates plus propositions on request.