



MEDIA KIT BELGIUM 2022

marie claire



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 to the world - Empowerment - At work - Society -
Fashion - Beauty - Travels

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GLOBAL FACTS

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**

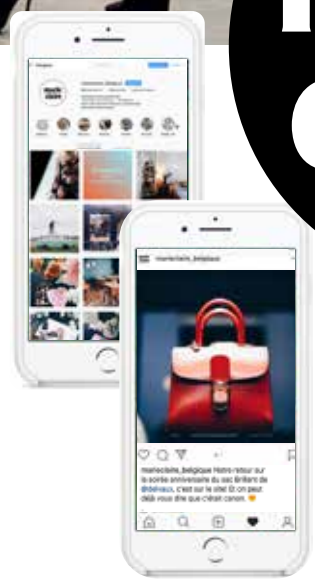
Aware of fashion and beauty trends

Highly interested in accessories and traveling

**Stylish at home, at work,
even during holidays**

A U D I E N C E

Stylish / Intelligent / Influential / Well-off



MULTI CHANNEL

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

Magazine
9 times a year

marieclaire.be
Every day fashion, news, hotspots and more

Social media
Instagram, Facebook, Youtube,

MAGAZINE

9 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
810.077

Print Run
30.000

Diffusion
LIBRARIES,
ENSCRIPTIONS,
PUSH, PULL



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EDITORIAL THEMES

2022

ISSUE	PARUTION	2022 EDITORIAL THEMES
FEBRUARY	28/01/2022	Fashion Trends 2022 Love special
MARCH	25/02/2022	Fashion Special Women's Rights Ski special Beauty awards
APRIL	25/03/2022	Accessory Special: Jewelry & Watches
MAY - JUNE	29/04/2022	Fashion: Lingerie Perfume & Fragrance Awards Fashion: sunglasses & swimwear Beauty & Health: ready for summer Green special
JULY - AUGUST	24/06/2022	SUMMER SPLURGE!
SEPTEMBER	26/08/2022	Fashion Special Kids special
OCTOBER	23/09/2022	Accessory Special Beauty: body
NOVEMBER	28/10/2022	Fashion: winter Beauty: hair
DECEMBER - JANUARY	02/12/2022	Party time Gifts

ADVERTISING PRINT

2/1 page
270 x 430 mm*

21.000 €

1/1 page
270 x 215 mm*

10.500 €

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

6.300 €

C2

270 x 215 mm*

18.900 €

C3

270 x 215 mm*

12.600 €

C4

270 x 215 mm*

21.000 €

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

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PREFERENTIAL POSITIONS

THE FIRST ADS IN THE MAGAZINE

The 12 first positions (these are not the first twelve pages).



OTHER PREFERRED POSITIONS

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

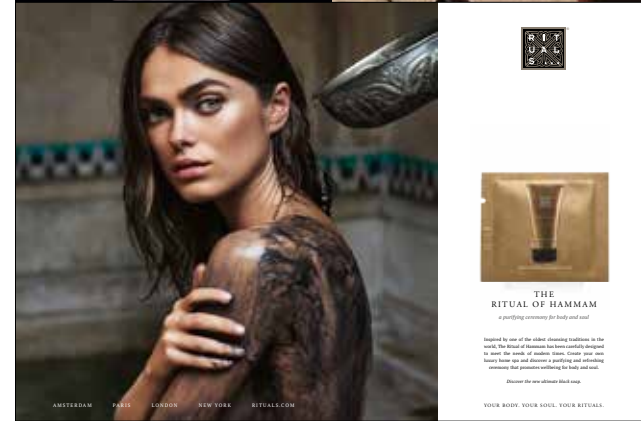
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CREATIVE FORMULES

<p>Insert 2 pages</p> <p>115€/1000</p> <p>+ technical costs</p>	<p>Insert 4 pages</p> <p>130€/1000</p> <p>+ technical costs</p>	<p>Insert 6 pages</p> <p>170€/1000</p> <p>+ technical costs</p>	<p>Insert 8 pages</p> <p>185€/1000</p> <p>+ technical costs</p>
		<p>Glued card</p> <p>98€/1000</p> <p>+ technical costs</p>	<p>Glued sample</p> <p>98€/1000</p> <p>+ technical costs</p>

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For any other creative idea, please contact us.



zaldo

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 Paiement sécurisé
 Retour gratuit sous 100 jours

**UN CADEAU
 POUR VOUS**

20 € DE RÉDUCTION*

BRANDED CONTENT

2/1

270 x 430 mm*

21.000 €

+ 1.500 €
technical costs

1/1

270 x 215 mm*

10.500 €

+ 800 €
technical costs

1/2

270 x 105 mm*
132 x 215 mm*

6.300 €



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. Le top à paillettes
Prix de mise aux enchères: C'est beau avec... aussi tout! Top à paillettes, 32,99 €.

2. La petite robe leopard
L'original. Ne se perd pas tout cette saison. Avec cette version paillette, vous brillerez de mille feux. Robe imprimée leopard, 69,99 €.

3. La veste en fausse fourrure
Et tout en style. Elle défile au jour que par la nuit. Veste en fausse fourrure, 99,99 €.

4. Le pantalon en (faux) cuir
Les Parisiennes ne jurent que par lui. Dans cette matière, toutes les femmes sont belles. Pantalon en faux cuir, 59,99 €.

5. La petite robe noire
C'est simple, elle se décline en vert... Pour une touche de bleu et de gris. Robe en velours, 59,99 €.

Tous ces articles sont disponibles sur www.lolaliza.com.
Cet article a été réalisé en étroite collaboration avec LolaLiza.

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Rate for one edition (FR or NL): -40% discount on the media rate.
For any other formula, please contact us.

* + forsee 5 mm on each side

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TECHNICAL DETAILS

PDF HD format + 5 mm for cut

DELIVERY ADDRESS

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MATERIAL NEEDED 4 weeks before apartition

A close-up photograph of a hand with dark nail polish holding a black, pleated handbag. The handbag has a circular logo with the letters 'MC' inside. The background is dark and textured.

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