

# THE MISSION

As a conversation catalyst and the **BAROMETER OF COOL**, *Marie Claire* is the fashion brand that empowers women to make **INTELLIGENCE A PART OF THEIR WARDROBES**.

**SEXY** and **SMART**, on the go and on the pulse, the *Marie Claire* woman is **READY FOR ANYTHING**.



## THE VIEW FROM THE TOP

- *Marie Claire* has experienced **7 CONSECUTIVE YEARS OF ADVERTISING GROWTH**
- Reaching a rapidly growing media footprint of **17+ MILLION STYLE INFLUENCERS**
- Rate base increase to **1 MILLION** in 2015
- Industry accolades:
  - + **CLIO IMAGE AWARD WINNER**
  - + Folio **EDITOR OF THE YEAR** and **TOP WOMEN IN MEDIA**
  - + **AD AGE'S MAGAZINE A-LIST**, Top 10 Covers of the Year, and Publisher of the Year!
- **1.2 BILLION PRESS IMPRESSIONS PER MONTH**
- The March 2016 issue will debut **A LUXURIOUS NEW LOOK**, including a **LARGER FORMAT (+14%)**

Source: Total media footprint includes print, digital, and social. As of January 2016.





THE MOST DESIRABLE COMBINATION OF

# POWER & AFFLUENCE

## A VITAL AUDIENCE

- Most likely to reach women ages 18–49 (Index 223) and 2X more likely to reach women ages 18–34 (Index 225)

## THE MOST AFFLUENT

- Highest HHI in the core fashion set (Ranks #1)
- Most likely to live in the top 10 DMAs (Index 225; Ranks #1)

## SMART & INFLUENTIAL

- Most likely to have attended college (Index 187; Ranks #1)

## PROFESSIONAL & POWERFUL

- The most full-time employed (Index 204; Ranks #1) and professional/managerial women (Index 198; Ranks #1)

Source: Ipsos Affluent Survey 2015. Comp set: Cosmo, Elle, Glamour, Harper's Bazaar, InStyle, Vogue.

# CONTENT MAP 2016

## JANUARY:

### THE NEXT BIG THING

- The Future of Design, Entertainment, Beauty, Wellness and the Workplace

## FEBRUARY:

### SPRING TREND PREVIEW

- Beauty: 25 Products That Will Change Your Life
- @Peak Special

## MARCH:

### MAJOR SPRING FASHION

- Nina Garcia's Fashion Week Diaries
- @Work: Create Your Day Job
- Epic Hair

## APRIL:

### SHOES FIRST™

- Fashion: Shoes First™, Definitive Denim
- Rock & Roll Royalty
- Beauty: Indie Beauty
- Power Trip: The Ultimate Business Travel Guide

## MAY:

### FRESH FACES:

#### HOLLYWOOD

- Global Beauty + Prix d'Excellence Beauty Awards
- Beauty Innovations from Korea

## JUNE:

### SUMMER STYLE

- Festival Guide: Fashion, Beauty, Culture
- Summer Hair & Skin
- @Peak Special

## JULY:

### THE GENIUS ISSUE

- Social Media's Coolest Cliques
- Summer-Proof Hair

## AUGUST:

### PRE-FALL FASHION

- @Peak Special
- New Ways to Wear Denim Now

## SEPTEMBER:

### FALL FASHION

- Nina's Fashion Diaries
- We Know You Like to Watch: TV Round-Up

## OCTOBER:

### SHOES FIRST™

- Fashion: Shoes First™
- Most-Wanted Beauty Awards
- Best Hair Ever
- @Peak Special

## NOVEMBER:

### POWER & MONEY

- The New Guard List
- Personal Finance Package
- Fashion: Best of Resort Collections

## DECEMBER:

### THE LUXE LIST

- Fresh Faces: Art
- 100 Best Gifts

## MONTHLY MARIE CLAIRE FEATURES:

- **101 Ideas:** Nina Garcia's notes on the season's hits
- **MC @Work:** Her get-ahead guide to ceiling-smashing success
- **MC @Play:** The ultimate crib sheet to going out, staying in, and getting away
- **MC @Peak:** How to stay on your game, in the zone, at your best

- **Tech Trends:** MC's round-up of game-changing gadgets
- **News Feed:** The top trends, newsmakers, conversation starters: What informed, savvy women need to know now
- **Vanity Files:** Noteworthy news in makeup, skincare, and hair
- **What I Love About Me:** Our monthly round-up of real women's favorite features





# 2016 CLOSING CALENDAR

ISSUE	CLOSING & MATERIALS DUE DATE	SCENT STRIP & FURNISHED INSERT DUE DATE	ON-SALE DATE
JANUARY 2016	10/21/2015	11/16/2015	12/15/2015
FEBRUARY 2016	11/11/2015	12/10/2015	01/12/2016
MARCH 2016	12/22/2015	01/15/2016	02/16/2016
APRIL 2016	01/27/2016	02/22/2016	03/22/2016
MAY 2016	02/24/2016	03/21/2016	04/19/2016
JUNE 2016	03/23/2016	04/18/2016	05/17/2016
JULY 2016	04/27/2016	05/20/2016	06/21/2016
AUGUST 2016	05/25/2016	06/20/2016	07/19/2016
SEPTEMBER 2016	06/20/2016	07/18/2016	08/16/2016
OCTOBER 2016	07/27/2016	08/22/2016	09/20/2016
NOVEMBER 2016	08/24/2016	09/19/2016	10/18/2016
DECEMBER 2016	09/21/2016	10/17/2016	11/15/2016

\*ON-SALE DATES ARE FINAL; ALL OTHER DATES ARE ESTIMATED AND SUBJECT TO CHANGE.

## A BRAND IN DEMAND

TOTAL PAID SUBSCRIPTIONS:	832,621
TOTAL VERIFIED SUBSCRIPTIONS:	61,545
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS:</b>	<b>894,166</b>
<b>TOTAL NEWSSTAND SALES:</b>	<b>117,882</b>
<b>TOTAL CIRCULATION:</b>	<b>1,012,048</b>
<b>RATE BASE:</b>	<b>1,000,000</b>
<b>READERS PER COPY:</b>	<b>4</b>

**CLICK HERE** TO DOWNLOAD THE  
MARIE CLAIRE JUNE 2015 AAM STATEMENT

Sources: Marie Claire June 2015 AAM Statement. GfK MRI Doublebase 2015.



# 2016 RATES

RATE BASE: 1,000,000

GENERAL	4 COLOR	2 COLOR	B&W
FULL PAGE	\$166,400	\$143,460	\$120,510
2/3 PAGE	\$133,130	\$114,760	\$96,410
1/2 PAGE	\$108,150	\$93,250	\$78,340
1/3 PAGE	\$80,770	\$69,640	\$60,265

COVERS	2ND COVER	3RD COVER	4TH COVER
	\$199,675	\$174,720	\$208,000

ALL RATES EFFECTIVE WITH THE JANUARY 2016 ISSUE. ALL RATES ABOVE STATED IN GROSS.

[CLICK HERE](#) TO ACCESS OUR AD PORTAL



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