
marie claire



Marie Claire is a compelling
media destination that combines
provocative features and
outstanding fashion to inspire every
woman who wants to
‘Think Smart and Look Amazing’

TRISH HALPIN

Editor-in-chief – Marie Claire UK

BRAND FOOTPRINT

5.5 MILLION

PRINT:

Readership:
681,000

Circulation:
175,302

SOCIAL:

Facebook:
1.6 million

Instagram:
54,500

Twitter:
273,000

Pinterest:
701,183

LinkedIn:
1,389

DIGITAL

Global UUs:
2.3 million*

Global PVs:
13.3 million*

Desktop UUs:
822,878

Desktop PVs:
5.9 million

Mobile UUs:
1.2 million

Mobile PVs:
5 million

Tablet UUs:
304,427

Tablet PVs:
2.4 million

NEWSLETTERS:

Newsletter subs:
64,824

Solus newsletter:
76,092

EXPERIENTIAL

Events:
2,569



THE MARIE CLAIRE AUDIENCE

Target readership age:

20-45

Average age:

39

Marie Claire AB:

225,000*

Tatler	93,760
Harper's	72,000
Vanity Fair	102,800
InStyle	107,00
Grazia	182,750

Solus readership :

27%/216,201

ABC1:

66%/509,000

Working full time:

68%



AN IMPORTANT WOMAN TO TALK TO MARIE CLAIRE AUDIENCE

Marie claire readers have increased their spend by 106% year on year

AB readers:

225,000

AB digital reach:

989,000

Second highest in digital comp set with 42% of total audience are AB consumers, more than Elle, Grazia, Red, InStyle & Harpers

MARIE CLAIRE WOMEN SPENT:

£149 million on womenswear in the last **12 months** (AB spend up 7%).

£163 million on footwear and accessories (AB spend up 12%)

£31 million on jewellery (up 11%)

£17.5 million on watches (flat)



MARIE CLAIRE THE NEW 'TYPE A' WOMAN

Always informed - Latest trends, Intelligent, interested in global issues, inquisitive and inspired by fashion forward strong women

Amplifies your message - Early adopter with a unique fashion style, an influencer amongst her friends with an average of over 368 social media friends and over 360,000 FB referrals a month

Affluent and ready to spend - She has an established career, richer sex, main income earner, she is brand and her image is very important



Editorial Calendar 2016

<p>FEBRUARY SS TREND REPORT LINGERIE DENIM SPECIAL KIDS FASHION SPECIAL</p> 	<p>MARCH SS16 FASHION ISSUE</p> 	<p>APRIL SS16 ACCESSORIES SPECIAL DENIM REPORT MARIE CLAIRE PRIX D'EXCELLENCE AWARDS BEAUTY SPECIAL</p> 	<p>MAY MARIE CLAIRE @WORK SPECIAL WATCHES REPORT #SHOESFIRST DENIM REPORT</p> 
<p>JUNE MARIE CLAIRE CONFERENCE JEWELLERY SPECIAL</p> 	<p>JULY FESTIVALS RESORT COLLECTION SUMMER BODY</p> 	<p>AUGUST KIDS FASHION SPECIAL PRIX FRAGRANCE AWARDS</p> 	<p>SEPTEMBER AW16 FASHION ISSUE</p> 
<p>OCTOBER AW16 ACCESSORIES SPECIAL #SHOESFIRST BEAUTY SPECIAL</p> 	<p>NOVEMBER MARIE CLAIRE @WORK SPECIAL WATCHES REPORT MARIE CLAIRE WOMEN @ THE TOP AWARDS</p> 	<p>DECEMBER CHRISTMAS ISSUE GIFT GUIDE MENS FRAGRANCE SPECIAL PARTY SEASON WEAR JEWELLERY SPECIAL</p> 	<p>JANUARY THE HAIR SPECIAL CRUISE COLLECTION</p> 

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2016 RATECARD

PAGE ROM	£16,500
PAGE FH	£18,975
PAGE 1 ST 3 RD	£20,625
DPS	£33,000
HALF PAGE	£10,725
HALF DPS	£21,450

SPECIAL POSITIONS

IFC DPS	£57,750
1 ST DPS	£52,500
2 ND DPS	£47,250
3 RD - 6 TH DPS	£42,000
IBC	£25,200
OBC	£31,500
BEAUTY OPENER	£21,000
FASHION OPENER	£21,000
CONTENTS	£25,200
EDITORS LETTER	£25,200
MASTHEAD	£25,200
LETTERS	£25,000
WEB NEWS	£25,200





ON SALE & COPY DEADLINE DATES 2016

<u>Issue</u>	<u>Copy Deadline</u>	<u>Date On Sale</u>
Feb-16	25/11/2015	31/12/2015
Mar-16	18/12/2015	28/01/2016
Apr-16	26/01/2016	25/02/2016
May-16	23/02/2016	31/03/2016
June-16	29/03/2016	28/04/2016
July-16	26/04/2016	26/05/2016
Aug-16	31/05/2016	30/06/2016
Sep-16	05/07/2016	04/08/2016
Oct-16	26/07/2016	01/09/2016
Nov-16	30/08/2016	29/09/2016
Dec-16	04/10/2016	03/11/2016
Jan-17	01/11/2016	01/12/2016

Please use link for magazine specifications: <http://specle.net/uk/time-inc-uk>

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