

# marie claire

## RATE CARD 2021

Marie Claire	Release date	Deadline material
01/02 - Jan/Feb 2021	09-12-2020	November 18-2020
03/04 - March/April 2021	03-02-2021	January 13-2021
05/06 - May/June 2021	07-04-2021	March 17-2021
07/08 - July/August 2021	16-06-2021	May 26-2021
09/10 - Sep/Oct 2021	18-08-2021	July 28-2021
11 - November 2021	06-10-2021	September 15-2021
12 - December 2021	10-11-2021	October 20-2021
01/02 - Jan/Feb 2022	15-12-2021	November 24-2021

### TECHNICAL DATA

Sheetmirror:	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 sheetmirrorformat.	

### 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:	€ 36,50
Subscription price for 6 months:	€ 20,50
Price single number:	€ 5,75
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
Sales:	Nouchka Jonker: (+31) (0)6-24900327 nouchka.jonker@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:	169.364
Pageviews:	+ 337.910
News letter members:	+17.500
Facebook:	23.500
Instagram:	15.500
Twitter:	20.500

### ADVERTISEMENT RATES MARIECLAIRE.NL

Sponsored Story:	€ 3.500
Advertorial:	€ 2.250
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.