

A fashion advertisement for Marie Claire magazine. The background is a traditional Chinese building with red walls and ornate, curved roofs. A woman with dark hair pulled back is standing in the foreground, wearing a black, sleeveless, high-necked top and black trousers. The text 'marie claire' is written in red at the top left, '2016' is in red below it, and 'THINK SMART LOOK AMAZING' is in white at the bottom right.

marie claire

2016

**THINK SMART
LOOK AMAZING**

marie claire

STYLE & SUBSTANCE

A top upscale global media brand
for
elegance and smart women

marie claire

360° Integrated Platform



MAGAZINES	MOBILE	SOCIAL MEDIA	PC	EVENTS
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READERSHIP MC 3,700,000/month MCE 600,000/month	DOWNLOADS MC Ipad 1,750,000 Beauty Plus mobile 1,000,000	WECHAT 550,000 WEIBO 834,400	14,400,000 UV/Month	Style China PEB International Top100 Charity
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Total reach > 33,000,000

marie claire



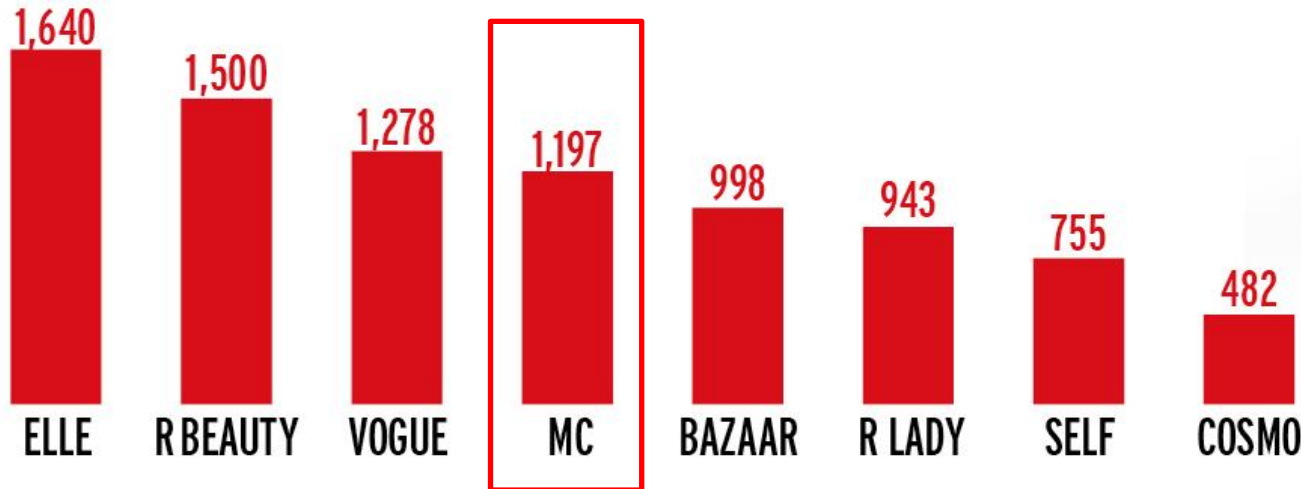
MAGAZINE

The value of print

Affluence Audience

Every month MC reaches >3.7M readers (source CNRS 2014). On The 10% Higher Revenue Women MC is No.4 with 1.2M Readers per month

The Best Title to Reach High Quality Target Readers



Fashion magazine sales volume in 2015

in thousands

(Source: Top Lady-Higher Female Revenue)



Strong
Consumption Power

3,700,000

Monthly readership

Skincare/Cosmetic/Perfume: RMB6,504 (+29%)

Apparel: RMB8,316元 (+20%)

Shoe/Bag/Accessory : RMB6,549元 (+25%)

Jewelry/Watch : RMB6,858元 (+10%)

Digital products : RMB7,465元 (+17%)

Travel : RMB10,636元 (+45%)

Automobile ownership ratio: 52% vs. 44%

MC vs. other titles

**Average consumption during
the past year**

Society & Trendy Topics Creator



Yao Chen

70's; Queen of Blogger



Li Yu Chun

80-85's, famous Singer



Wu Yi Fan

90-95's



Selina Ren

Back from the Burn

The Four Covers For 'Beauty of no-makeup' campaign – Oct issue 2015

The 1st fashion magazine ever in China to have famous celebrities facing the camera without makeup

Real beauty comes from the powerful heart

+115 times posted by portal fashion and entertainment channels

Total reach estimated up to 28,000,000 people

Exclusivity



- 1. The ONLY magazine Gong Li chosen for the cover shooting and interview in 2015
- 2. Images of Gong Li posted by all the major fashion and entertainment channels
- 3. Speak highly on Gong Li's cover from KOLs and famous fashion bloggers
- 4. Total reach estimated up to 20,000,000 people

Unique Approach of Watch & Jewelry

marie claire

WATCHES & JEWELRY

All About Love
恋人谈情的计划

2月，情感的季节，温暖的农历新年，恋人的情人节，本能免俗，爱情是这个月的主题，鲜花、巧克力、用制式方式说爱似乎容易，但我们不这么做，选择了爱，选择用時計牵起身处两个时区的恋人们，关照那些相爱着却相隔两地的人，不只是恋人，还有家人、朋友，举起手，对时间的每一次阅读，都是对对方的一种想念。

品牌：Gloria Della Torre (品牌工作室)
品牌：TUDOR
品牌：Patek Philippe (品牌工作室)
品牌：Cartier (品牌工作室)
品牌：GUELIN
品牌：Lunar (品牌工作室)
品牌：DE BEERS
品牌：Mystery Line (品牌工作室)
品牌：TSL (品牌工作室)
品牌：Greenwich Mean Time (品牌工作室)
品牌：1300 (品牌工作室)
品牌：ORIS
品牌：RALPH
品牌：Max Mara

11:55AM
她在午间离开 DEPARTURE AT THE AIRPORT

你那边几点? Love in Two Time Zones

一对恋人，两个时区；
她在凌晨起身，他是深夜才睡；
他在赶上班的匆忙，她也在赶开会的到来；
用小时计量的距离是近，也是远，
“你那边几点？”
唯有爱，没有时差。

品牌：Lunar (品牌工作室)
品牌：Lunar (品牌工作室)
品牌：Lunar (品牌工作室)
品牌：Lunar (品牌工作室)

5:55AM
他在清晨抵达 ARRIVING AT THE METRO STATION

品牌：ROLEX
品牌：GUELIN
品牌：RALPH

14:26PM
她在午后的巴黎 PARIS IN THE AFTERNOON

品牌：Cartier
品牌：POMELLATO
品牌：TASAKI
品牌：SILMON GAO

8:26AM
他在早晨的华尔街 WALL STREET IN THE MORNING

品牌：PIAGET
品牌：STRASBURGO

Creative and Professional
Integrated with emotions and
humanities

Synergy of print and digital



Big Star – Celebrity in fashion stroy
Joint production of print + digital editorial team
Print + Website + Social Media multi-platform

MC Special Issue

2 issues Double Books



November Issue
Fashion + Beauty



December Issue
Anniversary





MC EnFants

Only International Kids
Fashion Magazine

2 issues a year

Spring / Summer
Autumn / Winter





marie claire
DIGITAL



marie claire iPad Beauty plus iPad

1.75M

Downloads



Beauty plus Mobile App

1M

Downloads



PC

180M 14.4M

Page View Unique Visitor



Beauty Academy

450.000

Beauty Elites



Social media

11.78M

Followers



MOBILE
iPhone

2,800,000
Unique Visitors

1M
Downloads



Beauty plus
Mobile App



mcchina.com
Mobile Site



Magazine

*Professional
Authoritative*



Beauty plus App

*Interaction
Participation*



Beauty Plus Beauty film

*Celebrity
Beauty Trend & Topics*



Marie Claire Beauty Academy

*Community
Interaction*



SNS Platform



*Sharing
Broadcast*

**— NO.1 —
Professional
Community**

marie claire
美妆

360° ECO — SYSTEM

The most professional
full beauty media platform
Super funny Marie Claire Beauty Film
lead the beauty trend
get rid of boring beauty contents
Switch to "task mode", Let's play hard.



MOBILE iPhone



Beauty plus APP achieve *10 times* homepage recommendation,
and obtain *the best press APP* award in by i research marketing



MOBILE
iPad

marie claire iPad



Beauty plus iPad

1,750,000

Downloads

— Newspapers and periodicals free App ranking **NO.1**

Popular App ranking **NO.1** For the 1st three months of launch (25th March)



Beauty plus cover



Cover Collection Beauty Spy



Top Star

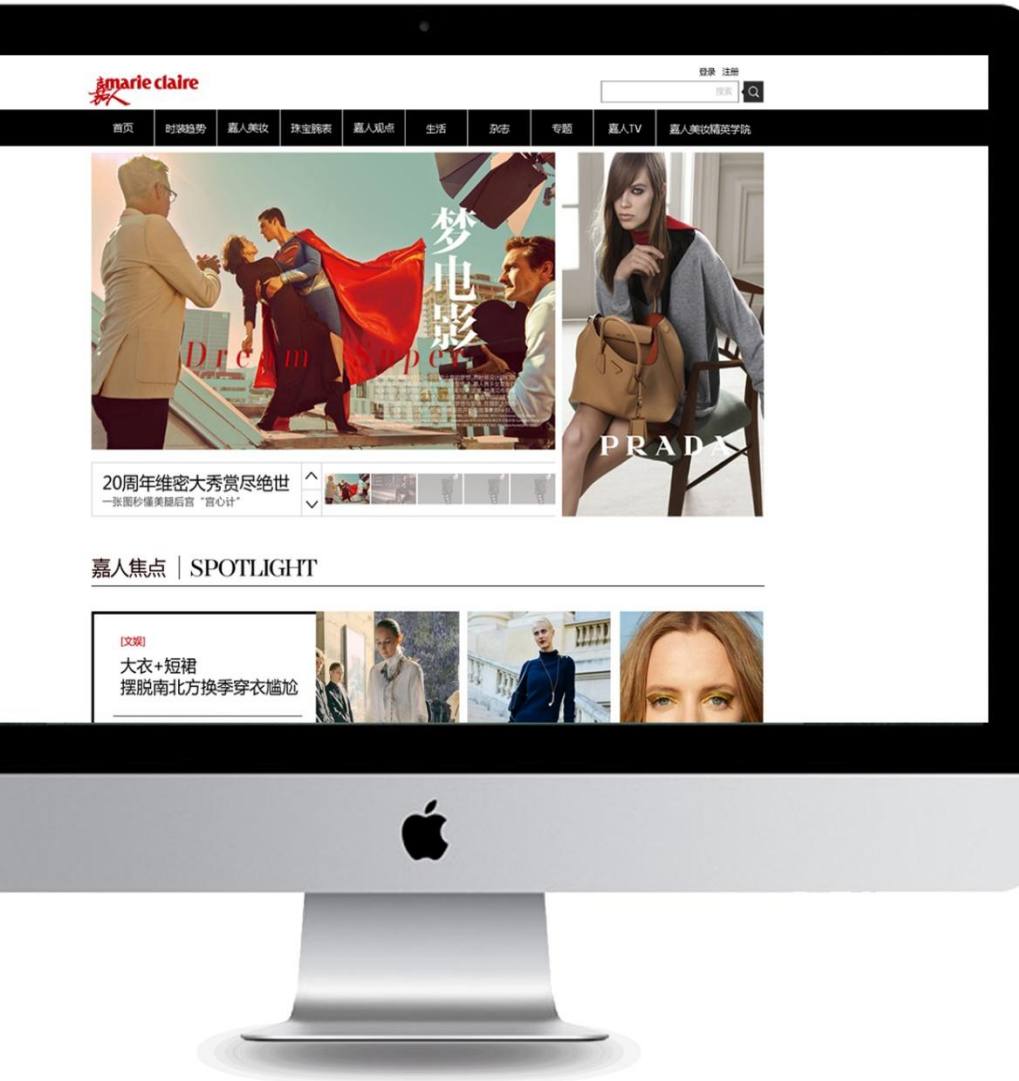


Style China



Big Star

WHAT'S NEW Homepage Revamp



Editorial environment
“Less is more”



PC-MCCHINA.COM

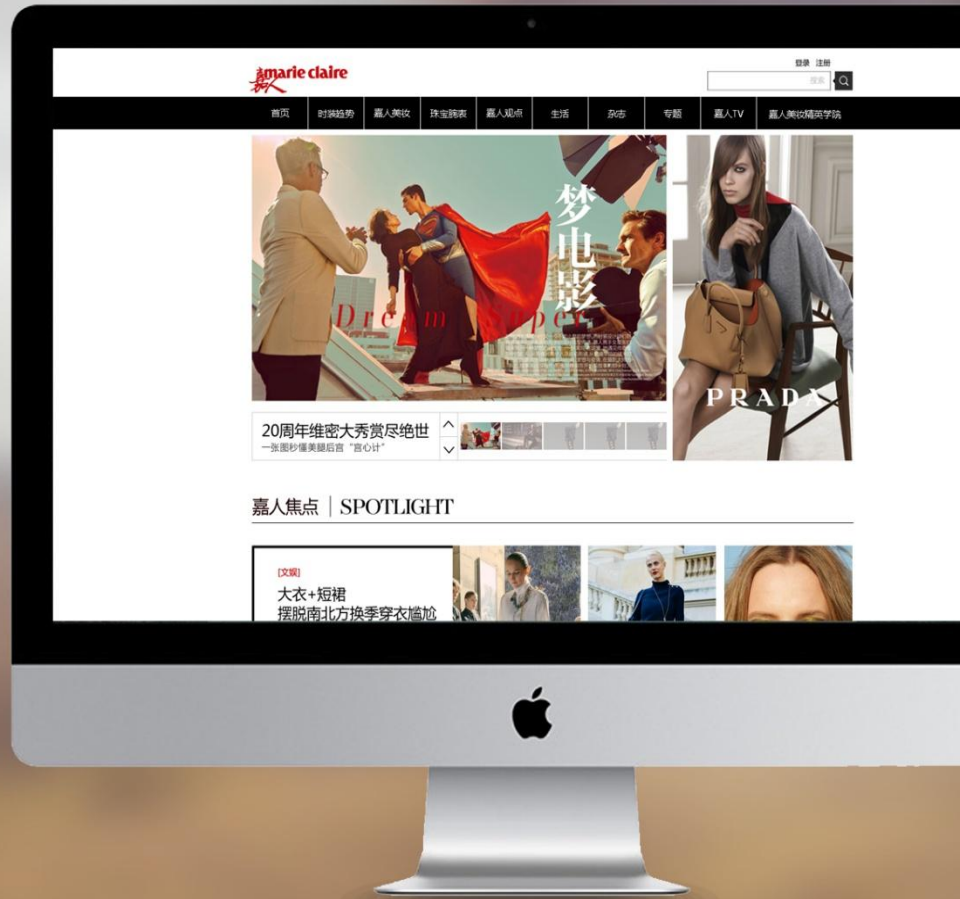
NO.8

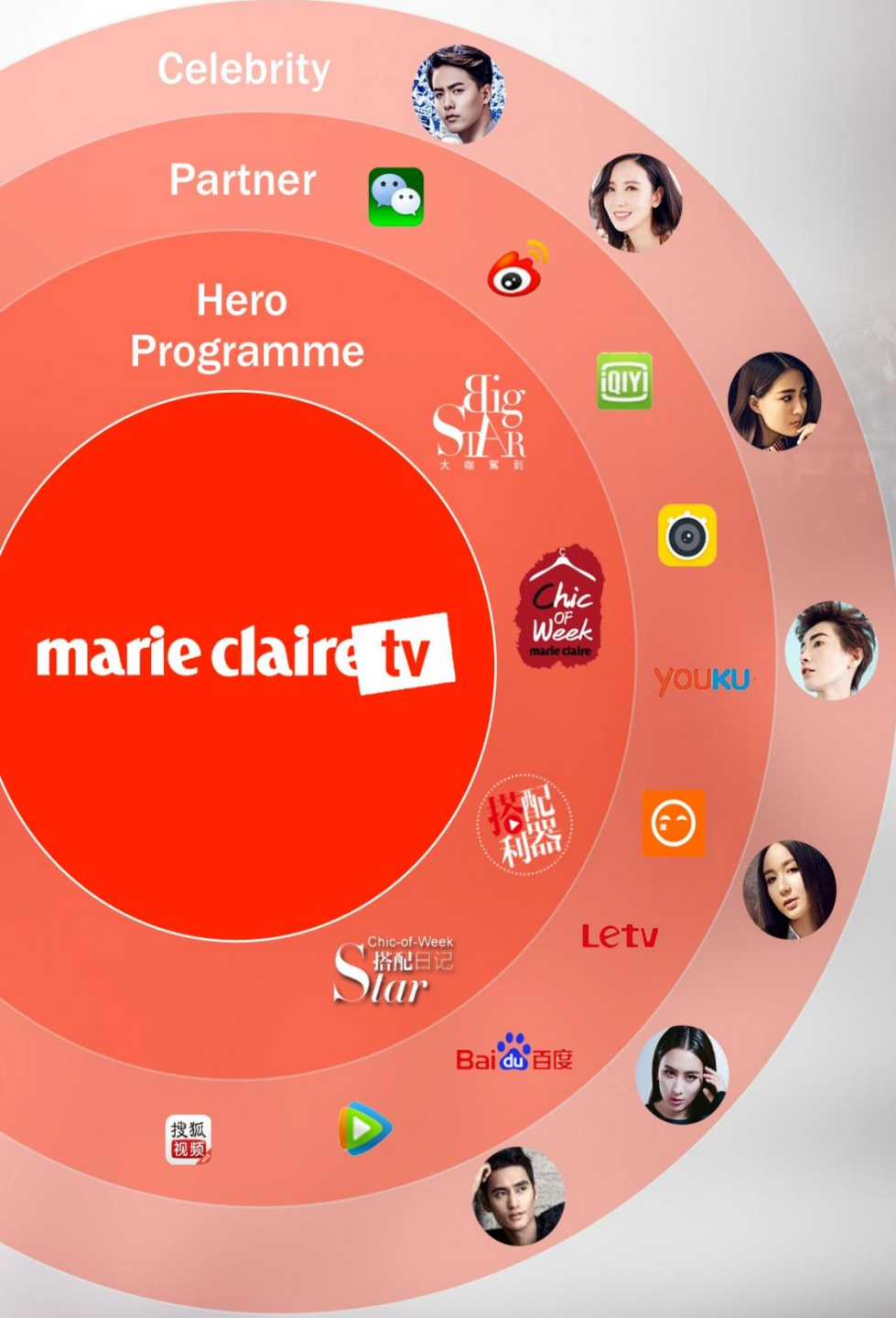
FEMALE PORTAL
WEBSITE

Source:iUser Tracker,8th August 2015

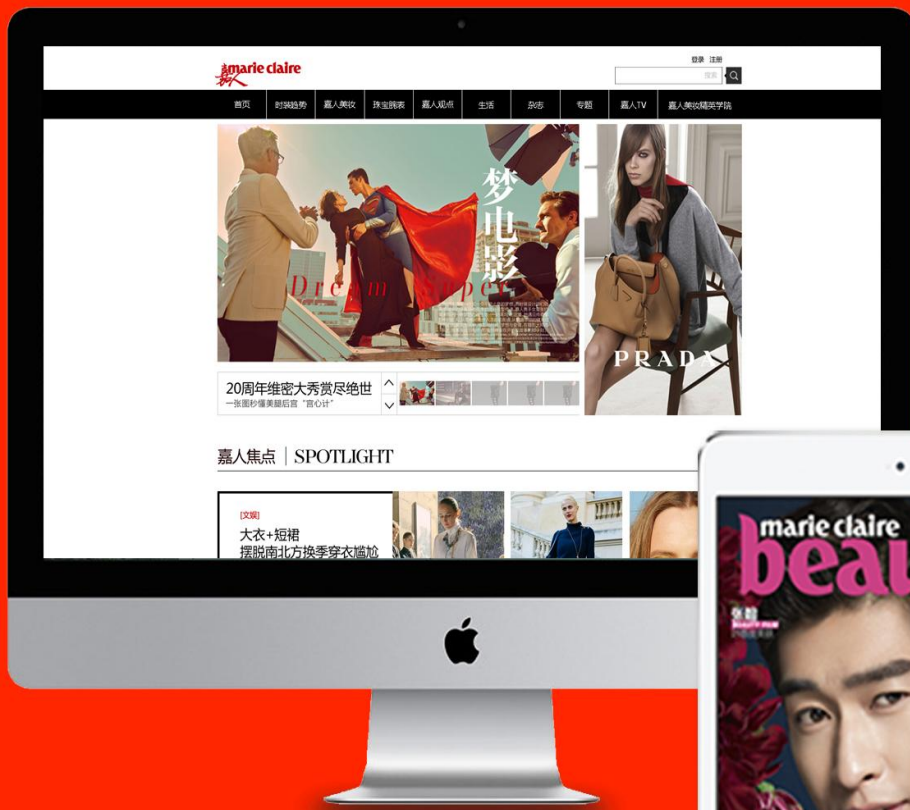
TARGET USER, COVERING TGI PER WEEK

1.	rayli.com.cn	117.4
2.	yoka.com.cn	113.2
3.	ellechina.com	108.5
4.	onlylady.com	100.6
5.	pclady.com.cn	75.3
6.	trends.com.cn	117.3
7.	vogue.com.cn	110.4
8.	mcchina.com	111.4
9.	aili.com	110.0
10.	zdface.com	97.1





marie claire tv



mcchina.com

+

Beauty plus

FASHION



LUXURY



BEAUTY FILM



TOP STAR





Video View **10M**



Reading amount on weibo : **14M**
Wechat interacts **20K+** times
accumulated video view over **3.5M**



Video View over **1,5W**
Reading amount over **1,5W**

marie claire tv

6-8 Celebrities appear/play a role in MC TV every month averagely ,
cooperate **hundreds of celebrities** for the whole year.

Hero program 《Edge matching guide》 single issue Video View
4,500,000

maximum VV: **10,000,000**

《MC beauty film》 single issue Video View **2,000,000**

《Chic of star》 single issue Video View **800,000**

《Big star》 single issue Video View **1,000,000**

《Top star》 single issue Video View **800,000**





1) Video entertainment to arouse audience's interest on single

WHAT'S NEW New fashion program

« MIX&MATCH CLASSROOM »

E 编辑
Editor's View

B 单品推荐
Best Choice

推荐单品：印花高领衫

印花内搭是绝对通勤装的好搭档。既能有一件质感满满的单品可以以点带面，又不失时髦的层次感，又能融入时尚元素，下身选择半裙，整体造型中，CLAUDE PERLOTT 的印花衫 - MARY

推荐单品：印花高领衫

印花内搭是绝对通勤装的好搭档。既能有一件质感满满的单品可以以点带面，又不失时髦的层次感，又能融入时尚元素，下身选择半裙，整体造型中，CLAUDE PERLOTT 的印花衫 - MARY

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E 编辑
Editor's View

B 单品推荐
Best Choice

推荐单品：渐变色连身裙

渐变色设计会让稍显平淡的one-piece焕发活力。

推荐单品：渐变色连身裙

渐变色设计会让稍显平淡的one-piece焕发活力。

推荐单品：渐变色连身裙

渐变色设计会让稍显平淡的one-piece焕发活力。

E 编辑
Editor's View

B 单品推荐
Best Choice

推荐单品：流苏链条包

流苏元素进来大热，衣橱里马上准备一款流苏包包吧！

流苏元素进来大热，衣橱里马上准备一款流苏包包吧！

流苏元素进来大热，衣橱里马上准备一款流苏包包吧！

E 编辑
Editor's View

B 单品推荐
Best Choice

推荐单品：黑色球鞋

经典耐穿的黑白色球鞋是搭配的首选，成为时髦焦点。

推荐单品：黑色球鞋

经典耐穿的黑白色球鞋是搭配的首选，成为时髦焦点。

推荐单品：黑色球鞋

经典耐穿的黑白色球鞋是搭配的首选，成为时髦焦点。

2) Mix & Match tips and product detail info for learning

3) Gallery of the look to create desire

The post-90s strategic alliance



224,861

MCB Followers

609,545

MC Followers



200,000

MCB Followers

350,000

MC Followers



800,000

Followers

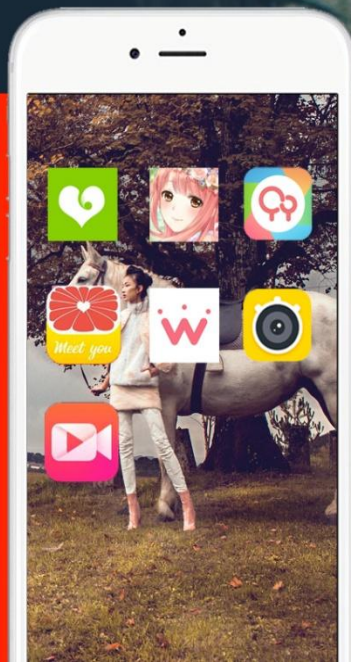


1,650,000

Followers

Among fashion and beauty loyalty users, the post-90s occupy **45%** and **70%** respectively.

Beauty academy elite group
weibo follower: 2.2M





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EVENT

2016

Mar
30th PEB
Celebration

Apr-Oct
MC Kids
Fashion
Competition

June
Beauty of no-
make up

July / Aug
Style China

Sept / Oct
Charity
exhibition

Nov
Beauty Top100



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Marie Claire Style China

The only top fashion design award in China since 2008
 2015 Fashion & Movie at Forbidden City

>250,000,000

attendees from onsite to online



Beauty Top100 @ Marie Claire 2015

Beauty Carnival – Be your own beauty icon

>15,000,000

attendees from onsite to online

The 1st Marie Claire
Kids Fashion
Competition

In partnership with



8-10 cities of mass-election
Final fashion show competition
in SH / BJ in Oct





Happiness of Fingertips

In partnership with



民强国盛



嘉人女性幸福基金



华谊兄弟公益基金
HB Foundation



联合国
志愿人员组织

激情召唤行动



A woman with dark hair styled in an updo, wearing sunglasses and a vibrant red, long-sleeved, floor-length dress with a high slit. She is standing in a vast, open landscape with a blue lake in the background and rolling hills under a clear blue sky. The overall mood is elegant and adventurous.

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2016 SPECIAL
CAMPAIGN



NEW YORK Fashion Week Special



Invitation by Marie Claire to New York
Fashion Week

Cover: Bai Bai He

Issue: April 2016

City image: Modern; Grand; Simple

Topic: New York fashion week + NY culture

Linkage with American brands: How the brand and
its spirit influencing Chinese consumers



LONDON Fashion Week Special



姚晨

Invitation by Marie Claire to London
Fashion Week

Cover: Yao Chen

Issue: April 2016

City image: Art; Pioneer; Honourable

Topic: London fashion week + London culture

Linkage with British brands: How the brand and its spirit influencing Chinese consumers

4 X seasons Amazing Beauty Box

Priority to MC Beauty Elites membership >1,500,000



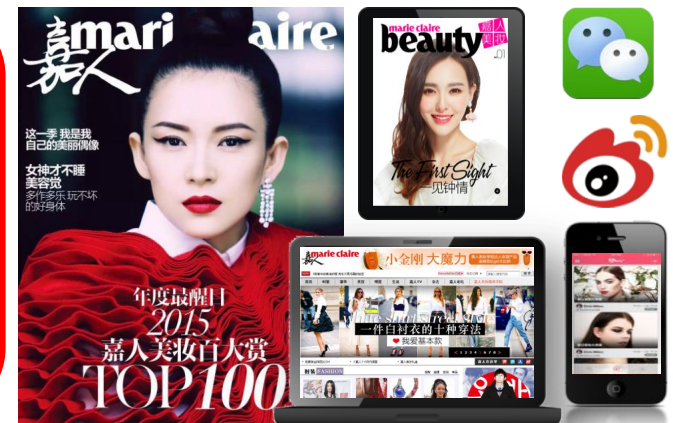
The Amazing box is designed to

surprise, delight, inspire and provide a tangible pre-shopping experience offering

- Smarter sampling
- Targeted segmentation
- Cross-platform reach and talk-ability

Amazing box is carefully designed to be a cross-section of premium and mass-tige brands.

A minimum of 4-5 core products – full or deluxe sample sizing as we do not accept sachets. (>1000 samples per brand)





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SHOW CASE

marie claire

X

Cartier



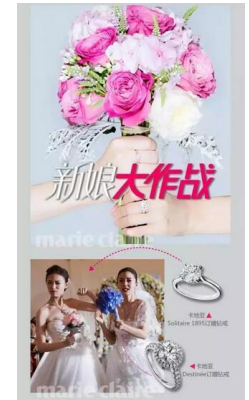
marie claire X



无可复制的上流品位 用心体会的工匠精神——卡地亚中西方珍宝艺术展
05月18日



在步入卡地亚中西方珍宝艺术展之前，人们对高级珠宝的印象似乎只停留在大颗宝石、美之类的形容，世人对于奢侈品的定义也往往都会流于表象。





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X

TIFFANY & CO.

marie claire

X

TIFFANY & Co.

A/网站

B/网站王牌栏目 Tiffany T 系列



【嘉人One大牌】蒂芙尼“餐桌”上的一颗黄钻

2014-08-21 嘉人

嘉人 One 大牌 VOL.04



上世纪60年代，在美国有这样一个故事：“一部叫《蒂芙尼的早餐》的电影，一位高贵优雅的女人，和一条璀璨夺目的钻石项链，这其中还有一颗与之牵绊的传奇宝石——黄钻，从此成就了一个经典的珠宝品牌蒂芙尼。”

C/微信专题+ 微信活动报道

走进Francesca Amfitheatrof 的珠宝世界

“Tiffany & Co. 蒂芙尼品牌历史上首位女性设计总监Francesca Amfitheatrof于2013年9月加入蒂芙尼，担任设计总监，负责蒂芙尼所有产品系列的设计。她曾这样描述过珠宝作为一种艺术形式所发挥的作用：“珠宝是为身体而生的艺术。从一开始珠宝便贯穿不同年代，跨越不同文化。它是表达你个性的一种方式，有时甚至可以代表你的社会属性，以一种有形的、美丽的形式来代表你。”

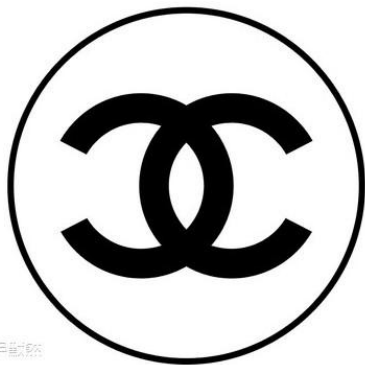
Tiffany自然颂风格盛典就在今夜！杨紫琼高圆圆璀璨演绎千万珠宝 05月21日



2015年5月21日，享誉全球的著名珠宝品牌Tiffany & Co.蒂芙尼在北京举行风格盛典“自然颂”，以自然赋予的珍罕宝石和自然灵感设计向“品牌最伟大的设计师”——大自然致敬。

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X



CHANEL



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X



Beauty film: >600K times



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X

BVLGARI

marie claire X BVLGARI



AVA 嘉人美妆精英学院 跨界特长生, 婚礼 季达人, 服装设计师	NIKKI 嘉人美妆精英学 院跨界特长生, 设计师, 时尚博 主	包公子 嘉人美妆精英学院 跨界特长生, 时尚 博主, 精英达人	孟颖 嘉人美妆精英学院 校花, 美妆达人, 模特	李喵喵 嘉人美妆精英学院 校花, 美妆精英, 时尚美容博主

O2O: from online topics to off line beauty class

Beauty film: >1.6M times

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X

innisfree



marie claire X innisfree



Beauty plus + Magazine
Beauty film: >1.8M times



marie claire

x

OLAY[®]

marie claire x Olay®



美拍

唯品会 vipshop.com

抹茶美妆

MC TV: 155,000,000 / Month



Beauty Box: 15,000



CQ/WH/GZ/SZ Beauty Class





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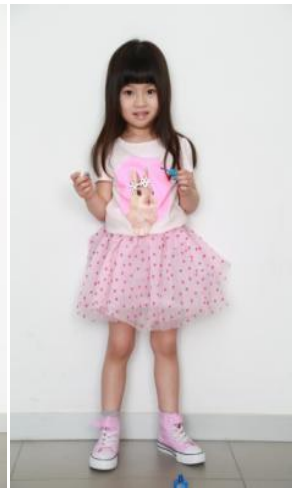
X

H&M

marie claire X H&M



Number of application : 16,852





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X



INFINITI

marie claire X



marie claire
21-202 April 4/2016

高圣远 & 周迅
和爱的人一起做有意思的事

亮彩条纹 美在春光里
我冷冻了卵子 世界这么大 没空生孩子

prix d'excellence de la beauté
美妆奥斯卡大赏揭晓

你白不回来的10个真相
听过来方护肤达人告诉你

羊的日记

周迅/高圣远
首度联袂演绎敢爱大片
英菲尼迪QX50浪漫车联



周迅、高圣远 英菲尼迪 勇敢去爱 说走就走不等待

在爱情中不等待，勇敢去爱。周迅和高圣远这对情侣终于在那个属于他们的周末——周五，每每平平凡凡出现在众人面前时，周迅的脸上充满了幸福、甜蜜与满足。他们两个人，携手代表了全新豪华SUV英菲尼迪QX50风尚运动版V6，将幸福、甜蜜、智慧和关于爱的正能量，借由精心打造的QX50一样值得骄傲、值得炫耀、值得人羡慕向往、有一种说不出的感觉，两个人在一段说走就走的旅程上继续前行。By Marie Claire Online 时尚精英 精彩生活 时尚精英 精彩生活 时尚精英



扫描二维码了解更多详情

勇敢的周迅 用心探索爱

很多爱情，都是周迅，无人能及周迅。工作中，她并非出自名校，通过自己不断的努力，成为了一名出色的女演员。生活中，她是一个爱笑、爱玩、爱冒险、爱探索的人。她是一个勇敢的人，勇敢地去爱，勇敢地去探索。在2014年，两个人终于走到了一起，走进了婚姻的殿堂。周迅和高圣远这对情侣，在2014年，两个人终于走到了一起，走进了婚姻的殿堂。周迅和高圣远这对情侣，在2014年，两个人终于走到了一起，走进了婚姻的殿堂。



出发 用行动表达爱

周迅和高圣远这对情侣，在2014年，两个人终于走到了一起，走进了婚姻的殿堂。周迅和高圣远这对情侣，在2014年，两个人终于走到了一起，走进了婚姻的殿堂。周迅和高圣远这对情侣，在2014年，两个人终于走到了一起，走进了婚姻的殿堂。

真爱，不容耐心等待，它需要勇敢付出行动，用心去经营，就一定可以收获你想要的那份情感。出发、驾驶着英菲尼迪QX50，大胆去寻找，爱，就在不远处。



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THINK SMART
LOOK AMAZING