

**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*

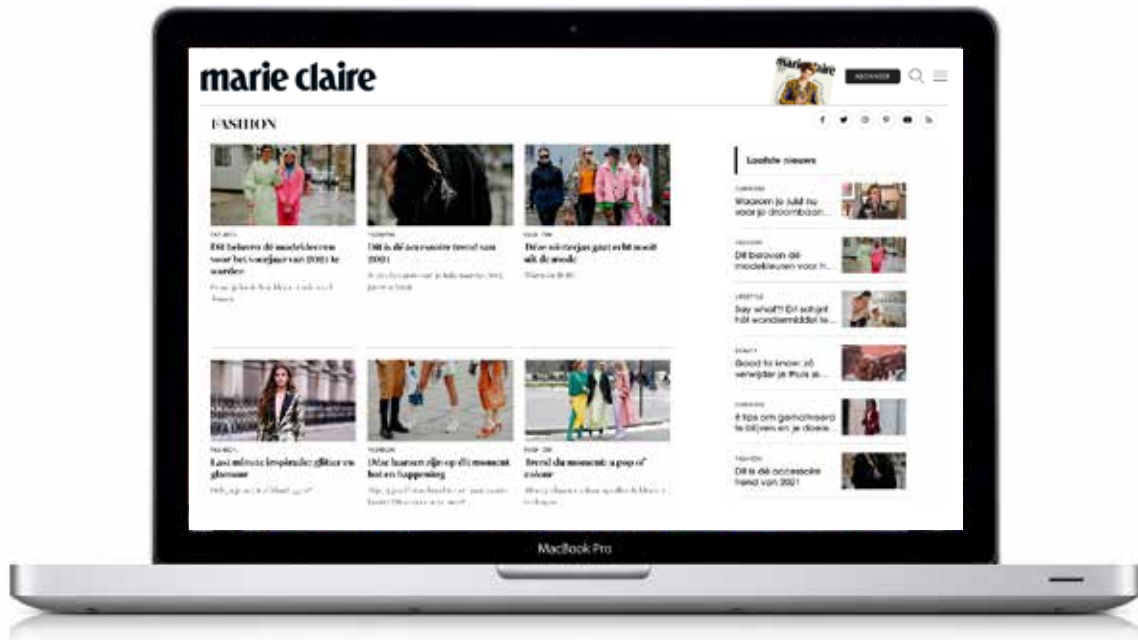


**MARIE CLAIRE'S STYLEGUIDE** IS A SPECIAL GIFT TO OUR READERS. IT IS AN OVERVIEW OF THE CATWALK & BEAUTY TRENDS, WITH A LOT OF SHOPPING. NATURALLY, THERE IS ROOM FOR ADVERTISING AND COLLABORATION WITH SPONSORING PARTNERS.



# MARIECLAIRE.NL

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

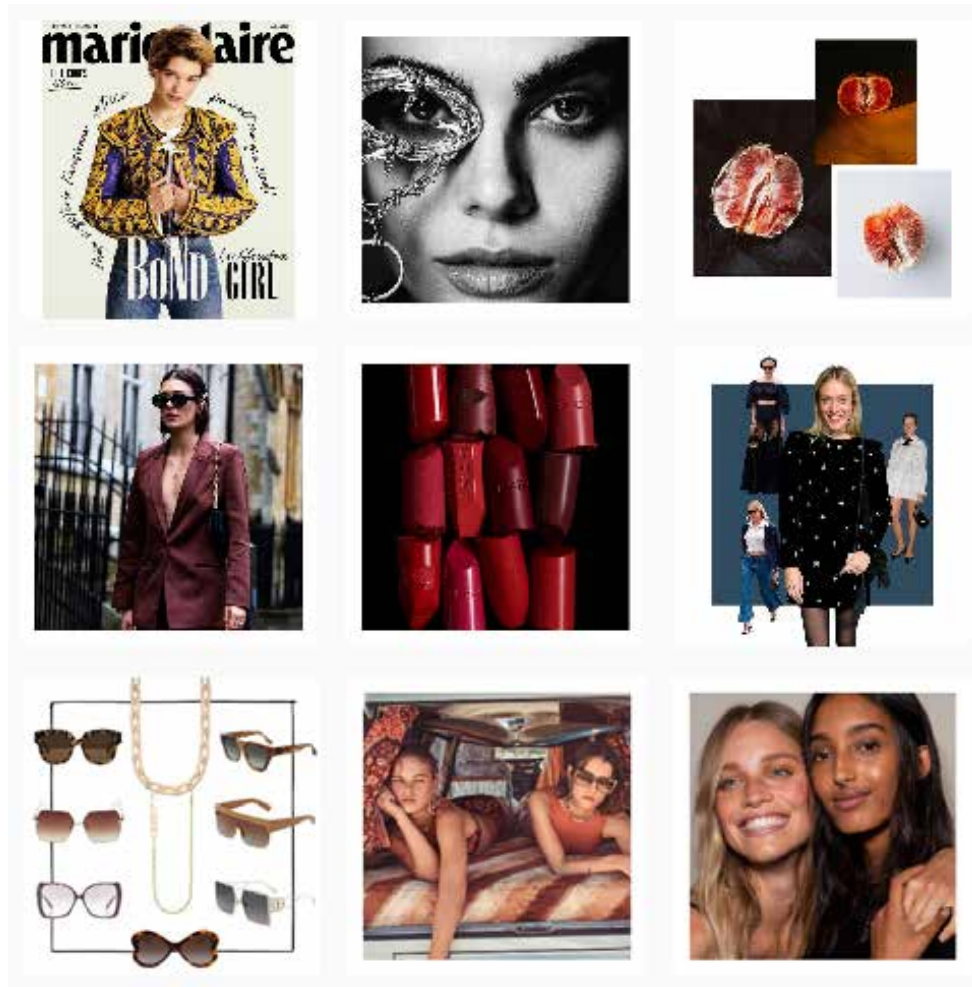


WITH IT'S WEBSITE, **MARIE CLAIRE IS EVERYWHERE AND ALWAYS UP TO DATE**. MARIECLAIRE.NL HAS AN AVERAGE OF 169.364 UNIQUE VISITORS AND 337.910 PAGEVIEWS EACH MONTH. ONLINE, MARIE CLAIRE OFFERS ITS READERS A DAILY DOSE OF NEWS, FASHION, BEAUTY AND THE BEST GIFT IDEAS AROUND MOMENTS LIKE BLACK FRIDAY, CHRISTMAS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

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# 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

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# 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

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# SEPTEMBER / OCTOBER 2021

## FASHION ISSUE

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

IN STORE: AUGUST 18

Sales deadline: July 28

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# 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

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# 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

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# 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

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# SEE YOU SOON

# marie claire