

marie claire

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326.000
READERSHIP

Let's Get Digital



222.373
UNIQUE VISITORS
2.797.449
PAGE VIEWS

Newsletter



10.640
NEWSLETTER RECIPIENTS

Best Cases



Responsive
Microsite

GREECE'S MOST SUCCESSFUL FEMALE BLOGGERS BATTLE IT OUT FOR THE TITLE OF BLOGGER OF THE YEAR. THE CONTEST YIELDS PUBLICITY THROUGHOUT BOTH PRINT AND SPECIAL WEBSITE EDITIONS CALLING READERS TO RECOMMEND NOMINEES AS WELL AS PARTICIPATE IN THE FINAL VOTE.



EVERY YEAR AN INTERNATIONAL JURY OF BEAUTY EDITORS AWARDS THE BEST BEAUTY PRODUCTS OF THE YEAR. FOLLOWING THE SAME SET OF STRICT RULES POSED BY INTERNATIONAL MC EDITIONS, THE GREEK COMMITTEE AWARDS THE GREEK PRIX D' EXCELLENCE.

Social Extensions



167.600
Facebook



11.700
Twitter



23.300
Instagram



EXTRA
ISSUE



SPECIAL
SECTIONS



RECOGNIZING THE PASSION OF EVERY WOMAN FOR PERFUMES AND THE MAGIC FOUND IN THEM, MARIE CLAIRE "STUDIES" THE ALCHEMY OF EVERY ESSENCE AND ORGANIZES A BIG CELEBRATION BRINGING MANY SURPRISES AND REFRESHING COCKTAILS INSPIRED BY THE INGREDIENTS OF THE PERFUMES.

2016 ADVERTISING RATE CARD



GENERAL PAGES

Single page.....	€9.500
1/2 page.....	€8.100
1/3 page.....	€6.000
Double page spread.....	€19.000
1/2 double page spread.....	€16.000

PREMIUM PLACEMENT

Cover double page spread.....	€46.000
Gatefold (2 pages front double page spread)...	€42.000
1st double page spread.....	€39.500
2nd double page spread.....	€36.500
3rd double page spread.....	€32.500
4th double page spread.....	€29.000
5th double page spread.....	€28.000
1st left hand page.....	€14.500
2nd left hand page.....	€14.000
1st right hand page.....	€14.000
2nd right hand page.....	€13.500
3rd right hand page.....	€13.000
4 th - 6 th right hand page.....	€12.500
7 th -8 th right hand page	€12.000
Inside back cover.....	€12.500
Back cover.....	€27.000
Single page under insert.....	€1.000

(1) Extra cost for advertisements up to 1/3 of issue: 20%

(2) Extra cost for 6th-12th double page spread: 15%

(3) Extra cost for opening special issue: 20%

(4) Single pages placed in special editorial sections will be offered a 30% discount upon the price list

(5) Free pages are charged with € 50,00 (per page).

(6) In case that no specimen is provided by the client the firm assumes no responsibility for any variation in printing

* Materials should be handed in within 5 days prior to national close date of each issue



2016 ADVERTISING RATE CARDS

INSERT RATES

LOOSE BOUND

- 2 Pages €9.500 €10.500
- 4 Pages €11.500 €13.000
- 6 Pages €12.000 €14.000
- 8 Pages €12.500 €15.000
- Extra 2 Pages: each €500.00 €700.00

- Attiki - Piraeus: -25%
- Attiki - Piraeus - Salonica: -20%
- Outside Athens Region: -25%
- 3 First Inserts: +20%

EXTRA INSERTS COST

1. Labor Cost for each 1.000 magazine €15,00
2. Labor Cost for insert in specific page for each 1.000 magazine: €23,50

GLUED SAMPLES

1. Product sample inside a glued envelope or a small postcard a 25% surcharge on the price of the page
2. In every other case upon request
3. Labor cost is € 30,00 for 1.000 issues (cold paste): €40,00 for 1.000 issues.



2016 ADVERTISING RATE CARDS FOR EXTRA ISSUE

GENERAL PAGES

Single Page.....	€6.000
1/2 Page.....	€4.500
Double page spread.....	€12.000

SPECIAL FIGURES/POSITIONS

Inside front cover (A).....	€7.000
Inside back cover (B).....	€6.500
Cover double page spread.....	€13.700
1st double page spread.....	€13.000
Editorial (1st left hand page).....	€7.000
1st right hand page.....	€6.500
2nd right hand page.....	€6.400
Back cover.....	€10.000

(1) Prime placement: 20 %

SPECIAL EDITORIAL SECTIONS

Single page.....	€6.650
Double page spread.....	€13.300

2016 AD VERTISING RATE CARDS



FRONT COVER USE - SPONSORSHIPS - ARTWORK

Upon request.

Publi making cost (creative, artwork, separations): €600.

SAMPLING

Upon request.

GLUED CARDS

Product sample inside a glued envelope or a small postcard:
a 25% surcharge on the price of the page.

REMOVAL

Upon request.

ATTENTION

All above mentioned insert rates are valid following the dispatch of the final sample to the Advertising Dept of the magazine and following a written approval, at least 35 days prior to the magazine's release.



ADS SPECIFICATIONS FOR MARIE CLAIRE

Greece

(Monthly magazine)

- Trimmed size: 20,5cm x 27,5cm (w x h)
- Page Bleed: 3mm to 5mm
- Printing method: Offset Commercial printing
- Inking: Perfect Bound

Layout specifications

- Digital media may be delivered in CD / DVD or via web transfer (eg wetransfer.com, sendspace.com, etc.) Both Windows and Macintosh OS are supported.
- Preferred format is PDF, following the specifications described at par.5 of this document.
- If hard proof is not delivered, please submit additionally a low resolution jpg file of the ad, for content comparison with the PDF file.
- TIFF files at 300dpi are also accepted. In this case small imperfections (jitter) are present around line art objects (e.g. text), due to the need for higher resolution for these objects.
- For application files (e.g.: Quark Xpress, In Design, Illustrator etc), ask for technical details.
- If black overprint has to be avoided, Black ink percentage must be 99%.
- In case you request changes, please send an open file.

General remarks

- Always allow a 3mm to 5mm page bleed.
- Small fonts and fine lines must be in one color only.
- Avoid negative small fonts and fine lines on multicolor dark areas.
- Total ink coverage: less than 340% for the cover and 300% for the inner pages.
- In case there are rectangle objects near the trim of the page, there must be a distance of at least 5 mm between them and the edge of the page.
- We follow ISO12647-2 / Fogra39 printing specifications.
- In the case of perfect bound magazines, ads that are to be placed at the inside faces of the cover or at the first page of the first signature or at the last page of the last signature must be smaller by 3mm in width due to the binding method.

Proofs specifications

Every ad has to be accompanied by an ISO compliant contract proof. It is suggested that proofs contain a color control wedge (e.g. FOGRA media wedge).

Technical contact

For further technical info and clarifications please contact

Mr Frank Spanos or
Mr Dimitris Bakoulas
80 Michalakopoulou str
11528 Athens Greece
tel.: +30 211365 7800
mmtech@dolnet.gr

Adobe Distiller specifications for the creation of PDF files for

lithographic printing

Use only the 4 basic colors (CMYK)

Format: binary (not ASCII)

Resolution: 2400 dpi

Binding: Left

Compression for images: ZIP high

quality at 300 dpi

Compression for bitmaps: CCITT Group

4 at 2400 dpi

Compress text and Line Art

Embed All Fonts

Subset embedded fonts 100%

On fail: Abort

Color conversion: Leave color unchanged

Preserve overprint settings

Preserve UCR and Black

Generation

Preserve Transfer functions

Options: Preserve Level 2

Semantics

Process DSC

Log DSC warnings

ΠΕΙΡΑΣΜΟΙ

ΤΑ ΠΙΟ ΠΟΛΥΤΕΛΗ ΚΑΙ ΕΞΥΓΝΗ
ΚΑΛΗΝΤΙΚΑ ΤΟΥ ΜΗΝΑ
ΕΚΣΗΜΑΙΩΣΗ ΤΩ ΑΝΤΙΣΤΡΕΨΕΙ ΜΑΖΙ.

BACK TO BLACK

Το παρόν σε όλες τις αποδόσεις όλα τα από. This season's to elude, ούτως και με total black look. Το παλιό βερνίκι νυχιών Le Vernis Noir της Lancôme (€16) ξεχωρίζει για τη διαφανή λάμψη του.

ΑΥΡΟΤΣ

Ξαδιδάουτε το κερφόου του κολών με το παλιό μαλλί Contour Perfect No 660 της L'Oréal Paris (€8,33) και στη συνέχεια τα γράουτε με το κρόμα να παραμένει αδιάφορο για ώρες.

ΧΕΙΡΟ-ΦΛΑΜΜΑ

Τα '40s και '50s ποσά που προτίθου αρκετά αδιάφορα φέτος επαναφέρου το θηλυκό κούμαρο στο μακρόν. Ουσία το δυνάμι φούρα του Nail Color Bachelorette Bash της Essie (€12,50).



ΚΡΕΙΖΑ ΜΕ

Το μυστικό για άωπρα κνήμιν βράουτε ατμή την τους. Πιχίλο να δια ευδαίμονα και «ανά», «αίτιο» n Flat Max" κροσ, global creative design director της Max Factor. Το νέο κροσών Colour Elux Lipstick Pushed Fuchsia (€11,12) να ηαπροσείτα με shea butter, αλλοκίνιο και λαυκό τούτο.

PAGE SIZE
Full page
Spread

TRIM SIZE
20.5X 27.5
451 X 27.5

The advertising material should be sent to: MARIE CLAIRE
80 Michalakopoulou street, GR 115 28, Athens, Greece