



marie claire MALAYSIA

THINK SMART, LOOK AMAZING

A BluInc Magazine

A woman with dark, wavy hair is sitting on a black chair in a grand, ornate hall. She is wearing a dark plaid dress with a white and gold pattern. The floor is a black and white checkered tile, and the walls are made of stone with classical architectural details. The lighting is dramatic, with strong highlights and deep shadows.

marie claire

- HISTORY
- INTERNATIONAL SUCCESS STORY
- CONCEPT
- BRAND VALUES
- READERS



1937



1954



1960s



1970s



1980s



1990s



2015

Marie Claire was **created in 1937** in France as a new weekly glossy magazine with a very modern approach.

Marie Claire wanted to offer not only the **latest trends in fashion and beauty** but to also deliver **serious and provocative journalism**. It was this **contemporary and unique combination** that immediately proved successful.

Re-launched as a monthly after World War II in 1954, Marie Claire continued to enhance its powerful editorial formula.

Marie Claire is now one of the most widely recognised women's titles in the world.



Marie Claire started its international expansion in 1982

- 34 international editions • 18 languages • 54 million sold copies yearly • 16 million readers every month • 33 000 advertising pages in 2014 • 26 websites • 26 million unique users in 2014
- 17 million followers on social media • A multimedia brand reaching 59 million women each month

Australia, Belgium France, Belgium Vlaams, Brazil, China, Colombia, Czech Republic, France, Greece, Hong Kong, Hungary, India, Indonesia, Italy, Kazakhstan, Korea, Lower Gulf, Malaysia, Mexico, The Netherlands, Puerto Rico, Romania, Russia, Saudi Arabia, South Africa, Spain, Switzerland, Taiwan, Thailand, Turkey, Ukraine, United Kingdom, United States, Venezuela



CHILD TRAFFICKING JAN 2015



FASHION TRENDS REPORT MARCH 2015



WAKE UP TO A GOOD CAUSE MARCH 2015



L.A. ISSUE SPREAD WITH SHANNAN CLICK MAY 2015



ANTI-SNATCH THEFT CAMPAIGN MAY 2013



WHAT MAKES MARIE CLAIRE SO SPECIAL?

Marie Claire is known for its **thought-provoking** and **inspiring**, yet **relevant** and **entertaining content**. The magazine celebrates modern women who are **stylish**, **independent** and **open-minded**. Marie Claire features stories that appeal to women who are **socially aware**, yet unabashedly fashion and beauty-conscious. Marie Claire is for the **woman of substance** with an **eye for style**. Someone who is fascinated by what the world has to offer, and also by what she can offer in return.

MARIE CLAIRE is for the woman who wants to think smart and look amazing.



...SURPRISES YOU



...SEDUCES YOU



...MOVES YOU



...MAKES YOU SMILE



...HELPS YOU



...INFORMS YOU

...MAKES YOU DREAM

The Marie Claire reader is smart, stylish, fun, ambitious and savvy. Aged between 25 and 35, she is a well-educated, urban professional with a wide range of interests and a strong awareness of global issues.

She has a high disposable income and is passionate about fashion, shopping and investing in key designers items every season.

Relationships with her partner, friends and family are very important to her.

Opinion leader

Ambitious

Highly educated

High income level

Living urban lifestyle

International Outlook

Enjoys shopping and luxury

Sharp and smart

Urbanista

**25-35 years old
(core target)**

18-45 years old
(broad target)

Stylish

Active

Sensual

Career go-getter





marie claire

- COMPELLING FEATURES
- FABULOUS FASHION
- EXPERT BEAUTY
- ASPIRATIONAL LIFESTYLE

Every month Marie Claire distinguishes itself with must-read stories that cover a breadth of topics reflecting the eclectic interests of the discerning 21st century woman.

Marie Claire is known for eye-opening global reporting, whether giving a voice to the persecuted or sharing women's stories of courage. Marie Claire always delivers groundbreaking journalism and emotive features.



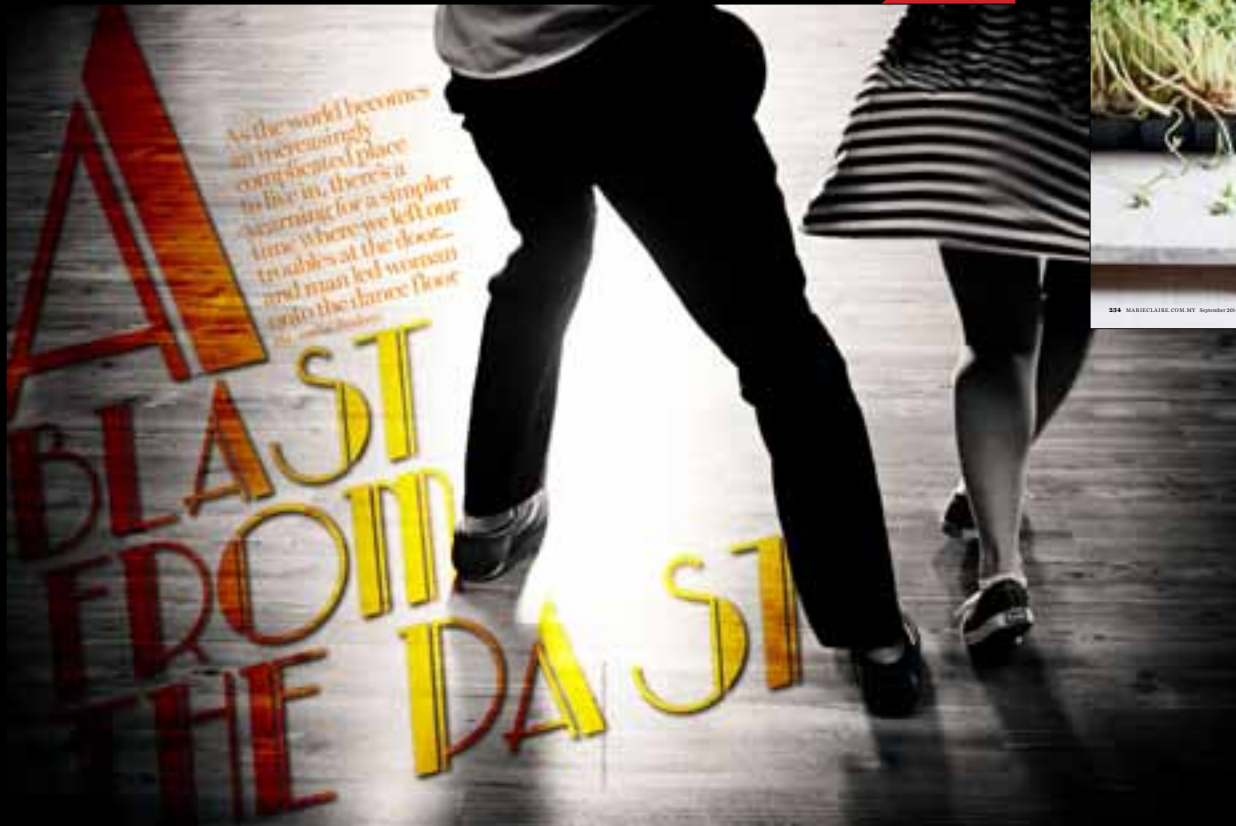
Marie Claire's incredible styling and inspirational photography showcase the season's key trends and the very best clothing and accessories.



Marie Claire Beauty delivers stunningly beautiful images which inspire readers to achieve perfect looks.



For women who want style in every area of their life, Marie Claire's travel, homes and food deliver real inspiration through stunning images. Lifestyle pages also give readers practical and relevant information.



Sex



THE RETURN OF THE BUSH

Forget waxing and vajazzling, pubic hair is back in vogue and its sparking some serious monologues. *By Anitra Roslani*

For decades, women have taken to various measures of pain to "beautify" their nether regions in efforts to please sexual partners and keep things nice and tidy with the advent of the G-string and barely there bikiniis but increasingly of late, there's been a resurgence to bring back the *au naturel* movement.

Naturally, this surge of body confidence would come from the once-oh-so-hot of beauticians, such as Gretchen Patrow who admitted she works "a 70s vibe" down there, and host and Camerota Doo, who wrote extensively on the issue in her book *Body Talk: The Body Book*. She dedicated an entire chapter in *Prize of Pubes* and tells women why we should avoid permanent laser procedures and keep ourselves "billy dressed" down there.

That said, here are 6 reasons why you should just that razor down:

SAY GOODBYE TO PAIN
Let's face it, the most obvious reason? No matter what your preferred method of removal may be—whether using hair removal creams that burn and can seriously damage more sensitive areas to getting your pubes violently waxed off on a regular basis, the pain is not just physical but mental as well. And if we're doing this solely to please your male partner, you could be part of the...

PATRIARCHY MACHINE
It's one thing to want to do it for yourself but if you're doing it just because your partner makes you feel less attractive or a lesser lover than his previous partners for not getting your bush, then you have a bigger problem. If you have to go through pain to make someone else happy and deal with going through it each time, it's not worth it. The good news is that contrary to popular belief, a lot of men find a well-trimmed pubic area a turn-on as it traps more pheromones and gives you more "girl time" than if you were to go completely hairless!

IT'S SCIENCE, BABY!
Everything on your body serves a function, there's nothing that's there just for fun or to make your life hell in purpose. Essentially, pubic hair helps...

your privates warm when people were doing the deed in case of its cold terrain without central heating. While we may have dreads these days, pubic hair also solves the issue of friction between two bodies that are rubbing against each other so there's nothing quite like the soft tuff to cushion both your bits.

HYGIENE
While shaving it all off makes it more pleasant and cleaner for your partner to go down on you (amongst other things), there's also a bunch of ways it can hinder. Irritation, rashes, itching, swelling, folliculitis and in some serious situations, even a slight infection can happen from removing the buffer that's protecting your delicate region.

MONEY
As with all things, it also boils down to dollars and cents, and the maintenance of this delicate choice to be as smooth as Barbie does not come cheap, usually amounting to thousands of ringgit when done on a regular basis. Think of all the shoes you could buy in exchange of forgoing your waxing routine!

Regardless of your preferred form of sojourn in your nether region, this doesn't mean you shouldn't pay any attention to it at all. As with the hair on your head, keeping it neatly trimmed regularly shows that you're a woman who looks after herself, and showing that it's not just for your own conformity to what society expects of women. There's nothing wrong with experimenting to see what works for you, but unless it's life-threatening, try not to opt for a permanent solution. As Cameron writes, "it's not a loss; it's just the every other part of your body, your labia majora is not immune to growth. Do you really want a hairless vagina for the rest of your life?"

TIME
As if you don't already have a million and one things to do, you've got to make time to schedule in some one-on-one time with your waist and if that's a requisite one, there's usually a long waiting time. All that waiting just to be pampered? Why not get that mani or pedicure that TV series you've been meaning to with a bowl of ice cream (or kale, if that's more your thing) instead and avoid additional stress to your already hectic schedule!

Lifestyle



The Gentleman's List

MC is all about style and substance. This month we switch it up and meet five men who make up this irresistible combination. *By Shalita Rajendra*

AS FOR WOMEN, IT'S THE ABILITY TO BE INDEPENDENT, CONFIDENT AND A GREAT SENSE OF HUMOUR THAT MAKES THEM ATTRACTIVE TO HIM

ROEN CIAH-NAGAPAN

Operations Director of J&J Group

Roen sticks to a few fundamental rules of engagement. "When it comes to impressions, I feel a lot of people can be judgemental of one. It's important to always be friendly, smile and provide solutions or assistance when in the presence of your customers. I believe leading by example is vital to also equally as important. It helps and builds an ever-lasting in the visible industry and is just a matter of leading them in the right way" as for women, it's the ability to be independent, confident and a great sense of humour that makes them attractive to him.

As a person who is at the forefront of the social sector community, Roen has learned that attractiveness has to come from within and the life of the party is not without its drawbacks. On occasions he tells the party never takes on him, he says, "It's a matter of constant renewal, health, eating, and enough sleep. Everything does come at a price, but you just need to take a deep breath and breathe!"



marie claire

- BOOKLETS / SUPPLEMENT
- EVENT
- DIGITAL
- AWARDS

LUXURY SUPPLEMENT



CHRISTMAS SUPPLEMENT



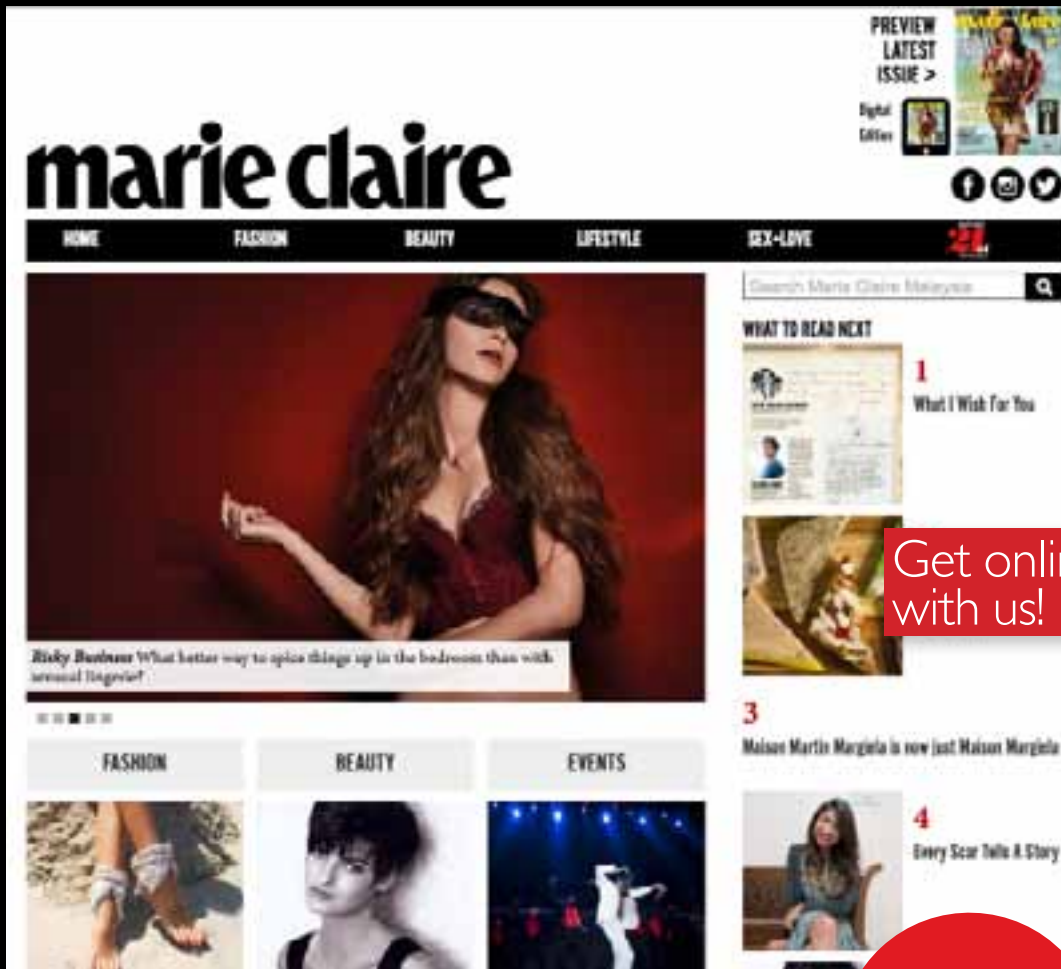
LOVE/TRAVEL SUPPLEMENT

BEAUTY BOOKLET

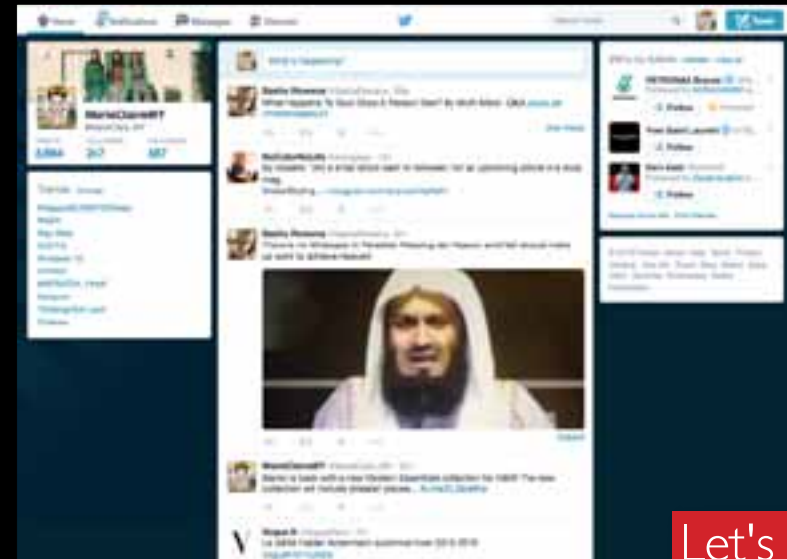


As a magazine that prides itself on presenting the perfect marriage of fashion and beauty with the issues that impact women, Marie Claire is proud to host its signature annual event, Women of Style & Substance. Each year, prominent names are carefully shortlisted and selected until 10 amazing women are left, all of whom are making a significant impact in their fields and embody the true essence of style and substance.





Get online with us!



Let's get connected!



10,000
UNIQUE
VISITORS

AVERAGE
6,000
FANS



GOLD Award 07



GOLD Award 09



GOLD Award 12



SILVER Award 07



BRONZE Award 10



SILVER Award 13



GOLD Award 13



ADVERTISING RATES (PRINT)

marie claire (RM)	36x	24x	18x	12x	6x	3x	Casual
Outside Back Cover				9,933			
Inside Front Cover	8,613						
Inside Back Cover				6,248			
Full Page Full Colour (ROP)	4,125	4,400	4,532	4,675	4,950	5,225	5,500
2/3 Page Colour (Vertical)	3,399	3,626	3,734	3,852	4,079	4,305	4,532
1/2 Page Colour	3,094	3,300	3,399	3,506	3,713	3,919	4,125
1/3 Page Colour (Vertical)	2,780	2,966	3,055	3,151	3,336	3,522	3,707

*Specified positions will be charged 20% loading. All advertisement rates are quoted in Malaysian Ringgit. Rates are subject to prevailing Government Tax.

MATERIAL SPECIFICATIONS

	FULL PAGE Trim Size: 205 (w) x 275 (h) Bleed Size: 211 (w) x 281 (h) Text Area: 175 (w) x 245 (h)		HALF PAGE (HORIZONTAL) Trim Size: 205 (w) x 138 (h) Bleed Size: 211 (w) x 141 (h) Text Area: 175 (w) x 108 (h)
	DOUBLE PAGE SPREAD Trim Size: 410 (w) x 275 (h) Bleed size: 416 (w) x 281 (h) Text Area: 380 (w) x 245 (h)		ONE COLUMN (VERTICAL) Trim Size: 68 (w) x 275 (h) Bleed Size: 71 (w) x 281 (h) Text Area: 53 (w) x 245 (h)
	HALF PAGE (VERTICAL) Trim Size: 103 (w) x 275 (h) Bleed Size: 109 (w) x 281 (h) Text Area: 73 (w) x 237 (h)		TWO COLUMN (VERTICAL) Trim Size: 136 (w) x 275 (h) Bleed Size: 139 (w) x 281 (h) Text Area: 116 (w) x 245 (h)

*All measurement in millimeters. Text and images must be kept at least 5mm from spine and trim lines.

MATERIAL REQUIREMENTS (PRINT)

FILE FORMAT All digital files submitted to Blu Inc must: <ul style="list-style-type: none"> • Be in PDF format version 1.3 or higher. • Have embedded fonts above 8 points. Not artificially stylised. • All images must be in CMYK format under FOGRA39L colour profile. Images in RGB format are not allowed. • Be no more than 300% ink weight. • Be the correct advertisement size with a 3mm bleed included. 	each side. However, there is no guarantee of precision of folding in all copies.
DIGITAL TRANSMISSION Blu Inc prefers files to be delivered through the Quickcut Network operated by Asia On Time. Quickcut checks the integrity of files before they are sent to Blu Inc so that your files will print correctly. Blu Inc cannot accept responsibility for or fix files submitted via CD, e-mail or other suppliers.	
COLOUR PROOFS Blu Inc requires that all hard copy colour proofs be supplied. Files transmitted must be in ISO FOGRA39L icc profile. Please note that colour/digital proofs supplied will be used as a guideline only and the advertisements reproduced are as per data/specifications supplied. In order for Blu Inc to match proof colour within 85%, all proofs must have the Blu Inc GMG colour control bar or the MediaWedge V2 colour bar with an attached pass/fail sticker indicating compliance. Blu Inc will not be responsible for any colour not adhering to this standard.	PERFECT BOUND & TRIM MAGAZINES Clearance for Blu Inc magazines should be a minimum of 6mm due to this space being visually lost in the spine. Please note, in case text runs across a DPS, text must be at least 10mm away from the gutter on both sides. The text area also needs to be at least 5mm away from the outer trim area. Do not place essential information in this critical gutter area if possible.
FONTS All submitted fonts (for digital files) must be for IMAC OS (no PC fonts). Illustrator and Freehand files should have all fonts converted to paths/outlines.	MATERIAL DEADLINE The Material deadline is 5 weeks before publication date. If the material is not received within the deadline, the publisher reserves the right to repeat any previous advertisement of the same size or to fill the space at its discretion.
SPREADS Advertisers using facing pages as a spread may extend matter to the centerfold line on	CANCELLATION Cancellation deadline is 6 weeks before publication date. All specified positions and creative buys are non-cancellable.

PUBLICATION

FREQUENCY: Monthly
LANGUAGE: English
READERSHIP: 78,000*
BOOKING DEADLINE: 7 Weeks Before Publication

*Synovate Magazine Klang Valley Readership Study (2010/2011)



ADVERTISING RATES (WEBSITE)

TYPE	AS UNIT SIZE (PIXELS) (W X H)	PHYSICAL FILE SIZE (KB)	PRODUCTION COST	RATE PER MONTH
Leasderboard A	728 x 90	40Kb (MAX)		RM3,500
Medium Rectangle	300 x 250	40Kb (MAX)		RM3,000
Skinning	1580 X 700	100Kb	RM2,000	RM7,000

*Specified positions will be charged 20% loading. All advertisement rates are quoted in Malaysian Ringgit. Rates are subject to prevailing Government Tax.

NOTES:

1. Microsite Development includes design and hosting. Content and images used to be provided by client
2. Ad Units placements will be rotated with up to four different ads/advertisers
3. Flash Games will be on an ad hoc basic depending on complexity. Minimum cost starts from RM10k

ADVERTISING RATES (E-MAG)

AD TYPE	Media Cost
1. A1 Advertising Insert	RM3,000
2. Enhancement	RM2,000
- Embedding of TVC - Instructional videos - Scrollable product pictures - Hot spot function - Location maps	(each enhancement)
2. Advertorials & Booklet	RM4,000

MATERIAL REQUIREMENTS (WEB)

TECHNICAL SPECIFICATIONS

- Graphics must be in JPEG (.jpeg/jpg). GIF or PNG format.
- Animations must be in Flash (.swf) or GIF format
- Please provide Campaign Name and Destination URL for each ad unit
- For more information, please contact us for full technical specification

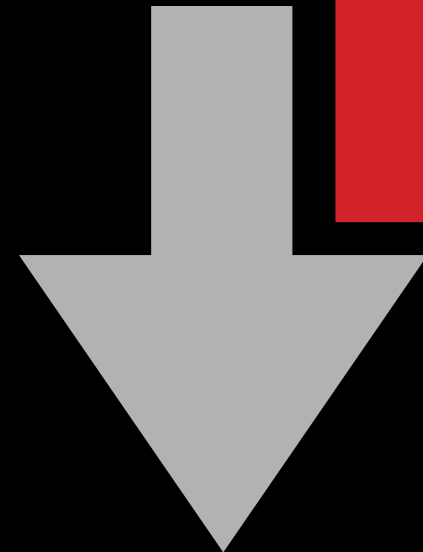
BOOKING & CANCELLATION DEADLINES

- Booking deadline: 1 month before launch date
- Material deadline: 14 working days before launch date
- No. of days required for cancellation: 7 working days
- For cancellation less than 7 working days, 50% of unused inventory will be billed
- Rates are subject to prevailing Government Tax

728 X 90 Leaderboard A

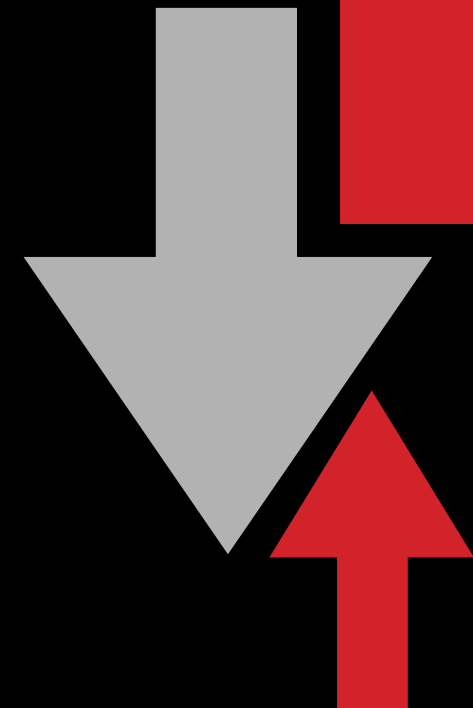


Dimension	728 pixels (width) by 90 pixels (height)	
File Size	Image (JPEG/GIF)	40kb
	Flash (SWF)	40kb
Link allowed	Only one URL	
Click Tag	Position: All visible area of the Ad	<pre>on (release) { getURL (_level10.clickTag, "_blank"); }</pre>
Animation	Max. 15 sec per loop	Max. 18 fps
Flash Version	Flash 10, Action Script 2.0 ONLY	
Other Requirements	Flash file must be accompanied with a Backup Image (GIF/JPEG) of not more than 30kb. All Flash files <u>must</u> use a separate layer as the background instead of the stage.	
Sound (optional)	<ul style="list-style-type: none"> - "Audio ON/OFF" Button to be clearly labelled with <u>Sound OFF by default</u> - Buttons to be places on <u>ALL</u> frames of the ad 	



**1580 X 700
Skinning**

Dimension	1580 pixels (width) by 700 pixels (height)
File Size	100kb
File Format	(JPEG or GIF)
Other Requirements	<ul style="list-style-type: none">- Rich Format Elements are NOT accepted (E.G Flash, QuickTime, Javascript, form & data capturing scripts)- Submitted artwork has to be 300 pixels on both the left and right sides of skin. Do keep all important messages within 150(w) 500(h) pixels to ensure maximum visibility.- Side skins will be fixed at its position and will not move along when page is scrolled



ENHANCEMENTS

- Embedding of TVC
- Instructional Video

Your video commercial/instructional video embedded here

ENHANCEMENTS

Location Maps



YOUR LOCATION
MAP EMBEDDED HERE



YOUR LOCATION
MAP EMBEDDED HERE



ADD ENHANCEMENTS
WITHIN YOUR EXISTING PRINT
ADVERTORIAL CONTENT.

A1 pages are advertisements or advertorials that are placed in between the editorial or special focus sections of a digital magazine.

MEDIA COST:

RM3,000 FOR EACH A1 INSERTION.

SPECIAL INTRODUCTORY PACKAGE:

**RM2,000 FOR EACH
A1 INSERTION NOW!**

NOTE: MATERIALS TO BE PROVIDED BY THE ADVERTISER. CONCEPTS AND LAYOUTS CAN BE CREATED AT AN ADDITIONAL COST.



BUY AN ADDITIONAL A1 INSERTION
TO ENHANCE A SUPPORTING AD.
BRING IT TO LIFE WITH ANY
COMBINATION OF INTERACTIVE
FORMATS, E.G. VIDEOS, LINKS,
PICTURES AND MAPS.

Advertorials and booklets can be conceptualised, executed and produced especially for you by our talented creative team. Advertorial pages and booklets can be produced in print as well as interactive digital formats.

Cost: RM4,000

Cost of advertorial layout + 2 interactive digital creatives. (Advertorial price not inclusive of media cost. Cost of booklet will depend on the number of pages and work involved.)

TERMS & CONDITIONS:

- Product images, information and the usage guide are to be provided by the advertiser.
- The quotation does not include third party costs, e.g. photography, photo library pictures, videos, etc...)
- Advertisers must ensure rights of usage are obtained from the relevant parties for all materials (photography, videos, copywriting, photo library pictures, etc) provided to Blu Inc for commercial use.

Portrait view



Horizontal view

DIGITAL ADVERTISEMENT SPECIFICATIONS / MATERIAL REQUIREMENTS

VIDEO:

- Must be submitted in MPEG-4 video, up to 2.5 Mbps, 640 by 480 pixels, 30 frames per second
- Videos 5MB in size and below will be embedded within the advertisement
- Those greater than 5MB in size will be streamed live from an external source, e.g. a website

GALLERY & HOT SPOTS (EMBED)

- Format: JPEG, 1280 by 720 pixels
- File size: 5MB per spot

INCREMENTAL AD PAGE (A1)

- No size limit as this will be a live pull
- However, link sites must not be Flashbased as the iPad does not display Flash pages

AUDIO

- Format: MP3
- File size: 5MB if embedded; no size limit if it's a live pull



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