marie claire
BRAZIL
25
years
THINK SMART, LOOK AMAZING

marie claire
IS A
PREMIUM
GLOBAL
MEDIA
BRAND

HUGE IN **BRAZIL**

THE **MOST READ** MAGAZINE AMONG THE INTERNATIONAL FEMALE TITLES IN THE COUNTRY

	MARIE CLAIRE	**VOGUE**	**ELLE**	**GLAMOUR**
CIRCULATION	143.342	52.625	44.933	67.363
READERS	1.037.000	379.999	218.026	342.324

1.037.000

READERS

BRAZILIAN PROJECTION [1]
407.000 READERS – 9 MARKETS

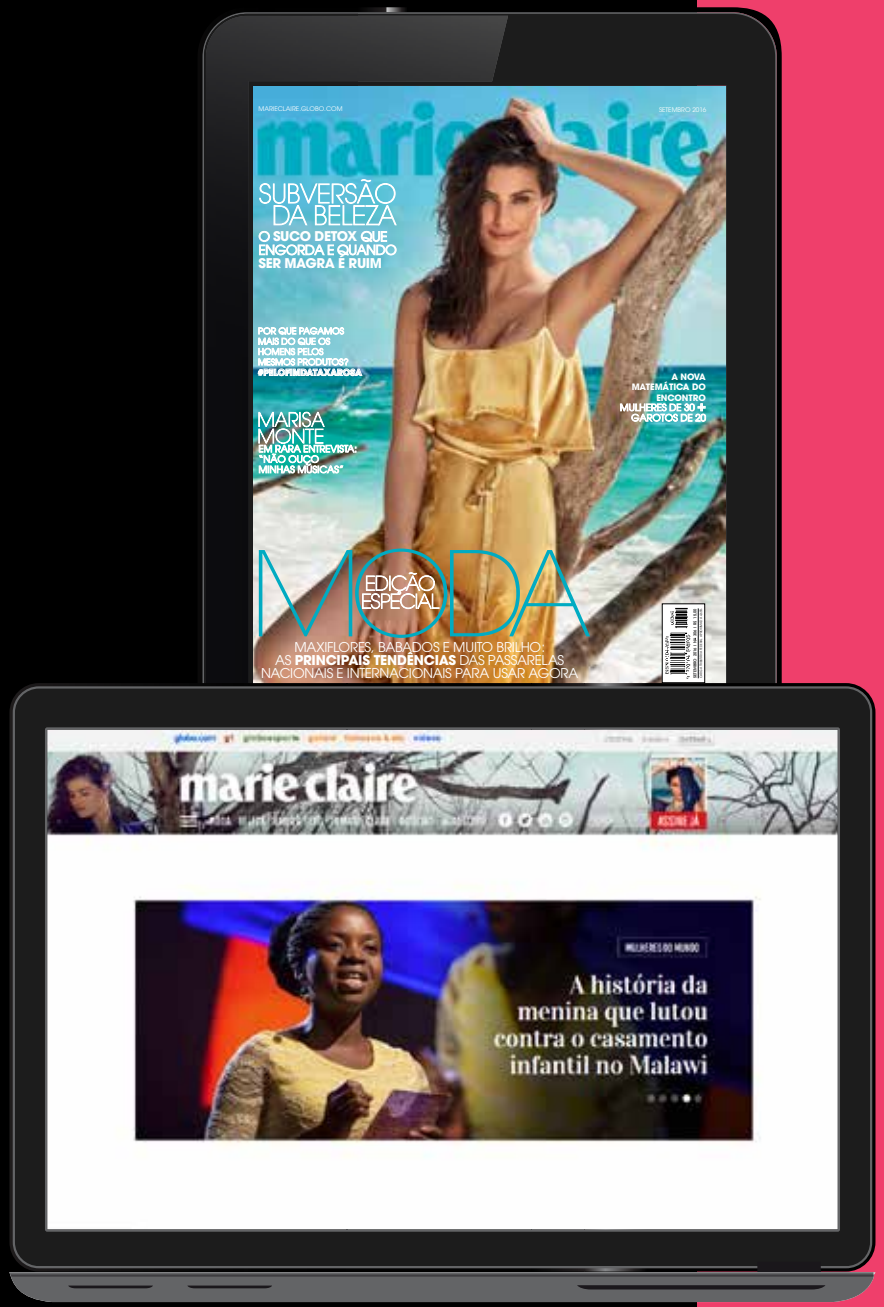
143.342

SOLD COPIES

27% NEWSTANDS [1] 73% SUBSCRIPTIONS [1]
(INITIAL PRINTING OF 209.000 COPIES)

SOURCE: IPSOS – MARPLAN STUDIES/EGM – 1ST SEMESTER/2015 – 9 MARKETS (FILTER: BOTH, 10/+ YEARS OLD)
[1] BRAZIL'S PROJECTION CALCULATED BY *EDITORA GLOBO* WITH BASIS AN MARPIAN STUDIES – 9 MARKETS E IVC (1ST SEMESTER/2015)

DIGITAL marie claire.COM.BR



THE **MOST ACCESSED** WOMAN'S MAGAZINE WEBSITE

ACCORDING *COMSCORE 2015*

MARIE CLAIRE	VOGUE	GLAMOUR
13.415	13.093	11,619

THE **LONGEST LENGTH** OF STAY PER VISIT

ACCORDING *GOOGLE ANALYTICS* IN 2016

MARIE CLAIRE	VOGUE	GLAMOUR
4:11	3:29	3:11

DIGITAL

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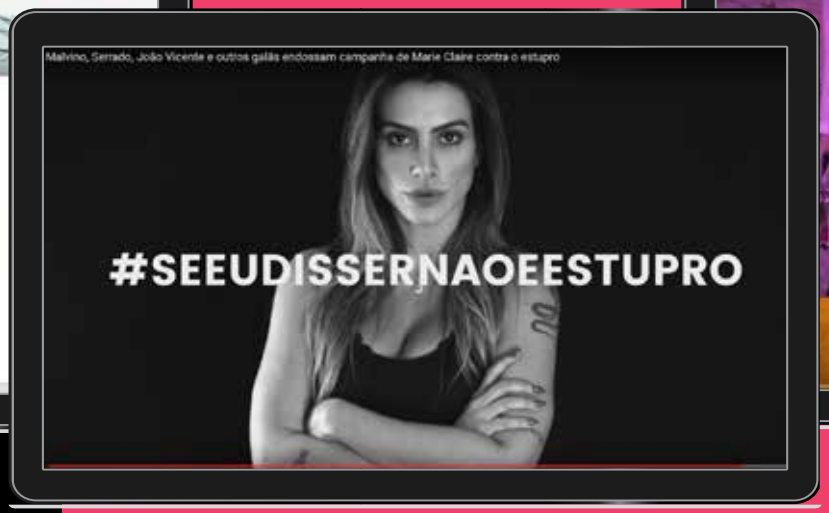


MARIE CLAIRE TV

A NEW PROGRAM EVERY WEEK

- BATALHA DAS EDITORAS
- LADO BETA
- MARIA CLARA RESPONDE
- MAKING OF DE CAPA

BRAND NEW
MARIE CLAIRE APP

773K | 376K | 1,4 MILION | 45K

FASHION
FROM DREAMING...

MORE THAN
50 PAGES
EACH MONTH

4 PREMIUM
EDITORIALS

- **MODERN** WITHOUT BEING STEREOTYPICAL
- **PRACTICAL** WITHOUT BEING COMMON
- **SOPHISTICATED** WITHOUT BEING SNOBBISH

FASHION
...TO PURCHASING

TRENDS TO **CONSUME**

batalha das editoras

BRILHA MUITO!

SÍMBOLO DA CULTURA CLUBBER, A CARTELA DE CORES NEON RESSURGE AGORA NOS ACESSÓRIOS. VEJA COMO NOSSAS EDITORAS DE MODA, **MARI DI PILLA** E **LARISSA LUCCHESE**, VÃO USAR A TENDÊNCIA

Tênis de couro ***Sapri****, R$ 276*

Bota de neoprene ***Emporio Armani****, R$ 2.550*

Pulseira de plástico ***Carmen Steffens****, R$ 30*

Bolsa de couro ***Comme des Garçons*** *à venda na* ***Farfetch****, R$ 700*

Óculos de acetato ***Bulget****, R$ 197*

Bolsa de náilon ***Santa Lolla****, R$ 190*

Carteira de couro ***Calvin Klein****, R$ 590*

Sapato de suede ***Dior****, R$ 5.900*

Chinelo de EVA ***Birkenstok*** *à venda no* ***Shop2gether****, R$ 209*

"Como uma amante de cores fortes, vou apostar em acessórios bem chamativos, de um tom só, para poder misturar com muitas estampas"
Mari Di Pilla

"Quero aderir a peças que tenham apenas um detalhe fluo. Assim, tiro o look clássico do sério sem perder a essência do meu estilo"
Larissa Lucchese

FOTOS: FREDI CHAVES / DIVULGAÇÃO

tendência

CRAVO E CANELA

OS TONS DAS **PRINCIPAIS ESPECIARIAS** FORAM DESTAQUE NOS DESFILES INTERNACIONAIS. NEUTROS E ELEGANTES, ELES SÃO UMA BOA PEDIDA!

desejo

TOQUE UTILITÁRIO

CONFORTO E ELEGÂNCIA SÃO DETALHES-CHAVE NAS SANDÁLIAS COM TIRAS E SALTO GROSSO DA **SAINT LAURENT**. O AR MODERNO FICA POR CONTA DO ACABAMENTO METALIZADO

Sandálias ***Saint Laurent****, R$ 4.180*

FOTO: CARLOS RESSA

FASHION
ALSO INFORMATIVE

INTERVIEWS
WITH DESIGNERS AND
BACKSTAGE STORIES

entrevista

"TENHO MEDO DE ENLOUQUECER"

Poucas pessoas têm tanto poder na moda, hoje, quanto Francisco Costa. E esse tímido mineiro de 50 anos quem o manda a divisão de luxo de uma das grifes mais importantes do planeta, com faturamento de US$ 7,8 bilhões. À frente da Calvin Klein Collection, ele substituiu o fundador da empresa e renovou, com louvor, a imagem da marca. Tanto que é o único designer a ganhar duas vezes o prêmio mais importante da moda, deixando para trás nomes como Tom Ford e Oscar de la Renta, de quem foi pupilo. Conheça a fiacha

luxo

A GUCCI SE TORNOU SUCESSO DE CRÍTICA E DE VENDAS

especial

MERCADOR DE SONHOS

Sob o comando de **Alber Elbaz**, a Lanvin, maison mais antiga da França, tornou-se uma das grifes de luxo mais desejadas da última década. Durante três dias, *Marie Claire* teve acesso exclusivo aos bastidores do desfile Pre-Spring 2015, à prova de roupas e à mente criativa deste marroquino criado em Israel. Com jeito peculiar e visual excêntrico, o estilista atualizou uma marca com 125 anos de história sem ficar refém de tendências

READERS CHIC, INTELLIGENT & POWERFUL

69% WORK

82% ARE FEMALE

67% EXCLUSIVE READERS

93% DON'T READ ELLE OR VOGUE

62% BETWEEN 18 AND 44 YEARS OLD

82% SPEAK A SECOND LANGUAGE

27% CARRY THEIR OWN INTERNATIONAL CREDIT CARD

46% ARE FROM CLASSES A AND B

23% HAVE A POST GRADUATION DEGREE

(3)SOURCE: IPSOS - MARPLAN STUDIES/EGM - 1ST SEMESTER/15 - 9 MARKETS (FILTER: WOMEN)

THE MIX OF **FASHION**, **BEAUTY** AND **STRONG FEATURES** THAT WON'T BE SEEN ELSEWHERE IN BRAZIL

MARIE CLAIRE IS THE ESSENTIAL BRAND FOR **BEAUTY** LOVERS AND ADVERTISERS WORLDWIDE. IT INCLUDES INSPIRING EDITORIALS, LESSONS FROM EXPERTS AND THE TOP PRODUCTS AND TREATMENTS IN THE MARKET

MARIE CLAIRE READERS ARE INTERESTED IN NATIONAL AND INTERNATIONAL **POLITICS** NREARLY TWICE AS MUCH AS THE BRAZILIAN AVERAGE. THE MAGAZINE HAS AN AWARDED TEAM OF JOURNALISTS, WHO WRITE TO WOMEN NOT ONLY INTERESTED IN BUYING CLOTHES AND BEAUTY ITEMS, BUT ALSO CURIOUS ABOUT THE WORLD AS A WHOLE

DREAM **TRAVEL** DESTINATION, IN-THE-KNOW PROGRAMS, INSPIRING HOUSES, AN INSIDER LOOK ON WHAT´S HOT IN **GASTRONOMY**

MARIE CLAIRE WOMEN KNOW WHAT THEY WANT. THEY DON'T FOLLOW RULES. THEY TAKE THE INITIATIVE AND DREAM ABOUT A BETTER WORLD. THEIR STORIES ARE FEATURED IN **FIRST PERSON ARTICLES** AS WELL AS IN STORIES ABOUT **RELATIONSHIP**, **SEX** AND INSPIRING **WORLD REPORTS**

BRAND EXPERIENCE EVENTS

FOOD TRUCK MC

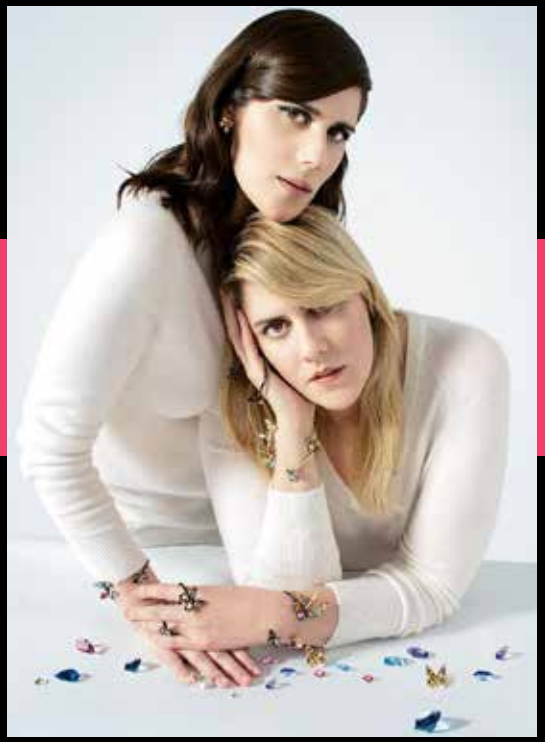
A MOBILE FOOD EXPERIENCE WHERE READERS CONNECT WITH THEIR FAVORITE MAGAZINE AND ITS PARTNER BRANDS

MC, ME & MY BIKE TOUR

A SPECIAL TOUR WITH OUR READERS TO DIFFERENT PLACES OF SÃO PAULO, AN EVENT THAT CAN BE SHARED WITH LIFESTYLE AND BEAUTY BRANDS

SPFW AND FASHION RIO

MARIE CLAIRE WELCOMES PERSONALITIES AND SPECIAL GUESTS IN A CHARMING LOUNGE DURING THE FASHION WEEKS



"MC INSPIRATION"

MARIE CLAIRE PROMOTES A GET-TOGETHER AMONG DESIGNERS, BEAUTY ARTISTS, ARTISTS AND READERS TO DISCUSS THE FASHION AND BEAUTY WORLD

NEXT **STEPS**

FIND NEW, PROACTIVE AND STRONGER WAYS TO **COLLABORATE TOGETHER**

CONCENTRATION ON YOUR PRIORITY MARKETS AND OBJECTIVES

GENERATE AND DEVELOP STORYTELLING IDEAS THAT CAN **AMPLIFY YOUR BRAND** TO AN AUDIENCE OF +1.000K WOMEN