



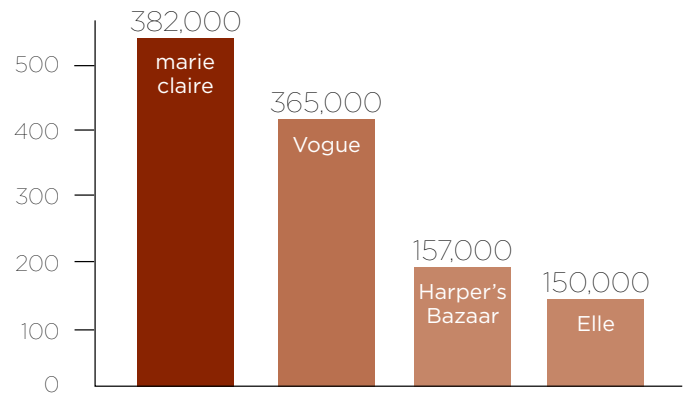
**marie claire**  
MEDIA KIT &  
RATE CARD  
2016



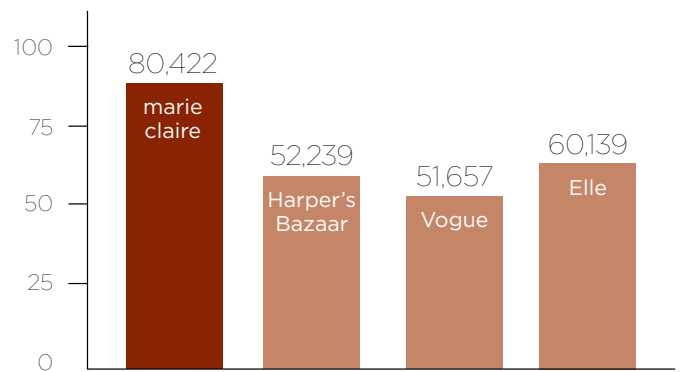


# marie claire

## READERSHIP & CIRCULATION



Readership



Circulation

*Your advertising is seen by more people because **marie claire**'s reach is greater than any other fashion title*

**marie claire 382,000**

Vogue Australia 365,000

Harper's Bazaar 157,000

CPM

**marie claire \$53.93**

Vogue Australia \$26.57

Harper's Bazaar \$68.88

Each month, **marie claire** is read by 225,000 more people than Harper's Bazaar, and 17,000 more people than Vogue.

Source: EmmaTM conducted by Ipsos MediaCT, 12 months ending June 2015, People 14+. Source: ABC June 2015.

**Pacific Magazines Pty Ltd** ABN 16 097 410 896

**HEAD OFFICE** Tel (02) 9394 2000

**MELBOURNE OFFICE** Tel (03) 8636 7555

*You can reach  
marie claire  
readers more cost  
effectively than  
Harper's Bazaar*



# marie claire

## EXCLUSIVITY

**63%** of *marie claire* readers do not read other competitive fashion title (Vogue, Harper's Bazaar or Elle)

### women

77% (265,000)

88% (302,000)

90% (308,000)

### all people

78% (297,000) do not read Vogue

88% (463,000) do not read Harper's Bazaar

90% (239,000) do not read Elle

**78%** of *marie claire* readers do not read any of the lifestyle titles (Cleo or Cosmopolitan)

### women

90% (308,000)

82% (280,000)

### all people

90% (343,000) do not read Cleo

82% (314,000) do not read Cosmopolitan

## In addition:

### women

81% (279,000)

91% (312,000)

84% (402,000)

88% (303,000)

### all people

82% (312,000) do not read WHO

92% (351,000) do not read NW

84% (320,000) do not read Sunday Style

88% (338,000) do not read Good Weekend

Source: EmmaTM conducted by Ipsos MediaCT, 12 months ending June 2015, People 14+.

Pacific Magazines Pty Ltd ABN 16 097 410 896  
HEAD OFFICE Tel (02) 9394 2000  
MELBOURNE OFFICE Tel (03) 8636 7555

*marie claire*  
allows you to reach a powerful audience who do not read other fashion and lifestyle magazines



# marie claire

## DEMOGRAPHICS

**marie claire** has more 18 to 39-year-old female readers than its competitors.

**marie claire 137**

Vogue 132

Harper's  
Bazaar 73

Elle 80

000s

More **marie claire** readers have a diploma or degree.

**marie claire 191**

Vogue 169

Harper's  
Bazaar 77

Elle 63

000s

**marie claire** has more social grade A or Bs than its competitors.

**marie claire**  
A=106

AB=202

Vogue  
A=90

AB=176

Harper's Bazaar  
A=41 AB=79

Elle  
32

72

000s

More **marie claire** readers are full-time workers.

**marie claire 136**

Vogue 113

Harper's  
Bazaar 53

Elle 655

000s

**marie claire** reaches more readers who are big spenders.

**marie claire 46%**

Vogue 35.6%

Harper's  
Bazaar 35.2%

Elle 37.2%

More **marie claire** readers earn \$60,000 or more than readers of competitive titles.

**marie claire 39.4%**

Vogue 32.9%

Harper's Bazaar 37.9%

Elle 29.1%

**marie claire**  
reaches more of  
the right people

**Source:** EmmaTM conducted by Ipsos MediaCT, 12 months ending June 2015, People 14+, Roy Morgan June 2015.

**Pacific Magazines Pty Ltd** ABN 16 097 410 896

**HEAD OFFICE** Tel (02) 9394 2000

**MELBOURNE OFFICE** Tel (03) 8636 7555

# marie claire

## SHOPPING

54 % of *marie claire* readers love to shop, 40.6% are big spenders\*.

60 % of *marie claire* readers have gone shopping at a department store in

61 .5% have bought clothing,  
31% have bought footwear,  
14% have bought cosmetics/  
fragrances in the last 4 weeks.

36 % of *marie claire* readers like to keep up with the latest trends, and 67% like to try new experiences/products.

Source: Emma™ conducted by Ipsos MediaCT,  
12 months ending June 2015, People 14+,  
Roy Morgan June 2015.

Pacific Magazines Pty Ltd ABN 16 097 410 896  
HEAD OFFICE Tel (02) 9394 2000  
MELBOURNE OFFICE Tel (03) 8636 7555

*marie claire*  
readers love to  
**SHOP!**





# marie claire

## FINANCE

**marie claire** readers are responsible when it comes to their money.

Even with their love for shopping, **51%** of **marie claire** readers feel confident about their financial situation in the future.

**82.5%** of **marie claire** readers have a savings account or transaction account, almost 1 in 4 has a term deposit, **80%** have a credit card or debit card.

Many have made the move into real estate. **60%** of **marie claire** readers already own or are paying off a home, with a further **13%** looking to buy a home in the next 12 months.

**20%** of **marie claire** readers have shares in listed companies.

**53%** of **marie claire** readers currently own at least one investment product (including bonds, superannuation etc.), with **25%** have investment values of more than \$100,000 .

Source: Emma™ conducted by Ipsos MediaCT, 12 months ending June 2015, People 14+

Pacific Magazines Pty Ltd ABN 16 097 410 896  
HEAD OFFICE Tel (02) 9394 2000  
MELBOURNE OFFICE Tel (03) 8636 7555



# marie claire

## AUTOMOTIVE

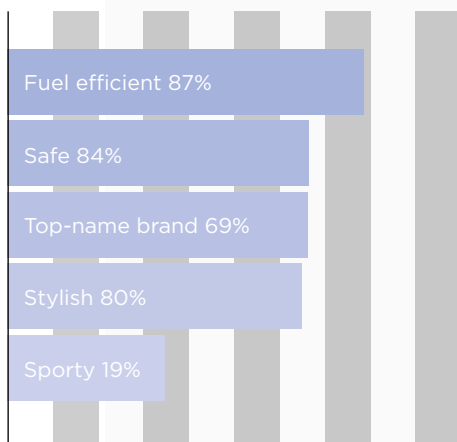
**84** .5% of *marie claire* readers personally own a vehicle, with 53% driving every day.

**11** % of *marie claire* intend to buy a motor vehicle within the next year.

**23** % of *marie claire* readers intend to spend more than \$20,000 to buy a new motor vehicle.

**25** % consider small cars, 41% consider medium cars, 19% consider large cars, 21% consider sport cars.

### What kind of car?



\*Source: Emma™ conducted by Ipsos MediaCT, 12 months ending June 2015, People 14+ \*\* Roy Morgan June 2015.

**Pacific Magazines Pty Ltd** ABN 16 097 410  
**HEAD OFFICE** Tel (02) 9394 2000  
**MELBOURNE OFFICE** Tel (03) 8636 7555





# marie claire

## DIGITAL OPPORTUNITIES

*marieclaire.com.au*

**Reach**

**174,800**

Unique Users across the active  
online population

**Engagement**

**3.2 million**

page impressions, 1 minute and  
6 seconds spent per user, per month

**84.3%**  
of *marie claire*  
readers use the  
internet everyday\*

**45,000+**  
opt-in users

### Social Media Platforms

For up-to-date figures, visit:

@marie\_claire\_au 

@marieclaireau 

@marieclaireau 

@marieclaireau 

*For a comprehensive overview of digital opportunities, rates, specifications  
and deadlines, refer to our digital media kit.*

Source: Nielsen NetView Hybrid. Aug 2014  
\*Emma™ conducted by Ipsos MediaCT, 12 months ending July 2014

**Pacific Magazines Pty Ltd** ABN 16 097 410 896  
**HEAD OFFICE** Tel (02) 9394 2000  
**MELBOURNE OFFICE** Tel (03) 8636 7555



# marie claire print advertising rates (including GST)

		<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>
	Casual	57,390	111,840	163,350	211,920	309,050	400,320
		<b>2.5%</b>	<b>5.0%</b>	<b>7.5%</b>	<b>10.0%</b>	<b>12.5%</b>	<b>15.0%</b>
full page	20,601	20,087	19,572	19,058	18,543	18,029	17,514
*up-front signature position	25,751	25,109	24,465	23,823	23,179	22,536	21,893
right first half guaranteed	22,661	22,096	21,529	20,964	20,397	19,832	19,265
double-page spread	41,202	40,174	39,144	38,116	37,086	36,058	35,028
**up-front double-page spread	47,382	46,200	45,016	43,833	42,649	41,467	40,282
1/2 page	12,361	12,052	11,743	11,435	11,126	10,817	10,508
1/3 page	9,270	9,039	8,807	8,576	8,344	8,113	7,881
inside front cover spread	55,623	54,235	52,844	51,457	50,066	48,678	47,288
inside back cover	24,721	24,104	23,486	22,870	22,252	21,635	21,017
outside back cover	27,811	27,117	26,422	25,728	25,033	24,339	23,644

\*Signature positions – Contents, Masthead, Letters, Contributors, On Location. \*\*Up-front double-page spread – first to fifth spreads.

ADDITIONAL SPACE OPTIONS: Prices on application.

SPECIAL POSITIONS AND LOADINGS: Applicable rate, plus first spread 30%; second spread 20%; adjacent to Contents 25%; opposite Letters 25%; other guaranteed positions 15%.

REGIONAL POSITIONING: Only full pages are acceptable for regional pages. These are placed at insert breaks and are run in multiples of four pages, for example, 4, 8, 12, 16. Northern = NSW, ACT, Qld. Southern = Vic, Tas, SA, WA. Preferred positions are not available.

“State-only” pages available on application.

CANCELLATION DEADLINE: Three weeks before booking deadline.



## marie claire iPad advertising rates (including GST)

*To give advertisers maximum cut through and engagement with the digital consumers we only allow up to five advertisers to appear in any one digital edition.*

Static Ad	\$2500 per insertion
Web enabled	Additional \$500
Enhanced and including video	TBA once brief is received
Take over of the issue	100% buy out and ownership of the issue exclusively for \$10,000 including 5 sites

### Dimensions

1024 x 768 pixels	Portrait only. If building a longer document, please lock the width to 768 pixels.
Colours RGB	All colours will be converted, and colour shift from spot colour (eg Pantone) to RGB are client supply responsibility
Resolution	Please supply as high res images/material (300dpi print ready)
Video	Any video should be supplied as *.mp4, 768 pixels maximum width, 10mb size
Size	Total size 12mb including video.

### FILE TYPES

.folio is the standard digital magazine file format and is required for enhanced material. This is produced through a recent InDesign version (eg CS6, CC).

Please produce for R27 content viewer if possible (R26 and earlier are acceptable).

If supplying a folio file, please supply a low res PDF (s) to indicate placement and expected visuals.

PDF are acceptable for flat, non-enhanced advertising material

Note: You can only advertise in the iPad edition if you are currently a print advertiser.



# Booking deadlines January 2016 – December 2016

Issue	On Sale	Booking	Quickcut Material	Cancellation	Insert Delivery
January	3-Dec-15	2-Nov-15	6-Nov-15	15-Oct-15	14-Nov-15
February	7-Jan-16	30-Nov-15	4-Dec-15	12-Nov-15	12-Dec-15
March	4-Feb-16	4-Jan-16	8-Jan-16	17-Dec-15	16-Jan-16
April	3-Mar-16	1-Feb-16	5-Feb-16	14-Jan-16	13-Feb-16
May	7-Apr-16	7-Mar-16	11-Mar-16	11-Feb-16	13-Mar-16
June	5-May-16	4-Apr-16	8-Apr-16	18-Mar-16	17-Apr-16
July	9-Jun-16	2-May-16	6-May-16	15-Apr-16	15-May-16
August	7-Jul-16	6-Jun-16	10-Jun-16	13-May-16	12-Jun-16
September	4-Aug-16	4-Jul-16	8-Jul-16	17-Jun-16	17-Jul-16
October	1-Sep-16	1-Aug-16	5-Aug-16	15-Jul-16	14-Aug-16
November	6-Oct-16	5-Sep-16	9-Sep-16	12-Aug-16	11-Sep-16
December	3-Nov-16	3-Oct-16	7-Oct-16	16-Sep-16	16-Oct-16

\*Magazine advertorials only. Excludes catalogues, brochures and pre-print executions.

## BROKEN SPACE

Broken-space deadline is two weeks before ad-close deadline.

## ADVERTORIALS

Advertorial booking deadline is one month before ad-close deadline for the required issue. Where *marie claire* is to prepare advertisements, an additional two weeks before material deadline must be allowed. Charges will be made for this service. Cancellations are not accepted after three weeks before booking deadline. Covers and gatefolds cannot be cancelled. Regional pages cannot be cancelled after the week before the booking deadline. When copy is overdue, *marie claire* shall be entitled to use copy from previous advertisements published for the advertiser in place of overdue copy. Additional charges apply where incomplete artwork is supplied to *marie claire*.

## MECHANICAL SPECIFICATIONS

The magazine finished trim size is 297mm wide x 220mm deep. For all advertising space sizes and details, visit [www.pacificmagazines.com.au](http://www.pacificmagazines.com.au).

## TECHNICAL SPECIFICATIONS

PDF files are only accepted via Quickcut – [www.quickcut.com.au](http://www.quickcut.com.au). For all material specifications, visit [www.pacificmagazines.com.au](http://www.pacificmagazines.com.au).

## COLOUR PROOFS

Colour proofs must accompany all supplied PDF files and should be produced at 100% in size. If a colour proof is not supplied, Pacific Magazines or the Printer will not take responsibility for the reproduction of material. Colour laser printouts and tear sheets are not acceptable proofs. For further information regarding proofing specifications, visit [www.pacificmagazines.com.au](http://www.pacificmagazines.com.au).

## DOUBLE IMAGING ON DPS ADS

*marie claire* recommends that any critical crossover should be double imaged across the gutter. Double image allowance is 3mm each side of the centre, which is to be included within the trim, not additional to the trim size, i.e. the spread will carry a 6mm common image through the centre of the spread. The final creative supplied will remain at the clients' discretion, however, Pacific Magazines will not accept responsibility for any double-page spread material that is not supplied double imaged.



# Specifications

Insertions	Bleed (mm)	Type (mm)	Trim (mm)
Full Page	307 x 230	267 x 190	297 x 220
Half-Page Horizontal	158 x 230	118 x 190	148 x 220
Half-Page Vertical	307 x 120	267 x 80	297 x 110
Third-Page Horizontal	109 x 230	69 x 190	99 x 220
Third-Page Vertical	307 x 83	267 x 43	297 x 73

## TECHNICAL INFORMATION

Pacific Magazines will only accept advertising material via Quickcut. Supply of media via other means such as FTP, CD or email is forbidden and will be rejected by Pacific Magazines. The supplier of the digital media is responsible for all aspects of the files supplied.

### For more information regarding Quickcut, please contact:

Quickcut: (02) 9467 7500  
Tech Support: (02) 9467 7599  
Web: [www.quickcut.com.au](http://www.quickcut.com.au).

## GENERAL SPECIFICATIONS

- Media is to be supplied to the correct publication page size, taking special care to include bleed, trim and registration marks. (Minimum bleed size is 3mm. Trim and registration marks must lay 6mm outside of the trim).
- PDF files need to be supplied as single page files. File names should start with P001\_ for the first page and P002\_ for the second page for a double-page spread.
- Avoid running type across the gutter of a double-page spread.
- All type must be a minimum of 8pt and 10pt for reversed type.
- All fonts need to be embedded into the PDF file.
- Files must be saved in CMYK format. RGB or LAB colour formats will be rejected.
- Images need to be of a minimum 260dpi at print size.
- Solid black panels or backgrounds should carry 40% Cyan to reinforce the black print.
- Total ink limit should be between 280–310% with a black limit of 90% (medium GCR).
- All 4-colour black and white images should use UCR.

## QUICKSEND SPECIFICATIONS

Page must include required bleed as per publication specification. PDF pages must be CROPPED (in Acrobat) to BLEED size, and contain no crop or registration marks. For more information, visit [www.quicksend.net.au/needhelp.jsp](http://www.quicksend.net.au/needhelp.jsp).

To ensure accurate colour reproduction, Pacific Magazines recommends a 3DAPv3 approved digital proof. Please check Publication Specifications for Correct Paper Type From April 2 2009. Printers and publishers will only be accepting 3DAPv3 proofs. Visit [www.3dap.com.au](http://www.3dap.com.au) for more details.

## 3DAPV3 COLOUR PROOFS

- Colour proofs must be created at 100% in size and accompany any supplied material.
- In order to verify the proof, it will need to contain the 3DAPv3 control strip.
- Tear sheets or colour laser prints are NOT acceptable forms of proofs.
- If a 3DAPv3 colour proof is not supplied, Pacific Magazines or the Printer will not accept responsibility for the printed result of the supplied advertising.
- The proof must be set up to the correct paper type of the magazine and section.

## DOUBLE IMAGING ON DPS ADS

marie claire recommends that any critical crossover should be double imaged across the gutter. Double image allowance is 3mm each side of the centre, which is to be included within the trim, not additional to the trim size, i.e. the spread will carry a 6mm common image through the centre of the spread. marie claire takes no responsibility for optical loss of an image in the gutter of a double-page spread if the above instructions are not followed.



## Specifications (continued)

---

### WET SACHET SPECIFICATIONS

Please note the following specifications are a guide for suppliers of sachets for insertion into Pacific Magazines publications. Suppliers/manufacturers must submit samples for testing by Pacific Magazines Production staff and, if approved, it is the supplier's responsibility to ensure that actual product supplied for insertion is identical to the samples submitted and approved. For each 1ml of fill, the sachet's internal area must be at least 8 square cm. The sachet must be free from excessive air; as much air as possible needs to be removed prior to sealing.

- Under a compression test, sachets must withstand at least 3,300 psi (1500 kg) of pressure for 10 seconds and subsequently 2,200 psi (1000 kg) for a minimum of 5 hours.
- Minimum overall size required for binding = as per magazine specifications\*.
- Maximum overall size for binding = as per magazine specifications\*.
- Maximum total weight for individual sachets, including fill = 20 grams.
- The quantity of liquid fill must remain the same throughout the production run.
- Sachets must be packed in nested cartons for ease of unpacking.
- To enable automatic feeding on insertion equipment, sachets must be packed so they do not curl or stick together.
- If more than 1 deck of sachets is packed in a carton, each deck must have a strong cardboard base so they will sit stable on the base.
- All sachets to be packed the same way up and the same way around.
- Sachet cartons to be strong and tailor-made for a tight fit.
- All cartons must be accurately labelled indicating product, quantity and host publication.

### APPROVAL OF TRIAL SAMPLES

A minimum of 200 samples to be supplied as per the above specifications for pressure testing and a binding trial before full production of the sachet for the magazine.

Due to the mechanics of tipping on inserts, there may be occasions where a very small quantity of magazines is bound without the insert. As such it would be advisable NOT TO run wording offering a sachet within the magazine. Please be advised that the client takes responsibility for all costs incurred (including reprint of magazine run) if wet sachets are faulty at time of insertion.

### PRINT PRODUCTION CONTROLLER

Megan Cosgrove

**Phone:** (02) 9394 2681

**Email:** [megan.cosgrove@pacificmags.com.au](mailto:megan.cosgrove@pacificmags.com.au)

### ADVERTISING PRODUCTION COORDINATOR

Victoria Vernados

**Phone:** (02) 9394 2692

**Email:** [victoria.vernados@pacificmags.com.au](mailto:victoria.vernados@pacificmags.com.au)

### DISCLAIMER

While the internal production process may verify that material is within specification, the onus is placed firmly on tradehouse/sender to supply material to specification. It is also a requirement that advertising material is delivered on time so quality control measures can take place. Late material may miss these checking procedures, which could pick up possible problems/errors.

Pacific Magazines reserves the right to refuse any material that does not meet the required specifications.

\*Please refer to previous page for magazine specifications.

## CONTRACT

1. Rates will be shown by the rate card current at the date of insertion. In the event of an increase of the rates existing at the date of contract, notice will be given to the advertiser 30 days in advance of closing date of the first issue affected. The advertiser shall have the right of cancellation up to and including the 21st day in advance of closing date. 2. The word "Advertisement" will be placed above any advertisement which, in the publisher's opinion, resembles editorial copy. The sponsor of every advertisement must be identified by product or company. 3. The publisher reserves the right of rejection of advertisements as a whole. All accepted advertisements are subject to the publisher's approval in every respect as regards material, layout and otherwise, and may be modified or altered at the publisher's discretion in respect of imperfect material supplied in accordance with the mechanical specifications. The cost to the publisher of making good any such imperfect material shall be paid by the advertiser to the publisher on demand. 4. The publisher shall not be responsible for any loss or damage consequent to the failure of an advertisement to appear in accordance with the instructions given by the advertiser. 5. The contract shall not be invalidated and the advertiser shall not have any claim against the publisher if an advertisement is omitted or rejected or not placed as instructed by the advertiser in an issue for which the advertiser has contracted. 6. The publisher reserves the right to place an advertisement as desired by it, except where specifically instructed by the advertiser and agreed on by the publisher in writing. 7. Advertising matter must be collected by the advertiser immediately after use. The publisher shall not be held responsible for material not picked up by the advertiser within 14 days after appearance of the last scheduled advertisement. 8. Rates are based on the understanding that the space contracted for is used within the contracted period. Should an advertiser fail to use the total space contracted within the contract period, the rate will be amended to coincide with the amount of space used and any additional amounts payable by the advertiser will be payable to the publisher on demand. 9. The advertiser shall supply the publisher, from time to time and in ample time, with the necessary schedules of insertions which are subject to the right of rejection and modification on the part of the publisher. Insertions are to be in accordance with such schedules. 10. The advertiser represents and warrants to the publisher that no accepted advertisement will be misleading, deceptive or false in any particular way. The advertiser shall indemnify and keep the publisher indemnified against any claims, costs, damages or liability whatsoever arising from any breach of this representation and warranty. Pacific Magazines ACN 097 410 896 ABN 16 097 410 896.

## CONTACTS

### SYDNEY:

Pacific Magazines  
Media City, 8 Central Avenue, Eveleigh, NSW 2015.  
Ph: (02) 9394 2000.

#### Group Sales Director:

Anne-Marie Cheney

Tel: 02 9394 2346

#### Acting National Business Integration Manager:

Lisa Ballard

Tel: 02 9394 2348

#### Deputy National Business Integration Manager:

Sue Hoffman

Tel: 02 9394 2337

#### Senior Account Manager:

Anjelika Salkeld

Tel: 02 9394 2347

#### Account Manager:

Kimberlee Garcia

Tel: 02 9394 2202

#### Advertising Coordinator:

Anita Zacharia

Tel: 02 9394 2208

### MELBOURNE:

Office - Channel 7 Broadcast Centre  
Level 5, 160 Harbour Esplanade, Docklands, VIC 3008  
Ph 03-9697 7777

#### Sales Director (VIC)

Simone Dalla Riva

Ph 03-8636 7526

Simone.DallaRiva@pacificmags.com.au

#### Group Sales Manager

Connie Halliday

Ph 03-8636 7542

Connie.Halliday@pacificmags.com.au

### BRISBANE:

Office - L1, Channel Seven Brisbane  
Sir Samuel Griffith Drive, Mt Coot-tha, Qld 4066  
Ph 07-3368 7480

#### Sales Director (QLD)

Jane McGregor

Ph 07-3368 7483

jane.mcgregor@pacificmags.com.au

### PERTH:

For all enquiries, please contact Lisa Ballard, Acting National Advertising Manager.