“The kind of woman that I’d like to be”

A sophisticated and intelligent point of view about contemporary issues.
# 1

A POINT OF REFERENCE FOR FASHION, BEAUTY AND IMAGE

- Marie Claire Italia is the most authoritative edition of the network (34 editions) for fashion and beauty, with the most sophisticated images and design.

- Marie Claire Italia has both a local and an international audience

  - Significant foreign sales: 12,800 copies per months, best performer of Italian the high end fashion magazines

- Marie Claire is the widely chosen magazines from advertisers*

  - 22 top fashion brands
  - 225 fashion brands
  - 50 beauty brands
  - 292 brands
  - more than 600 adv pages
  - mkt share 19,7%

Source: *Nielsen Jan-Apr 2016. Monthly women fashion mags + brand extensions
# 2
DELIVERING A WIDE AUDIENCE

**MAGAZINE**
Circulation*:
166,418 copies

Marie Claire ranks second in the upscale fashion Monthly Mags category:
Elle 178,527;
Amica 128,421;
Vogue 70,931

Readership**:
557,000 readers
92% women
(+10% vs Audipress 2015.II)

**SITE***
Page Views
9,1 MILLION

Unique Visitors
1,3 MILLION

2.23 minutes
Average time per visit

**SOCIAL**

Facebook
152,553 FAN

Instagram
68,100 FAN

Twitter
28,700 FOLLOWERS

Pinterest
5,500 FOLLOWERS

Source: *ADS February 2016 (MC, Elle, Vogue, Amica);
**Audipress 2015. III
***Webtrekk, April 2016
Marie Claire has the most qualitative audience of its category

- **loyalty**: 21% buys more than 9 issue per year
- **selective audience**: 46% are exclusive to MC

- The most **affluent, educated, professional** women of the category:
  - **metropolitan**: live in big or major cities
  - **educated**: degree 25% i.c. (189)
  - **affluent**: HHI > 5,000 € 6% (i.c. 232)
  - **professional**: top management 7% (i.c 204)

Source: **Audipress 2015/II**
STRONG IDENTITY/CONSISTENT DIVERSIFICATION

• Marie Claire’s strong identity allows a wide and consistent diversification:
  magazines + website + emags + social + events
THE AUDIENCE PROFILE

IMPROVED AUDIENCE SEGMENTATION: FEMALE +6 pp

CONSISTENT WITH the BRAND CORE TARGET

Source: Google Analytic, total sessions
Hero adv is a new adv format, available starting from January 2016

- Fully Responsive
- Video supported both in little and in full width version
- It can be purchased individually or as part of a domination
- Ready for native creative production by Hearst
- Available also in multilink version
<table>
<thead>
<tr>
<th>No</th>
<th>Issue Date</th>
<th>Cover</th>
<th>Supplements (*)</th>
<th>Events</th>
<th>Special Contents (Fashion)</th>
<th>IS: Advertorial 2nd part of the magazine</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>16/12/2015</td>
<td>January</td>
<td>MC + MC Bis Stilate</td>
<td>Dossier: Snow - 6 pages</td>
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<tr>
<td>2</td>
<td>16/01/2016</td>
<td>February New Trend Issue</td>
<td>MC + MC #Likes</td>
<td>Dossier: Lingerie - 4 pages</td>
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<td>3</td>
<td>16/02/2016</td>
<td>March Fashion Issue</td>
<td>MC + MC #Likes</td>
<td>Fashion Week: exhibition + event in Milan</td>
<td>Special MC accessories section in second part of the magazine with dedicated cover - handbags and shoes</td>
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<tr>
<td>4</td>
<td>16/03/2016</td>
<td>April Prix Issue</td>
<td>MC + MC Enfants</td>
<td>- Shoes First Event</td>
<td>MC SHOES FIRST Dossier: Shoes - 12 pages</td>
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<td>5</td>
<td>16/04/2016</td>
<td>May</td>
<td>MC + MC2 Bellezza</td>
<td>Dossier: Sunglasses - 6 pages</td>
<td>Special Denim section (TBC)</td>
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<td>6</td>
<td>16/05/2016</td>
<td>June</td>
<td>MC + Maison (standard)</td>
<td>Dossier: Jewelry - 6 pages + Special Beachwear Section</td>
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<td>7</td>
<td>16/06/2016</td>
<td>July Beachwear Issue</td>
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<td>8</td>
<td>16/07/2016</td>
<td>August pre-collection Issue</td>
<td>MC standard + MC Bis Stilate</td>
<td>Dossier: Lingerie - 6 pages</td>
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<td>9</td>
<td>13/08/2016</td>
<td>September Trend Issue</td>
<td>MC + MC Enfants + MC Speciale Capelli(*)</td>
<td></td>
<td>Dossier: Watches - 6 pages</td>
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<td>10</td>
<td>16/09/2016</td>
<td>October Fashion Issue</td>
<td>MC + MC #Likes</td>
<td>Fashion Week: Exhibition + event in Milan</td>
<td>Special MC accessories section in second part of the magazine with dedicated cover - handbags and shoes</td>
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<tr>
<td>11</td>
<td>15/10/2016</td>
<td>November MC + Maison (standard)</td>
<td></td>
<td>Shoes First Event (date tbd)</td>
<td>MC SHOES FIRST Dossier: Shoes - 10 pages</td>
<td>ACCESSORIES FIRST. A look that is built starting from an accessory to represent a type of woman</td>
</tr>
<tr>
<td>12</td>
<td>16/11/2016</td>
<td>December Cruise Issue</td>
<td>MC + MC2 Bellezza</td>
<td>16th of November Prix du Parfum + Jewels First Event (date tbd)</td>
<td>MC JEWELS FIRST Dossier: Jewelry - 10 pages Xmas Hot List</td>
<td>JEWELS FIRST. A look that is built starting from an accessory to represent a type of woman</td>
</tr>
<tr>
<td>1</td>
<td>16/12/2016</td>
<td>January</td>
<td>MC Bis Stilate</td>
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</tbody>
</table>

(*) All B.E. are bundled with newsstand print run - Marie Claire Standard format

The B.E. remain independently on sale for 3 months on newsstands in which MC have been distributed

(**) MC Speciale Capelli sold with MC standard and pocket format
<table>
<thead>
<tr>
<th>MONTH</th>
<th>MONTHLY EDITORIAL SUBJECTS</th>
<th>SPECIAL PLANNED SUBJECTS</th>
<th>SPEEDY BOARDING: Special contents “on demand”, published only if sponsored. Or Special contents related to exceptional situations. 2 Weeks.</th>
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<tbody>
<tr>
<td>JUNE</td>
<td>#modamare (focus on fashion, accessories, travel) #beauty (focus on remise en forme)</td>
<td>BEACHWEAR - FASHION channel - from June 1st to June 15th (JEWELS, BIJOUX, FASHION, ACCESSORIES)</td>
<td>WOMEN’S EUROPEAN FOOTBALL “HAPPY HOUR” - LIFESTYLE channel - from June 10th to July 10th (FOOD/BEVERAGE/DECOR)</td>
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<td>MUSIC FESTIVAL-LIFESTYLE channel - date tbd (GREAT EVENTS SPONSOR - FASHION - SHOPPING)</td>
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<td>WOMEN ON THE ROAD - LIFESTYLE channel - from June 13rd to June 27th (CARS/TRAVELS/FASHION)</td>
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<td>REMISE EN FORME - BEAUTY channel - from June 20th to July 4th (BEAUTY, WELLNESS, DIETS, HEALTH)</td>
</tr>
<tr>
<td>AUGUST</td>
<td>#fashion (focus on bags, new trends, previews)</td>
<td>PRE-COLLECTION - FASHION channel - (ACCESSORIES, FASHION, RUNWAY SHOWS, PRE-COLLECTIONS, TRENDS)</td>
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<tr>
<td>SEPTEMBER</td>
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<td>VENICE FILM FESTIVAL - LIFESTYLE channel - from September 1st to September 12nd (FASHION, JEWELS, BEAUTY, MAKE UP)</td>
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<td>LIVE FASHION WEEK at Marie Claire Air&amp;B&amp;B APARTMENT - LIFESTYLE channel - from September 21st, for 1 Week</td>
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<td>WOMEN’S OLYMPICS “HAPPY HOUR” -LIFESTYLE channel - from August 5th to August 21st (FOOD/BEVERAGE/DECOR)</td>
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<td>WOMEN ON THE ROAD - LIFESTYLE channel - from September 5th to September 19th (GOURMANT - FOOD - REGIONS - TRAVEL)</td>
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<tr>
<td>OCTOBER</td>
<td>#shoesfirst (focus on shoes, new trends, previews)</td>
<td>ACCESSORIES - SHOES FIRST - FASHION channel - from October 15th to October 29th (ACCESSORIES - FASHION - SHOPPING)</td>
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<td>SHOES FIRST (Advertorials _ Special initiative)</td>
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<td>TECH&amp;DESIGN - LIFESTYLE channel - from October 3rd to October 17th (TECH, FASHION, ACCESSORIES, DECOR)</td>
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<tr>
<td>NOVEMBER</td>
<td>#beauty (fragrances)</td>
<td>BEAUTY PRIX du PARFUM - BEAUTY channel - from November 16th</td>
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<td>JEWELS FIRST Advertorials (related magazine advertorials)</td>
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<td>INTERNAZIONAL PRIX WINNER’S Advertorials (GALLERY) from November 16th</td>
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<tr>
<td>DECEMBER</td>
<td>#shoppingnatale</td>
<td>CHRISTMAS - SHOPPING channel- from November 28th to December 20th</td>
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<td>SNOW TRAVEL - LIFESTYLE channel - from November 28th, for 2 Weeks (FASHION, TRAVEL, FOOD)</td>
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MC March and October  
(September 16th 2016)

THE FASHION ISSUES

The special editions of Marie Claire in 2 books
Marie Claire + Marie Claire #LIKES
Project components

The magazine marieclaire#likes
- the 2nd book of Marie Claire fashion issue (2 books sold together).
- the contemporary luxury: values and proposals. Fashion, accessories and iconic items and brands that style the world.
- the best quality of MarieClaire Italia’s shoots and stories.

The digital project #Mclikes on marieclaire.it
- an immersive experience of contemporary luxury through the most qualitative brands.
- #melikes storytelling: brands native contents by MarieClaire to express and deeply love the high-end brands.

The event
An open air exhibition in Via Della Spiga + the opening party.
An unmissable appointment for the luxury inner circle and the whole public of the Milano fashion week.
March 2016
The multimedia Exhibition in Via Spiga.
OPENING PARTY

http://www.marieclaire.it/Attualita/news-appuntamenti/festa-Marie-Claire-Likes-via-della-spiga#1
MILANO 23 febbraio 2016. In via della Spiga la serata per celebrare il secondo numero di #LIKES, con la mostra Creativity, le opere di No Curves e il popolo della Fashion Week milanesa.

#partytim
Social Media Amplification: Instagram, Facebook, Twitter
#mcLIKES is a channel of marieclaire.it.
Together with consistent editorial contents, it provides the audience with clients’ native stories.
The brands spirit speaking the language of modern audience.

http://mclikes.marieclaire.it/
First clients to join the project with native stories by MarieClaire. Check the native videos/contents:

<table>
<thead>
<tr>
<th>Brand</th>
<th>Link</th>
</tr>
</thead>
</table>
| CHANEL         | [http://mclikes.marieclaire.it/Chanel/Parigina-a-Milano-blog-Emilie-Fouilloux-Chanel](http://mclikes.marieclaire.it/Chanel/Parigina-a-Milano-blog-Emilie-Fouilloux-Chanel)  
[http://mclikes.marieclaire.it/Chanel/valigia-perfetta-Emilie-Fouilloux](http://mclikes.marieclaire.it/Chanel/valigia-perfetta-Emilie-Fouilloux) |
| TRUSSARDI      | [http://mclikes.marieclaire.it/Trussardi/Parigina-a-Milano-Emilie-Fouilloux-Trussardi](http://mclikes.marieclaire.it/Trussardi/Parigina-a-Milano-Emilie-Fouilloux-Trussardi) |
| YSL BEAUTE'    | [http://mclikes.marieclaire.it/YSLbeaute/YSL-Beaute-Parigina-a-Milano-Video-backstage](http://mclikes.marieclaire.it/YSLbeaute/YSL-Beaute-Parigina-a-Milano-Video-backstage)  
[http://mclikes.marieclaire.it/YSLbeaute/YSL-Beaute-Parigina-a-Milano-Video](http://mclikes.marieclaire.it/YSLbeaute/YSL-Beaute-Parigina-a-Milano-Video) |
| LEXUS RX       | [http://mclikes.marieclaire.it/Lexus/milano-fashion-week-lexus-rx-lexus-una-parigina-a-milano](http://mclikes.marieclaire.it/Lexus/milano-fashion-week-lexus-rx-lexus-una-parigina-a-milano) |
MC Settembre 2016

#McLivesAirbnb

The Project

coworking = co-living

#1. An exclusive apartment in the fashion district made available to mc.it editorial team by Airbnb.

#2. A complete coworking space where the editorial team moves in, 24 hours per day, to follow the Milan fashion week appointments.

#3. A hashtag dedicated to real time news on all mc.it social network profiles, through the involvement of guests in the house to keep up-to-date about fashion shows, with exclusive interviews and to comment the most important events.

#4. Reportage of the events of the week on the web site.

#5. Two important dates in September 2015 and February 2016.

Next Stop: Fashion Week September 2016!
Second edition’s numbers

**February 2016**

More than 20 brands involved
Cedrata Tassoni, Fastweb, Life Frutta, Campari, Foodora, Caudalie, AlterEgo, Cromia, Seletti, Chupa Chups, Fabriano Boutique, Speck Alto Adige, Kartell, Muji Italia, Prosecco Ginzano, Etro, Chanel, Canon, Helpling...

More than 50 guests
among which Emilie Fouilloux (MC Ambassador fashion blogger, DJ and ex ballerina), Stefano Seletti (Seletti), Simon Beckerman (Depop founder), Gabriele Moratti (Redemption Official) Andrea Incontri (Tod’s creative director), Altatto (vegetarian catering), Diego Dolcini (luxury shoes fashion designer), Elena Ghisellini (luxury bags fashion designer), GentuccaBini (fashion and interior designer), Luca Larenza (fashion designer), Maurizio Miri (fashion designer), journalists of MarieClaire Brasil...

More than 150 posts on social networks
Dedicated project + regram and posts created ad hoc by the brands involved in the project.
MC April and November
(on sale from 16th March to 17th October 2016)

SHOES FIRST
The first international project dedicated to footwear
14 editions. 22 million women. 1 universal language: the shoes.

AUSTRALIA. CZECH REPUBLIC. HUNGARY. ITALY. KOREA. ROMANIA. RUSSIA. SPAIN. THAILAND.
UKRAINE. USA. FRANCE. MEXICO, UK.
MC April and November
(on sale from 16th March to 17th October 2016)

SHOES FIRST
Italian Edition

• A special issue included in Marie Claire #4 and #11
• A special section on the web site marieclaire.it, with all contents (including multimedia) related to the project and the initiative’s partners.
• Social Media activity
• Partnership with the most important italian department store (la Rinascente)
• Organization and of a “Shoes Shopping Day” dedicated to Marie Claire community at la Rinascente
DIGITAL: specific editorial section+ social network

http://www.marieclaire.it/Moda/news-appuntamenti/shoes-first-2016-milano-marie-claire-la-rinascente-come-partecipare#1
IN STORE EVENT: la Rinascente Milano

April 2016

PRIX D’EXCELLENCE DE LA BEAUTE’

The most famous and influential beauty international prize

The prize is awarded by a jury of 17 journalists, experts in the field, from all over the world. It rewards the BEST BEAUTY PRODUCTS (launched the previous year) according to 5 standards: Innovation, Efficacy, Texture, Design and Communication.

The same standards are used to define the 3 award winning products of Prix Italie (MAKEUP, SKINCARE and BEAUTY VALUE), awarded by a jury of 10 beauty editors, which represent the most authoritative italian magazines.
MC December (16th November 2016)

“MC + MC2 Bellezza+ Prix du Parfum”

Marie Claire 2 Bellezza celebrates the world of fragrances with the third edition of the exclusive award dedicated to fragrances and signed by Marie Claire.

• PRIX international du Parfum:
  3 prizes awarded by an international jury.
  Woman’s fragrance; Bottle; Originality

• PRIX Italie du Parfum:
  2 prizes awarded by a jury of 10 authoritative italian beauty editors.
  Woman’s fragrance; Man’s fragrance
Prix International du Parfum
Fonderia Napoleonica of Milan – 17th November 2015

http://www.marieclaire.it/Bellezza/profumi/Prix-International-du-Parfum-2015-italia-foto#1
Seconda edizione italiana dedicata alle fragranze. Special guest: i profumi 2015 per lui e per lei!