

Think smart, look amazing

**marie claire**

SALESKIT

Editor in chief

# ANNELIES

For over 27 years, Marie Claire has been the number one fashion glossy with substance in The Netherlands. Therefore, we at Pijper Media are extremely proud to have been able to add this beautiful brand to our portfolio last June. We believe in the strong, smart, fashionable combination of high-end fashion and human interest stories. To enhance the unique Marie Claire DNA, the magazine has recently undergone a complete restyling. With a new format, a cleaner design, thicker, more luxurious paper and a content upgrade with more high fashion & beauty, we are ready for a beautiful future. A future in which we take the lead when it comes to nourishing the broad interests of working women with a sense of style. Because Marie Claire is and remains the ultimate fashion glossy with substance.





# MARIE CLAIRE: THE FASHION GLOSSY WITH SUBSTANCE

- Marie Claire combines high fashion with journalistic reports – unique in the magazine market.
- Marie Claire is internationally known and published in 31 countries.
- Twice a year, at the beginning of the new fashion season, Marie Claire publishes the Styleguide. A gift for the reader, with all the catwalk & beauty trends plus shopping.
- Annually Marie Claire awards the best skin care and cosmetic products of the year with the prestigious Prix d'Excellence de la Beauté.
- Each year Marie Claire hosts the Starters Award: a stylish business event and competition for enterprising women with a golden idea for their own business.

# TARGET GROUP

- Women 28+
- Urban professional
- Lives in the suburbs or a big city in the Netherlands
- Social class A, B1, B2
- Busy with her personal development
- Involved with the world around her
- Aware of fashion and beauty trends
- Highly interested in jewellery
- Always stylish, private and at work





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€ 4.962,10

**1/1 page**  
€ 7.876,36

**2/1 page**  
€ 15.752,71

Additionally, there is the option to have the editors shape your advertorial in the look and feel of Marie Claire, for an optimal response. Production costs: € 3240. For branded content we will gladly make you a proposal.

**advertising**

# MAGAZINE

**Reach:** 105.000  
**Circulation:** 36.951

**Edition 02 2017**

**In stores:** January 12

**Deadline material:** December 22 2016

**Theme:** Almost spring

**Edition 03 2017**

**In stores:** February 9

**Deadline material:** January 19

**Theme:** Big fashion issue

**Edition 04 2017**

**In stores:** March 9

**Deadline material:** February 16

**Theme:** Beauty issue

**Edition 05 2017**

**In stores:** April 13

**Deadline material:** March 23

**Theme:** Jeans special

**Edition 06 2017**

**In stores:** May 11

**Deadline material:** April 20

**Theme:** Prepare for summer

# MARIECLAIRE.NL

Marieclaire.nl is the platform for aspiration and inspiration for young, stylish career women looking for daily trend updates, news and smart how-to's in the field of fashion, beauty, work and lifestyle.

147.009 unique visitors  
291.813 pageviews  
20.000 news letter members

Social media:  
21.380 Facebook followers  
11K Instagram followers  
21.709 Twitter followers

**Editorial  
article on  
marieclaire.nl**

**€ 2.000**

**Item in  
news letter  
only\***

**€ 1.000**



\*EXCLUSIVE € 500 NET PRODUCTION COSTS. AN EDITORIAL POSITION INVOLVES A WRITTEN DOCUMENT BY THE EDITOR. THE PRICE INCLUDES BOOSTING THROUGH OUR SOCIAL MEDIA CHANNELS AND NEWS LETTER. VIDEO CONTENT ON REQUEST.



# MARIE CLAIRE STARTERS AWARD

To encourage women to think big, Marie Claire organizes the Starters Award for young entrepreneurs. Readers can send in their business plans, which will be judged by a professional jury. From the three selected finalists, Marie Claire readers choose the ultimate winner. The award ceremony takes place in a high-profile location and is frequented by celebrities, press and powerful business women.

- For sponsoring the Marie Claire Starters Award 2017, we offer the partner in question six months of communication within the target group, both in print and online.

For sponsoring possibilities, please mail  
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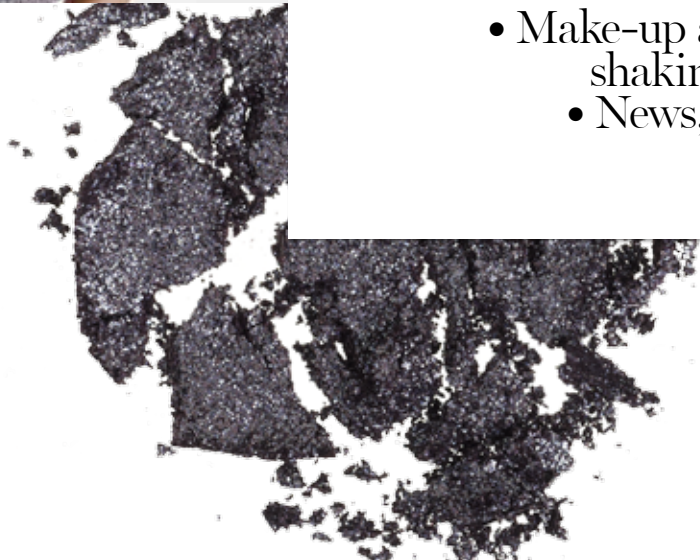
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EDITORIAL  
PLANNING



+ TECH TO  
THE FUTURE  
SPECIAL!



# Almost spring FEBRUARY

IN STORES JANUARY 12

## FASHION

- Trend preview spring/summer 2017
  - Classic shirts, jeans & jackets
  - 101 ideas with stripe patterns

## BEAUTY

- Matching make-up & fashion at its finest
- Make-up artist Lucia Pica is shaking up Chanel
  - News, trends & tips





Big fashion issue

# MARCH

IN STORES FEBRUARY 9

## FASHION

- International catwalk trends, featuring top model Rianne ten Haken
  - Cool classics in the picture
- Extra: Styleguide – summer trend report + shopping

## BEAUTY

- Catwalk looks & tips from experts
- The best care for fresh looking skin
  - News, trends & tips





# Beauty issue

# APRIL

IN STORES MARCH 9

## FASHION

- New Romance à la Dior, featuring top model Maud Welzen
- Accessoire special – shoes, bags, sunglasses, jewelry, watches

## BEAUTY

- Prix d'Excellence de la beauté: these are the best beauty products of the year
  - Gorgeous clean skin – this is how you do it
  - Make up for spring – tips, tricks & products
  - News, trends & tips





## Jeans special

# MAY

**IN STORES APRIL 13**

### FASHION

- Denim ballerina Igone de Jongh shows the most beautiful jeans
  - 101 ideas with denim

### BEAUTY

- Perfume of all sorts en scents – because it's mothers Day
  - How to bronze
- Sexy eyes, lips and hair: this is how you do it
  - News, trends & tips





Prepare for summer

# JUNE

IN STORES MAY 11

## FASHION

- Beach beauty – casual but chic from Zandvoort to the French Riviera
  - Fashionably in the sun
- 101 ideas with the prettiest bikinis and bathing suits

## BEAUTY

- Summerproof – all you need for smooth legs, glowy shoulders and a tight tummy
  - The suntan story – sun protection & self tanners
- Zen in the summer – tips to spoil body & mind
  - News, trends & tips

