



MEDIA KIT BELGIUM 2020

# marie claire

THINK SMART, LOOK AMAZING



The brand for women with a great sense of style  
and a broad spectrum of interests.

Marie Claire combines  
high fashion & beauty with journalistic stories,  
written in a slightly provocative tone of voice  
and with a touch of humour.  
This mix makes Marie Claire unique.

#### EDITORIAL PILLARS

Window on the world - Empowerment - At work - Society  
Fashion - Beauty - Travels

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## **GLOBAL FACTS**

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Marie Claire has  
**16 MILLION READERS**

Marie Claire is represented in  
**29 MARKETS** and is related to  
**90 MILLION WOMEN** all over the world

Marie Claire has a record number of  
**49 MILLION UNIQUE USERS**

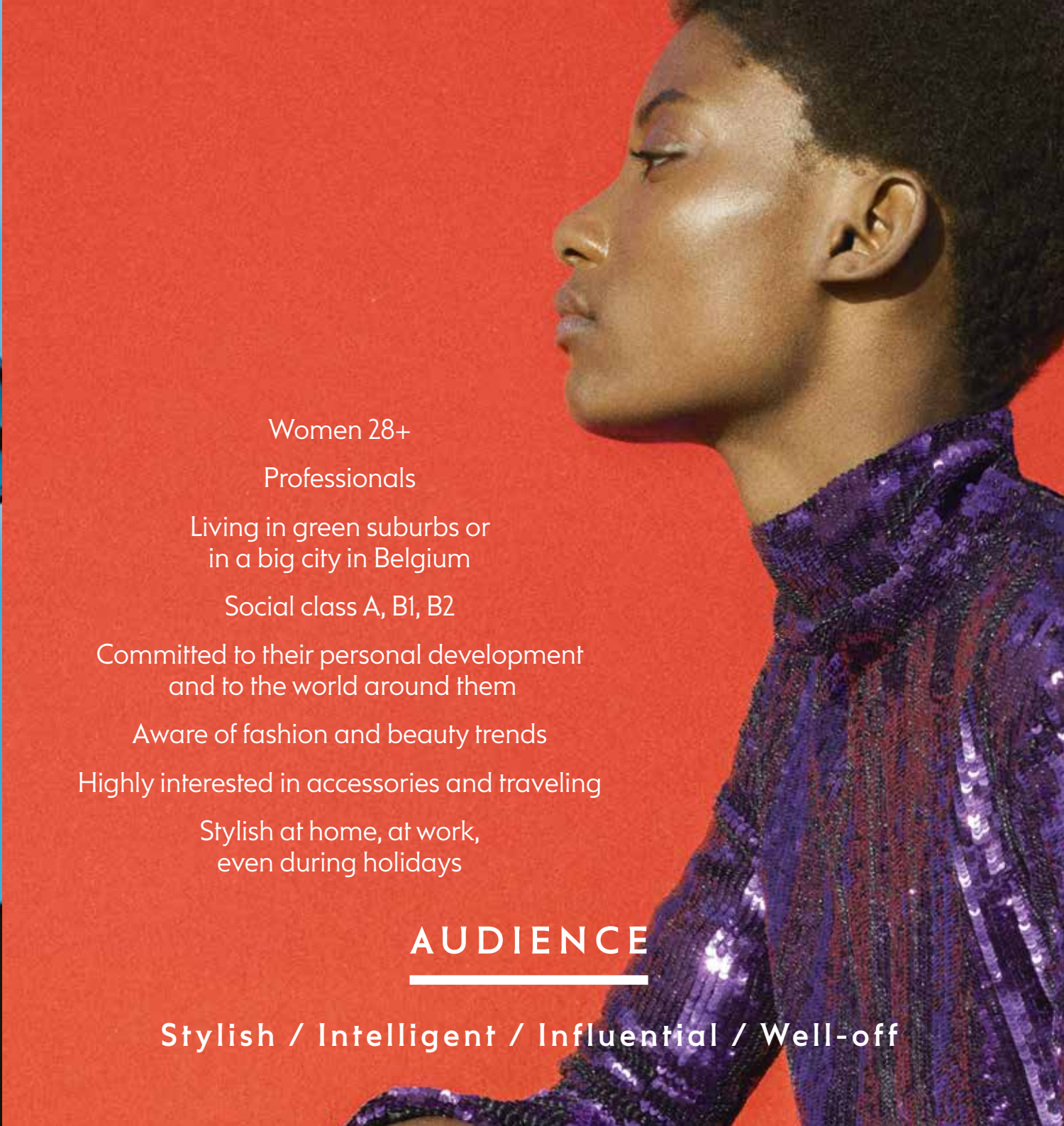
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Women 28+

Professionals

Living in green suburbs or  
in a big city in Belgium

Social class A, B1, B2

Committed to their personal development  
and to the world around them

Aware of fashion and beauty trends

Highly interested in accessories and traveling

Stylish at home, at work,  
even during holidays

## AUDIENCE

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**Stylish / Intelligent / Influential / Well-off**



L'esprit et le style  
**marie claire**

www.marieclaire.be

Enquête  
Jupes et talons,  
les dress codes  
sexistes imposés  
au travail

Beauté  
*Mascaras inclinables,  
huiles ultralégères,  
parfums à l'amande...*  
Notre best of  
des nouveautés

Reportage  
Ralentir et lâcher  
prise, le nirvana  
des plongeurs  
en apnée

Zéro stress!  
7 conseils lumineux  
pour une rentrée  
en mode slow

Spécial

**MODE**

101 looks essentiels

**marie  
claire**



## MULTI CHANNEL

Marie Claire is a crossmedial brand  
that reaches women always and everywhere

### Magazine

11 times a year

### marieclaire.be

Every day fashion, news, hotspots and more

### Social media

Instagram, Facebook, Youtube,

### Collabs

Disney

Brussels Fashion Days

Bike Salon

European Development Days

# MAGAZINE

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11 TIMES A YEAR

Marie Claire combines a smart & amazing mix of premium fashion and strong human interest stories. We take the lead when it comes to nourishing the broad interests of working women with a great sense of style.

## EDITORIAL AXES

Fashion -Empowerment- At work  
Lifestyle - Beauty - Human interest  
Window on the world - Travels

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Total Reach  
**796.600**

Print Run  
**38.000**

Diffusion  
**LIBRARIES,  
ENSCRIPTIONS,  
PUSH, PULL**

CIM: Brand Report CIM 2018-2019





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# EDITORIAL THEMES

## 2020

ISSUE	PARUTION	2020 EDITORIAL THEMES
FEBRUARY	22/01/2020	Tendancies Mode Post-party survival Special Lingerie
MARCH	19/02/2020	Fashion Special What's new in Beauty and Society Women's rights
APRIL	18/03/2020	Fashion: Accessories Beauty: Sport + Wellness Society: Travel green + green cars
MAY	22/04/2020	Fashion: Special Jeans Beauty: Prix International du Parfum + Body special
JUNE	20/05/2020	Fashion: Special glasses & Swimwear Beauty: Special Summerhair
JULY - AUGUST	24/06/2020	<b>SUMMER SPLURGE!</b>
SEPTEMBER	26/08/2020	Fashion: Tendancies + jewellery-series Beauty: Expand the summer/ Society: Start again
OCTOBER	23/09/2020	Fashion: Special Fashion Beauty: Make-up for winter Society: Marie Claire @Work
NOVEMBER	21/10/2020	Fashion: Accessories special Beauty: Bodycare
DECEMBER	18/11/2020	Fashion: Clothes to party Beauty: Make-up, hair & perfume to party Presents
JANUARY	18/12/2020	Fashion: Special jewellery + lingerie Beauty: Be your age



# ADVERTISING PRINT

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**2/1 page**  
270 x 430 mm\*  
**20.000 €**

**1/1 page**  
270 x 215 mm\*  
**10.000 €**

**1/2 page**  
270 x 105 mm\*  
132 x 215 mm\*  
**6.000 €**



**C2**  
270 x 215 mm\*  
**18.000 €**

**C3**  
270 x 215 mm\*  
**12.000 €**

**C4**  
270 x 215 mm\*  
**20.000 €**

+ technical cost,  
**3250 €**  
price can change,  
please contact us.

**Tarif for one edition (FR or NL): -40% on the general tarif.**  
**For any other formula, please contact us.**

\* + forsee 5 mm on each side



# PREFERENTIAL POSITION

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## THE FIRST ADS IN THE MAGAZINE

The 12 first positions (these are not the first twelve pages) are reserved for 2/1 et 1/1 page-advertorials.  
For a format 1/1, a right or left page cannot be guaranteed.



## OTHER PREFERRED POSITIONS

for all other preferred positions in the first half of the magazine:  
+ 10% on the general tarif.

# CREATIVE FORMULE

<p><b>Encart 2 pages</b></p> <p><b>115€/1000</b></p> <p>+ technical costs</p>	<p><b>Encart 4 pages</b></p> <p><b>130€/1000</b></p> <p>+ technical costs</p>	<p><b>Encart 6 pages</b></p> <p><b>170€/1000</b></p> <p>+ technical costs</p>	<p><b>Encart 8 pages</b></p> <p><b>185€/1000</b></p> <p>+ technical costs</p>
<p><b>Cart collée</b></p> <p><b>98€/1000</b></p> <p>+ technical costs</p>		<p><b>Sample collé</b></p> <p><b>98€/1000</b></p> <p>+ technical costs</p>	

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For any other creative idea, please contact us.



zaldo

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 POUR VOUS**

20 € DE RÉDUCTION\*



# NATIVES

**2/1**  
270 x 430 mm\*

**20.000 €**  
+ 1.500 €  
technical costs

**1/1**  
270 x 215 mm\*

**10.000 €**  
+ 800 €  
technical costs

**1/2**  
270 x 105 mm\*  
132 x 215 mm\*

**4.900 €**



marie claire x LolaLiza

**S.O.S. TENUES DE SOIRÉES**

Ces cinq classiques indispensables du look de fête devraient se trouver dans tous les dressings. Pour vous approprier les tendances avec style, LolaLiza est votre meilleure alliée.

1. La petite robe noire  
L'original. Neure est partout cette saison. Avec cette version paillette, vous brillerez de mille feux. Robe imprimée leopard, 69,90 €.

2. Le top à paillette  
Pas de fête sans glitter. C'est beau avec... aussi tout! Top à paillette, 39,90 €.

3. La veste en fausse fourrure  
C'est votre meilleure amie pour l'hiver et tout les styles. Elle dit: je ne jure que par la robe. Veste en fausse fourrure, 99,90 €.

4. Le pantalon en (faux) cuir  
Les Parisiennes ne jurent que par lui. Dans cette version, toutes les femmes sont belles. Pantalon en faux cuir, 59,90 €.

5. La petite robe noire  
C'est simple, elle ne déçoit en rien. Pour une touche de robe et de glamour. Robe en velours, 69,90 €.

Tous ces articles sont disponibles sur [www.lolaliza.com](http://www.lolaliza.com).  
Cet article a été réalisé en étroite collaboration avec LolaLiza.

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\* + forsee 5 mm on each side

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## TECHNICAL DETAILS

PDF HD format + 5 mm for cut

### DELIVERY ADDRESS

**VALÉRIE DE JONGHE** +32 2 379 29 90

support.ad@editionventures.be

**MATERIAL NEEDED** 4 weeks before apartition



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