

marie claire

# MEDIA PACK 2017

FASHION

BEAUTY & HEALTH

TRENDBOOK

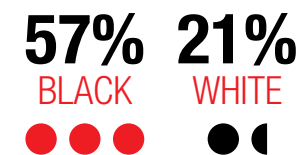
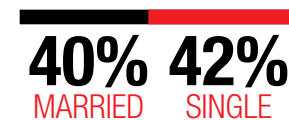
@PLAY

FEATURES

# Meet Our Reader

**STYLISH**  
**FUN**  
**AMBITIOUS**  
**SOPHISTICATED**  
**OPEN-MINDED**  
**SAVVY**  
**SMART**  
**URBAN**

**5.4**  
**ENGAGED**  
**READERS**  
per copy



WEB  
PAGE VIEWS  
**299 917**

UNIQUE USERS  
**70 090**

**43 224**  
NEWSLETTER  
SUBSCRIBERS

**R25 948**  
HH INCOME  
avg/month

**R10 833**  
PERSONAL INCOME  
avg/month

**368 262**  
COMBINED DIGITAL  
AUDIENCE

**633 609**  
COMBINED TOTAL  
AUDIENCE

**178 000**  
READERSHIP

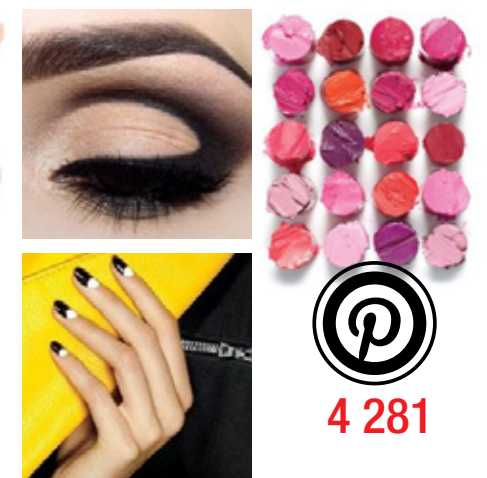
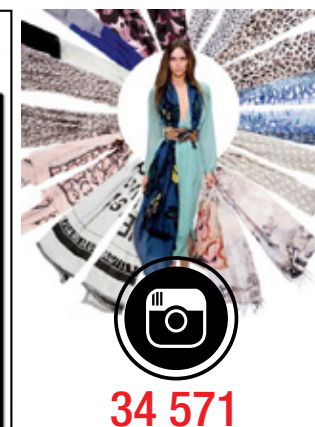
**20 703**  
TOTAL  
CIRCULATION

LSM  
6-7  
**37%**

LSM  
8-10  
**58%**

LSM  
6-10  
**95%**

## SOCIAL MEDIA





# MARIE CLAIRE LOVES THAT WOMEN ARE BECOMING MORE AND MORE EMPOWERED.

WE LOVE WOMEN'S CAN-DO ATTITUDE.  
WE ARE TAPPED INTO THIS ZEITGEIST AND  
WE EMBRACE A CHANGE-THE-WORLD  
PHILOSOPHY.

- *Marie Claire* is known for its thought-provoking and inspiring, yet relevant and entertaining content.
- Our readers love fashion but are not slaves to fashion; they love shopping and like to invest in key items every season.
- We offer beauty advice, track the latest beauty treatments and try out new products.
- *Marie Claire* celebrates women who are stylish, independent and open-minded: The content is for women who ***think smart*** and ***look amazing***.

# marie claire

SMART  
INFORMATIVE  
THOUGHT-PROVOKING  
ENTERTAINING  
STYLISH  
BEAUTIFUL  
FASHION CONSCIOUS  
RELEVANT  
OPEN-MINDED  
CURIOUS  
EMPOWERING  
POSITIVE  
CULTURALLY DIVERSE  
ASPIRATIONAL  
STUNNING VISUALS

---





# *reasons to advertise in MC*

1. Connect with a digital audience of **368 262** — larger than *FairLady* or *Elle*.
2. MC provides advertisers with access to a **larger total audience** than *Elle*.
3. Advertisers gain **better return on investment**, on paid circulation, than with *Elle* or *Destiny*.
4. Advertisers **reach women with spending power**: MC's readers have a higher personal income at R10 833 than those of *FairLady* or *Glamour*.
5. **MC women demonstrate their purchase power by:**
  - having the highest proportion of women who have bought jewellery costing **R700+**
  - **42%** are heavy cosmetics users — the second highest in the competitive set
  - **72%** have bought cosmetics in the past four weeks
  - **71%** have bought clothing and **51%** have bought shoes in the past three months



# 2017 CALENDAR

AND PARTNERSHIP OPPORTUNITIES

JUNE



*The Green Issue*  
+  
Celebrating World  
Environment Day  
+  
Local + Slow  
+  
Muses

AUGUST



JULY



*The Naked Issue*

◀ *The Power Issue*  
+  
Festival Fashion

JAN/FEB



*New Year, New You*  
+  
Love  
+  
Lingerie

SEPTEMBER



*BIG Fashion Issue*  
+  
Spring Beauty &  
Fashion Trends Edit  
+  
Fresh Faces Project

MARCH



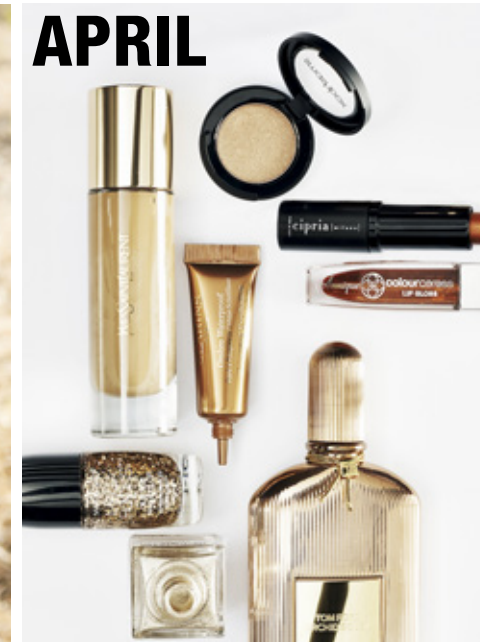
*Awards Season!*  
+  
Local Women in  
+  
Winter Fashion &  
Beauty Trends Edit

OCTOBER



▲ *The Perfume Issue*  
+  
Prix d'Excellence  
de la Parfum

APRIL



▲ *Hair and Beauty*  
+  
Prix d'Excellence  
de la Beauté

NOVEMBER



▲ *Body Beautiful Issue*  
+  
Swimwear  
+  
Health & Fitness

MAY



*Denim issue*  
+  
Mother's Day

DECEMBER



▲ *Let's Party*  
+  
Party Fashion  
& Beauty



# PRINT RATES

## ADVERTORIAL FULL COLOUR BTL

DPS	R98 000
FP	R49 000
1/2 PAGE	R36 000
1/3 PAGE	R33 000

\* Rates exclude agency commission and exclude VAT

Advertorials include standard production AND photography costs.  
No advertorials smaller than 1/3 page will be accepted.

## MAIN BOOK FULL COLOUR ATL

DPS	R80 000
FULL PAGE	R40 000
1/2 PAGE	R30 000
1/3 PAGE	R28 000

\* Rates exclude agency commission and exclude VAT

## COVERS FULL COLOUR

INSIDE FRONT COVER (DPS)	R95 000
INSIDE BACK COVER	R44 000
OUTSIDE BACK COVER	R48 000

\* Rates exclude agency commission and exclude VAT

## MATERIAL SPECIFICATIONS

AD TYPE	TRIM (MM)	TYPE (MM)	BLEED (MM)
FULL PAGE	275 X 210	258 X 190	285 X 220
DPS	275 X 420	258 X 380	285 X 430
1/2 PG VERTICAL	275 X 105	258 X 92	285 X 115
1/2 PG HORIZONTAL	136 X 210	127 X 190	146 X 220
1/3 PG VERTICAL	275 X 70	258 X 59	285 X 80
1/3 PG HORIZONTAL	94 X 210	86 X 190	104 X 220

300 DPI CMYK. Fonts and hi resolution images must be embedded. Type smaller than 12 points should not be reversed out on a four colour background.

# *DIGITAL* RATES

CREATIVE SIZES	SIZE (PIXELS)	SIZE	CPM RATE
LEADERBOARD	728 X 90	40K	R350
SKYSCRAPER	160 X 600	40K	R350
CONTENT BOX	300 X 250	40K	R350
1/2 PAGE (HOME PAGE)	300 X 600	40K	R400
WALLPAPER	SPEC ON REQUEST	40K	R520
ROADBLOCK	INCLUDES 728 X 90, 300 X 250, 300 X 600		R1000
SECTION SPONSORSHIP			DEPENDENT ON SECTION TRAFFIC, PLEASE REQUEST A QUOTE
MOBILE BANNER	640 X 160	40K	R260
NEWSLETTER			RATE PER SUBSCRIBER
SPONSORSHIP OF NEWSLETTER			R1,50

## EDITORIAL

WEBVERTORIAL  
CONTENT MARKETING  
COMPETITION TRADEX

RATE PER MONTH  
R10 000  
R15 000  
R10 000 (TRADE EXCHANGE)

## RICH MEDIA

VIDEOS  
EXPANDING ADS  
ANIMATIONS ETC

AN ADDED CHARGE OF R120  
CPM TO THE CPM RATE OF THE  
REQUESTED DISPLAY ADS





# DEADLINES AND ON-SALE DATES

ISSUE	ON-SALE	AD BOOKING	AD MATERIAL DEADLINE	INSERTS TO FACTORY	ADVT BOOKING AND MATERIAL
FEB	16 Jan	02 Dec	09 Dec	13 Dec	14 Nov
MARCH	20 Feb	20 Jan	27 Jan	01 Feb	12 Dec
APRIL	20 Mar	17 Feb	24 Feb	01 Mar	30 Jan
MAY	17 Apr	17 Mar	24 Mar	29 Mar	27 Feb
JUNE	22 May	13 Apr	21 Apr	26 Apr	27 Mar
JULY	19 Jun	19 May	26 May	31 May	26 Apr
AUGUST	17 Jul	15 June	23 June	28 June	29 May
SEPTEMBER	21 Aug	21 July	28 July	02 Aug	03 July
OCTOBER	18 Sept	18 Aug	25 Aug	30 Aug	01 Aug
NOVEMBER	16 Oct	15 Sept	22 Sept	27 Sept	28 Aug
DECEMBER	20 Nov	13 Oct	20 Oct	25 Oct	22 Sept
JAN 2018	18 Dec	10 Nov	17Nov	22 Nov	23 Oct
FEB 2018	15 Jan	01 Dec	08 Dec	13 Dec	13 Nov



# CONTACT US

## GROUP COASTAL SALES MANGER

### STORM MASCALL

021 464 6226 / 083 450 6683  
storm@assocmedia.co.za

## MARIE CLAIRE SA KAM (JHB)

### CARMEN CLEGG

021 464 6267 / 071 499 8338  
Carmen@assocmedia.co.za

## MARIE CLAIRE SA SENIOR KEY ACCOUNT MANAGER (JHB)

### LETITIA LOUW

011 783 5500 / 083 454 1137  
letitia@assocmedia.co.za

## GROUP SALES MANAGER (JHB)

### SHANEE SMART

011 783 5500 / 082 801 2619  
shanee@assocmedia.co.za

## MARIE CLAIRE SA KAM (JHB)

### TAMARA NICHOLSON

011 783 5500 / 083 604 0949  
tamara@assocmedia.co.za

**ASSOCIATED  
MEDIA PUBLISHING**  
— WE KNOW WOMEN —

## CAPE TOWN HEAD OFFICE

21 ST JOHN'S STREET  
CAPE TOWN  
8001  
TEL 021 464 6200

## JOHANNESBURG OFFICE

FIRST FLOOR, SOUTH WING  
3 SANDOWN VALLEY CRESCENT  
SANDTON, 2196  
TEL 011 783 5500