

A woman with long, flowing blonde hair is the central figure. She is wearing a long-sleeved dress with a bold black and white geometric pattern, accented with a red band at the waist. She is positioned in front of a large, textured mural in shades of teal and green, which depicts abstract, organic forms. The overall mood is artistic and modern.

# **marie claire**

A CONSTANTLY  
EVOLVING  
**MEDIA BRAND**



# marie claire

## BRAND HERITAGE



1937

Marie Claire launched by Jean Prouvost, as a weekly magazine

1954

Re-launched after postponement during WWII.

1987

First international editions launched ITALY & SPAIN

1990-2000

Launches: HOLLAND, BRAZIL, BELGIUM, LATIN AMERICA & HK

1996-2000

Launches: SOUTH AFRICA & RUSSIA

2004

Arnaud de Contades becomes CEO of Group Marie Claire.

2007-2010

Launches: ARABIA, HUNGARY, CZECH REP. ROMANIA, UKRAINE

1976

Evelyne Prouvost takes over the company.

1988

Launches: GREECE, TURKEY & UK

1993-5

Launches: AUSTRALIA KOREA, MALAYSIA TAIWAN, USA

2001-2006

Launches in CHINA, SWITZERLAND & THAILAND

2011-2015

Launches: INDONESIA, KAZAKHSTAN & MC STYLE IN JAPAN





# **marie claire**

## **BRAND MISSION**

For more than 60 years, Marie Claire has earned the trust of millions of followers in print, digital and social platforms.

Today, Marie Claire's commitment remains: to deliver stylish, inspirational content and brand experiences for women...

# **WHERE THEY ARE WHEN THEY WANT**







Arabia Belgium JAPAN **Italy**  
Australia **Brazil** Hungary Netherlands  
China Hong Kong GREECE Mexico Kazakhstan  
Czech Rep. **marie claire** Russia  
France **Korea** Lower Gulf  
Taiwan Indonesia Romania Spain  
Turkey MALAYSIA THAILAND South Africa  
Ukraine **UK** Switzerland **USA**

A GLOBAL MEDIA BRAND IN **30** COUNTRIES



**marie claire**

ENGAGES  
& ENTERTAINS

**70m**

**WOMEN**

**AROUND THE WORLD**





# marie claire

ENGAGES  
& ENTERTAINS  
FROM MONTHS  
TO MOMENTS



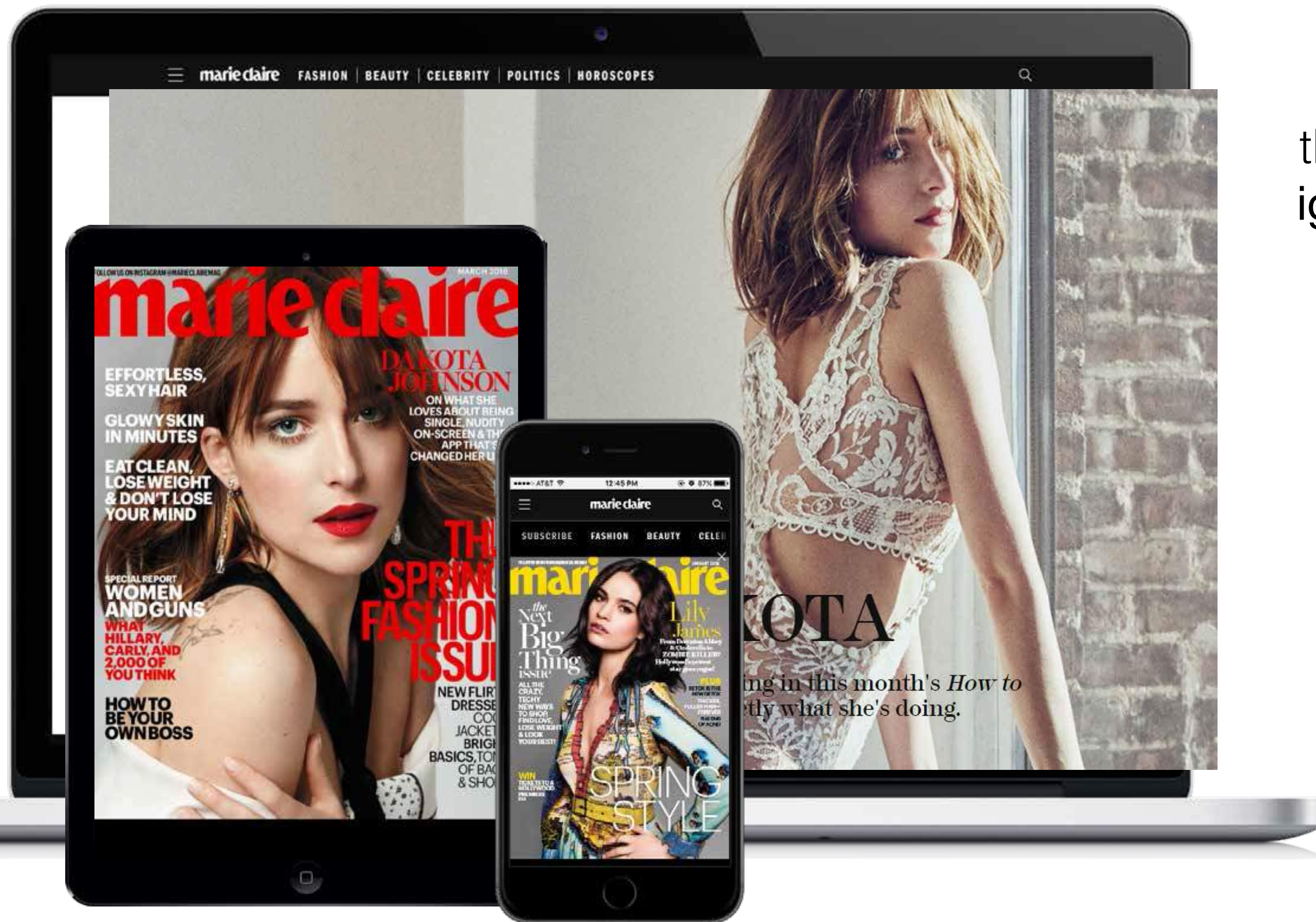


# UP-TO-THE MINUTE & ALWAYS ACCESSIBLE

Marie Claire plugs into  
the modern women's passion points,  
igniting conversations in every circle.  
And the momentum continues.

# 32m

**unique users.**  
up +10% YOY



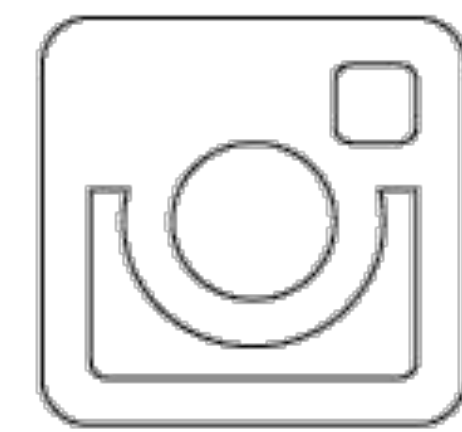




# AMPLIFYING CONVERSATIONS!

# 22m

FRIENDS & FOLLOWERS  
UP **+49%** YOY







Nylon lammy met biezen van fake fur, mouwloze jurk van transparante zijden, sandalen,  
alles prijs op aanvraag (Prada), tas (Viktor & Rolf), muts met gaas (Monki)

# marie claire

## DIGITAL AUDIENCE

High online usage of fashion, beauty, current affairs  
entertainment and lifestyle

Influencers, who are likely to be first with new technology

Frequently discovering content on Facebook, Instagram,  
Twitter and social networks

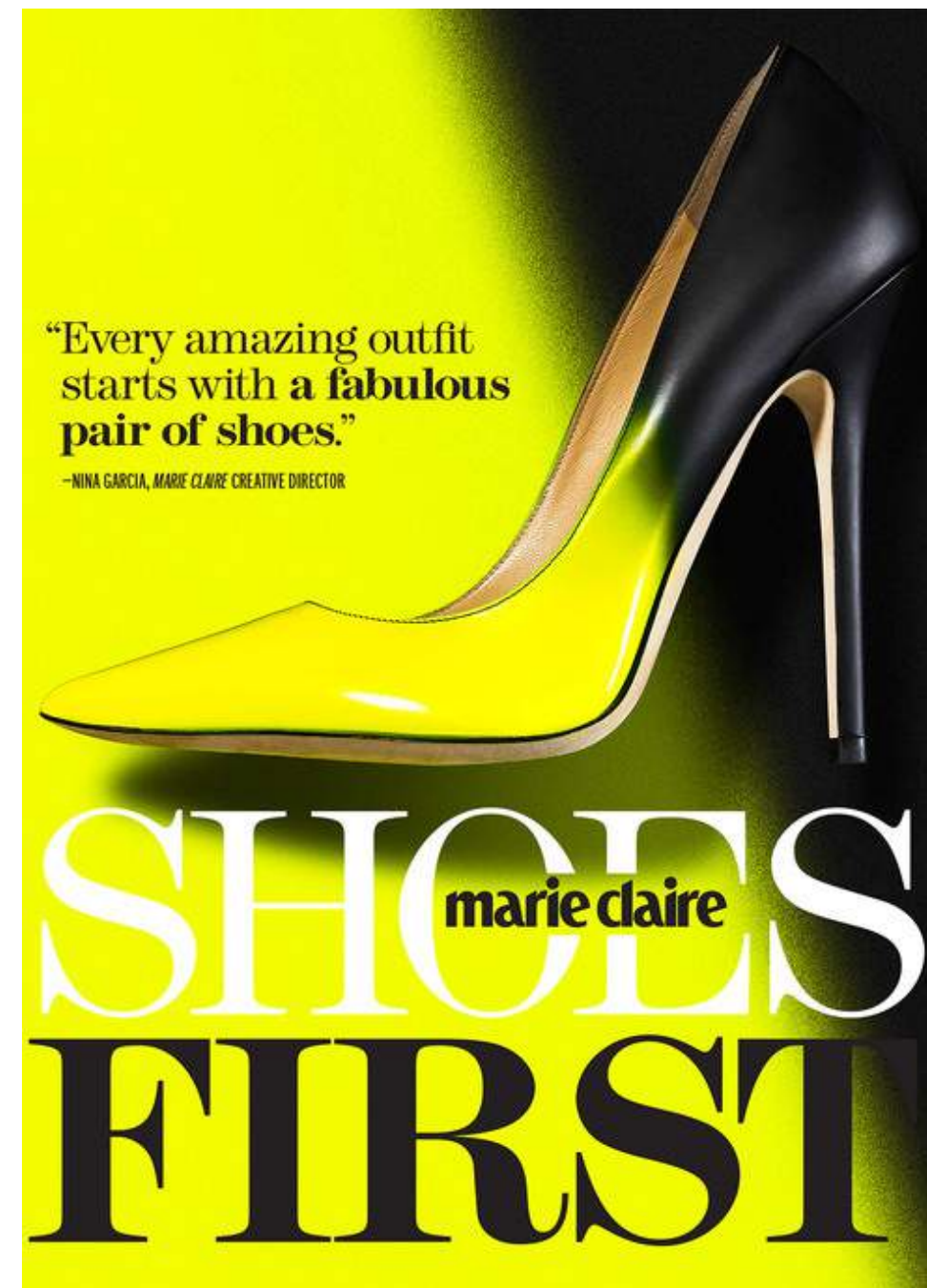
Avid video consumers

Confident, frequent online shoppers



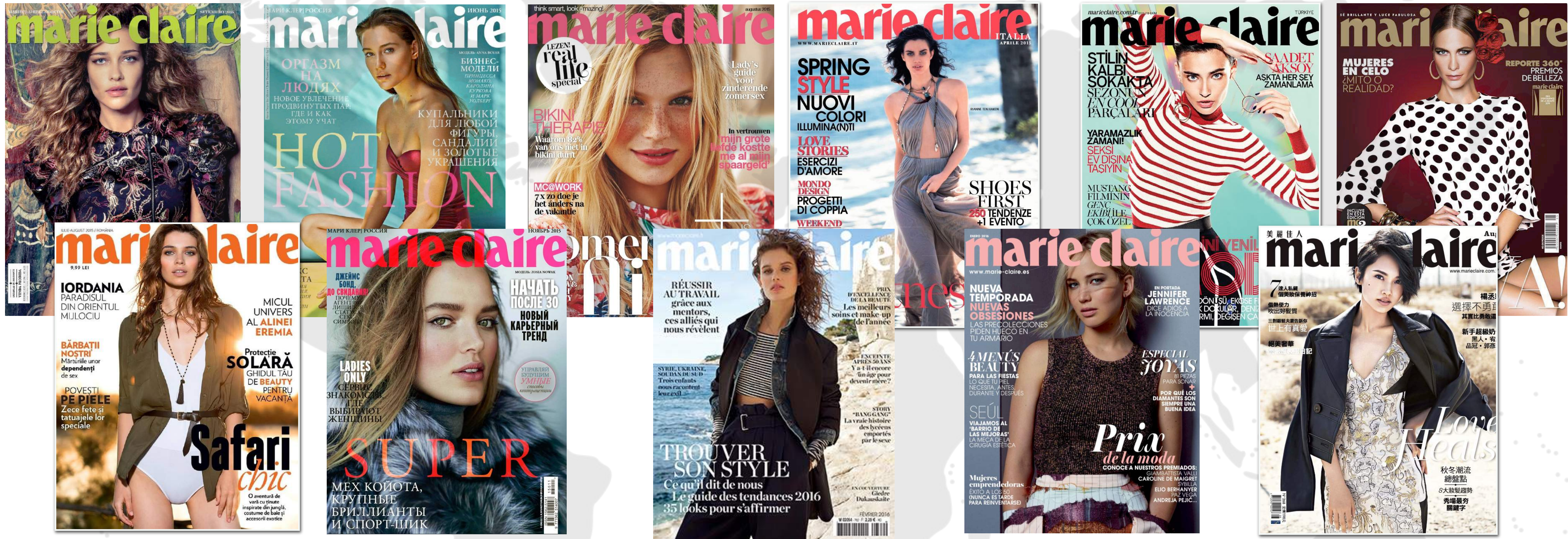
# marie claire

## GLOBAL PLATFORMS





# A MAGAZINE IN DEMAND



**16m** READERS **53m** COPIES SOLD



# marie claire

## THE GLOBAL CATALYST BRAND

USA the **MOST AFFLUENT READER** in the core fashion  
set

U.K. reaching **THE MOST WOMEN** of any fashion title

BRAZIL the **MOST READ** international women's  
magazine

ITALY the **MOST AFFLUENT, EDUCATED,  
PROFESSIONAL WOMEN** in  
the fashion category

CHINA the No 1 social community.

FRANCE the **LEADING PRINT AUDIENCE** in monthly  
fashion magazines

**AUSTRALIA** is the No 1. fashion magazine

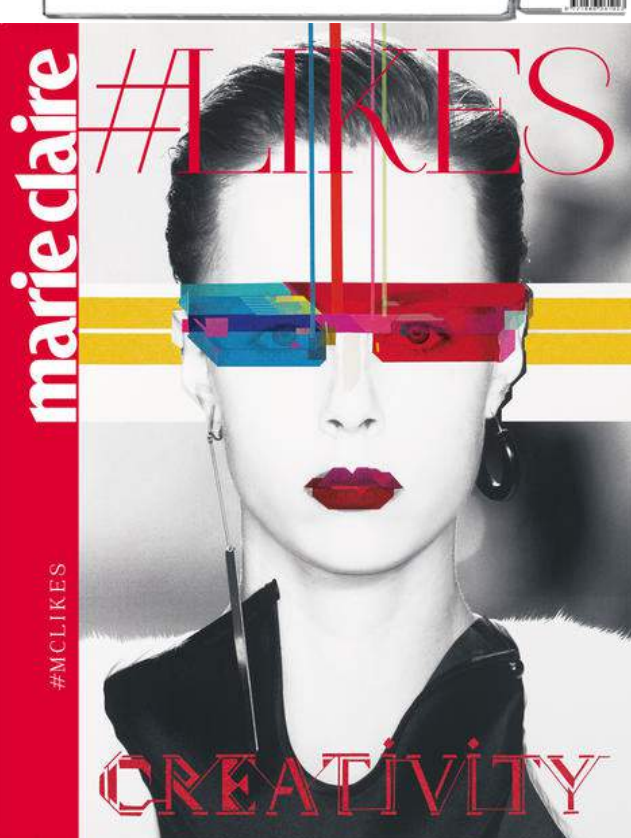






# marie claire

SPEAKS  
TO THE  
MODERN  
WOMENS  
PASSION  
POINTS







MAGAZINES



FORUMS & LIVE  
EVENTS



BEAUTY BOX  
+ THE PARCEL



LICENSING  
& BOOKS



ONLINE, MOBILE  
& SOCIAL

# marie claire

## The ULTIMATE CONNECTOR

GLOBAL PLATFORMS



PROJECT RUNWAY  
& ALLSTARS



INTERNATIONAL  
AWARDS



# marie claire

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