



marie claire has always stood apart from the fashion pack – the thinking woman’s media brand. Founded in France in 1937, it fuses high-end glamour with intelligent journalism, championing women’s empowerment with purpose.

We speak to Women who want more: more depth, more meaning, more impact. Women who are as passionate about world affairs and social justice as they are about style and beauty. This dynamic blend of substance and sophistication is at the heart of *marie claire*’s DNA – the reason it holds a singular position in the market and a lasting place in the hearts and minds of Australia’s smart, worldly, and ambitious women.



EDITORIAL



GEORGIE MCCOURT
Editor



NICKY BRIGER
General Manager, Luxury



SALLY HUNWICK
Beauty Director



NAOMI SMITH
Fashion Director



REBECCA RHODES
Creative Director



HARRIET SIM
Deputy Features Editor



MELISSA GAUDRON
Deputy Editor



MADDISON HOCKEY
Digital Editor



ALEXANDRA ENGLISH
Features Editor



JORDAN BOORMAN
Fashion Editor



KIERA SYLVESTER
Social Media Editor



ROBYN FAY-PERKINS
Photo Editor



BENJI LUIS
Fashion Assistant



CAITLIN NAPIER
Content Producer

TALENT

“For three decades, *marie claire* has defined what it means to be the thinking woman’s brand - where intelligence meets influence, and style has something to say.”
- Georgie McCourt, Editor



Australia's Number 1 Selling **FASHION & BEAUTY MAGAZINE**

An audience of true fashion enthusiasts –
spending **\$214 million** on
fashion and accessories every month, more
than any other fashion brand's audience.

They're discerning and deliberate: **four in five**
research a brand or product before they buy.

They're deeply engaged - spending an average
of **1 hour and 50 minutes** immersed in *marie claire*.

And they're an audience of intent and influence: **92%** take
action after engaging with our content.

Sources: Roy Morgan Single Source Australia Jun 25
Are Media Consumer Data & Insights Brand Health Survey 2024

REACHING
552,000
AUSTRALIANS EACH MONTH



WITH
1.3M
TOTAL TOUCHPOINTS



Our Readers

AVERAGE AGE: 40 | AVERAGE HHI: \$150k

3 in 5 are more likely to seek expert advice

TRUSTED

85% are inspired to purchase beauty products after seeing them featured in *marie claire*.

CONSUMERS

Our audience spent nearly **\$3 billion** on fashion and accessories in the past 12 months.

CONSCIENTIOUS

74% prioritise quality over price, valuing craftsmanship, longevity and purpose-driven brands.

SPENDERS

They invest in self-care, spending **28%** more on skincare in the past month than the average Australian.

Source: Roy Morgan Single Source Australia Jun 25

“We create one-of-a-kind experiences that deepen connection within our community - through storytelling, immersive activations and moments that inspire.” - *Georgie McCourt, Editor*

MULTIPLE TOUCHPOINTS

How we connect to our audience & industry experts



MASTHEAD READERSHIP

233,000

CROSS-PLATFORM READERSHIP

552,000

SOLUS SUBSCRIBERS

21,000

NEWSLETTER SUBSCRIBERS

25,372



PAGE VIEWS

716,589

UNIQUE AUDIENCE

437,916



INSTAGRAM FOLLOWERS

239,000

FACEBOOK

358,000

PINTEREST

18,000

TIKTOK

108,000

TOTAL TOUCHPOINTS

1.3M

Supported By A Fashion & Beauty Network Of 5.2 MILLION TOUCHPOINTS



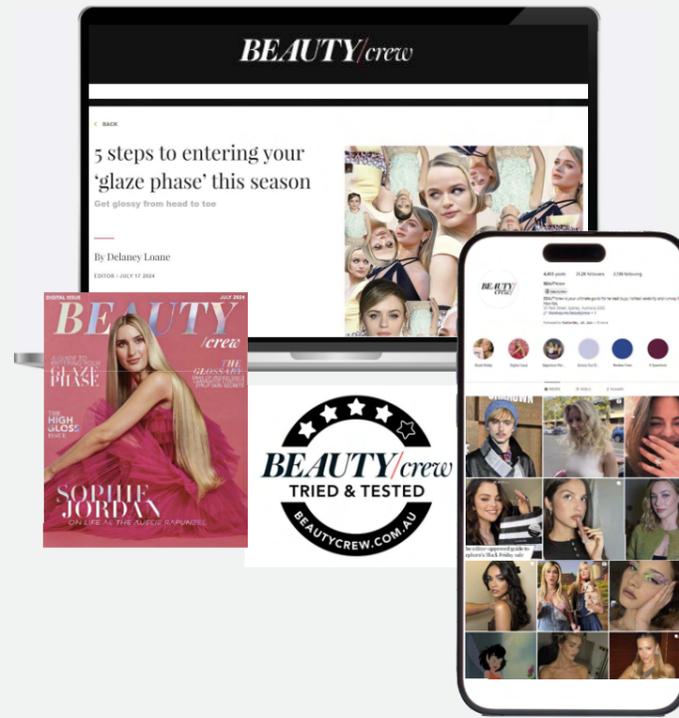
marie claire



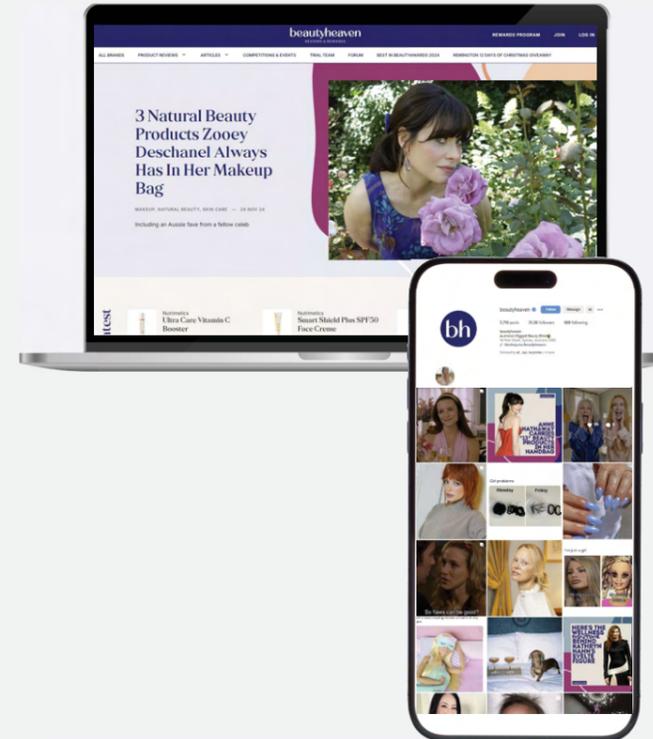
E L L E



Girlfriend



BEAUTY/crew



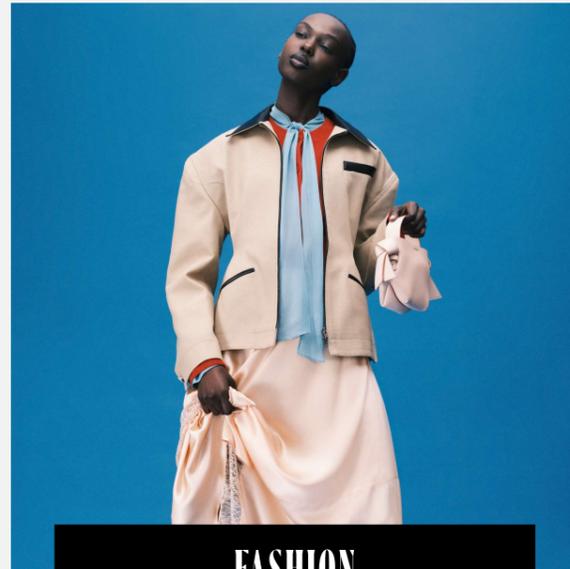
beautyheaven

EDITORIAL & CONTENT PILLARS



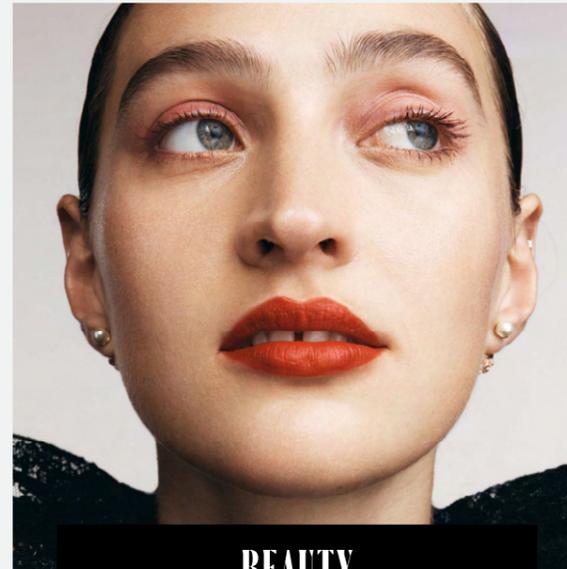
FEATURES

marie claire's storytelling is as rich as it is resonant - spanning award-winning investigations, intimate first-person narratives and striking visual portfolios. Our stories move readers to think, feel, debate and act. They can be shocking, moving, or provocative - but always intelligent, engaging, and deeply human.



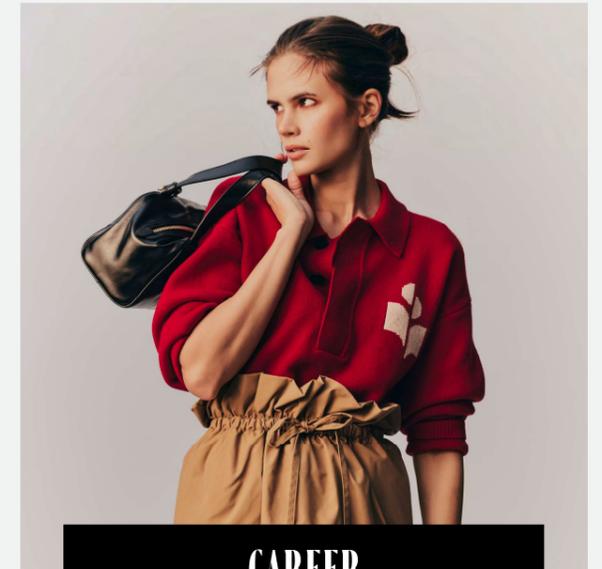
FASHION

marie claire fuses the aspirational with the attainable - where luxury meets real life. Our audience, defined by their discerning taste, are captivated by our high-fashion shoots, designer exclusives and insider storytelling. With a finely tuned eye for style, *marie claire* inspires confident, considered shopping through expertly curated edits and immersive fashion content.



BEAUTY

From backstage trends to breakthrough skincare and next-gen hair innovations, *marie claire* delivers a curated, intelligent beauty edit. Through premium editorial, immersive digital storytelling, and beauty-editor-tested social content, we inspire our audience to discover, experiment and invest - beautifully.



CAREER

Each month, *marie claire* celebrates women redefining success - real stories of ambition, resilience and purpose. From breaking barriers to building legacies, these women inspire a new generation to lead with passion and power.

EDITORIAL & CONTENT PILLARS



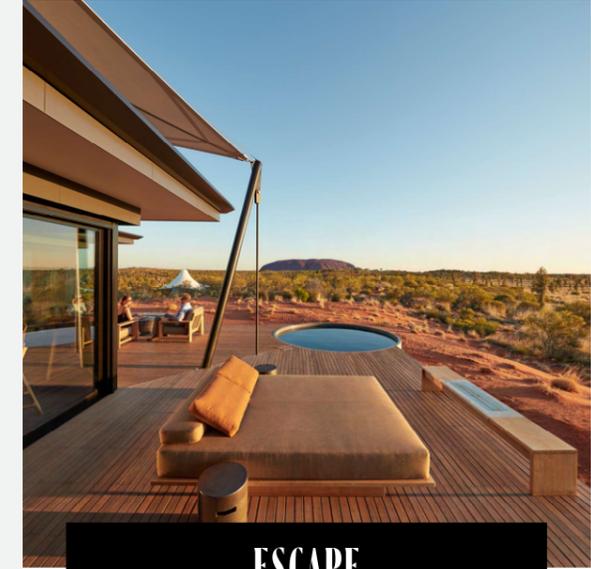
LIFESTYLE

At its heart, *marie claire's* lifestyle content is pure escapism - a celebration of beauty, creativity and the art of living well. From interiors and entertaining to food and design, our pages offer a curated world of inspiration, captured through evocative long-form storytelling and immersive digital experiences.



WELLNESS

Grounded in expert insight and credible research, *marie claire's* wellness content empowers readers to feel stronger - mentally and physically. With an upbeat, evidence-based approach, we help our audience live well, think clearly, and thrive. Australia now boasts one of the world's fastest-growing wellness economies, expanding at an annual rate of 7.5% from 2019 to 2023 - and *marie claire* inspires how women invest in their health, happiness and holistic wellbeing.



ESCAPE

Travel is more than a pastime for *marie claire's* audience, it's a passion and a pursuit. Curious, connected and cultured, they seek out experiences that inspire and transform. Our travel content is meticulously researched, beautifully crafted and always on trend - offering a gateway to the world's most coveted destinations and hidden gems alike.

ADVERTISING



OPPORTUNITIES

Building
meaningful
connections
that drive
results.

EVENTS - WOMEN OF THE YEAR AWARDS

Experiences that spark conversation, create connections, and make your brand unforgettable.

Now in its sixth year, the Women of the Year Awards celebrate the women redefining leadership in Australia - the disruptors, the innovators, the culture shifters and the courageous voices shaping our future. Across 11 categories - from Advocate to Changemaker, Entertainer to Icon - we honour the powerhouses rewriting the rules and driving real change.



EVENTS - INTERNATIONAL WOMEN'S DAY

Experiences that spark conversation, create connections, and make your brand unforgettable.

Each year, *marie claire* marks International Women's Day with a powerful gathering of Australia's most influential and inspiring women - a celebration of progress, purpose and possibility. Through bold conversations, personal stories and powerful connection, it's a moment to honour where we've come from - and to march forward, together, for all women and girls.



EVENTS & EXPERIENCES

Experiences that spark conversation, create connections, and make your brand unforgettable.



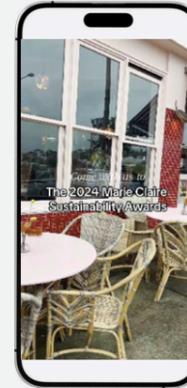
MARIE CLAIRE BEAUTY AWARDS

Launching June 2026! Marie Claire editors and testers are on a mission to discover, trial, and celebrate the standout beauty products of the year.



LONGEVITY 360

Join us this May for Longevity 360, *marie claire's* summit exploring the future of health, wellness, and living well. Bringing together leading experts, innovators, and thought-leaders, the summit will tackle cutting-edge science, lifestyle strategies, and insights to help audiences live longer, healthier, and more vibrant lives.



SUSTAINABILITY AWARDS

The *marie claire* Sustainability Awards, launched in 2024 in partnership with Volvo, celebrate the brands, organisations, and products making a real difference for the planet. Across seven categories, the awards recognise innovation, leadership, and tangible impact - shining a light on those proving that business and sustainability can go hand in hand.



IN-STORE EVENTS

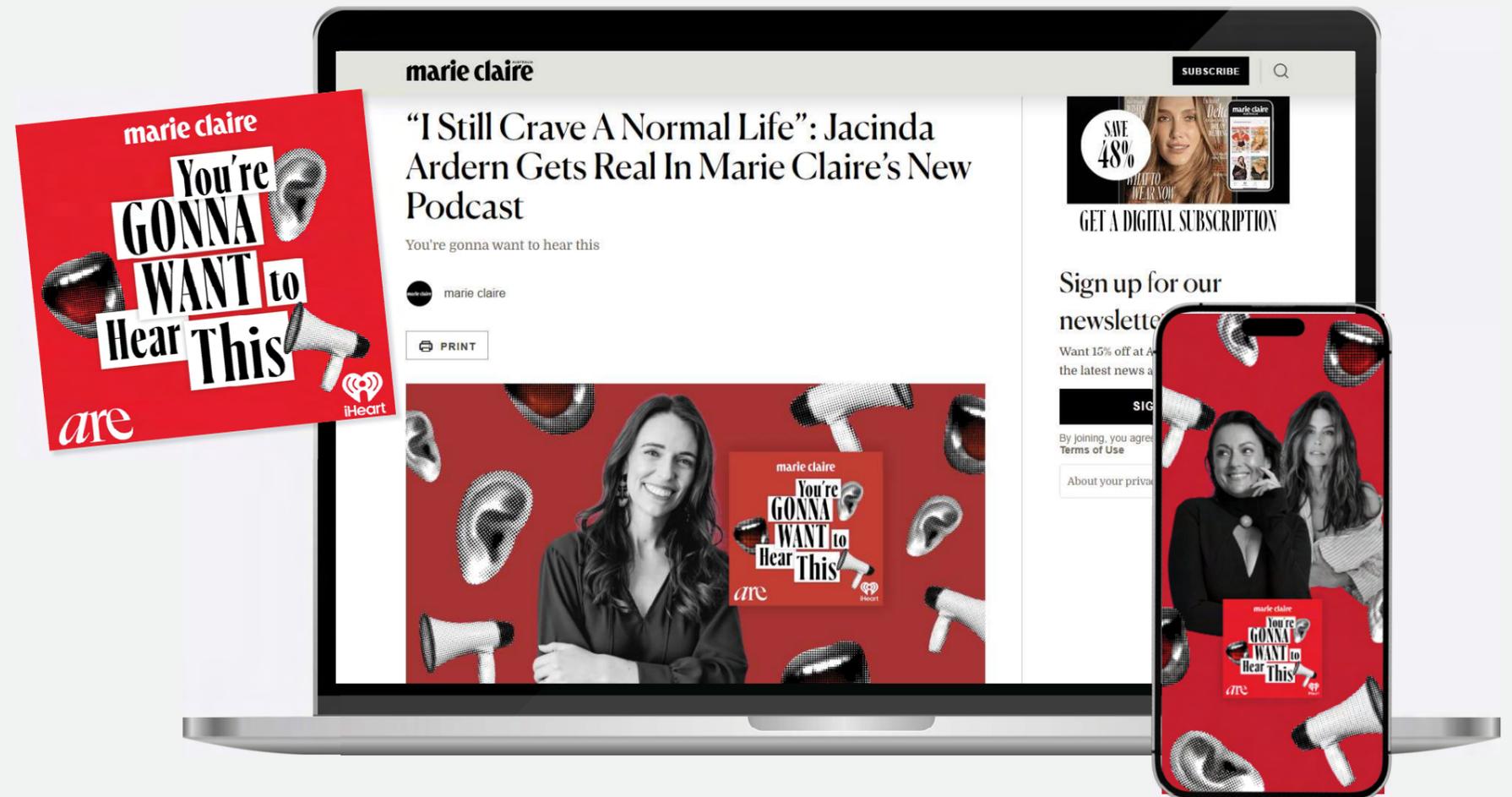
Bring your brand to life in-store, from large-scale activations to intimate workshops, all hosted by *marie claire* editors.

“marie claire creates moments that move the conversation forward” - Georgie McCourt, Editor

PODCAST

You're Gonna Want To Hear This: A podcast from *marie claire*.

marie claire has just turned 30, and instead of a quiet dinner we decided to throw ourselves a podcast. Because the world feels loud, busy, complicated... and women's voices deserve more space, more spotlight, more spark. This is our birthday gift to you: a front-row seat to conversations you'll actually want to join in on. Think Cindy Crawford, Celeste Barber, Jacinda Ardern, Rose Byrne, Melissa Leong, Rosie Batty and more.



SPONSORSHIPS

Put your brand front and centre by owning an environment.



HIGH IMPACT SPONSORSHIPS

Make your brand impossible to ignore. Home page and section sponsorships with precision targeting to reach the right audience.



SOLUS EDM

Your brand, front and centre. Reach a fully engaged, opted-in audience - ideal for launches, offers, and competitions.



MARIE CLAIRE LIFESTYLE BUY-OUT

Your brand, front and centre. Exclusive 3-month national exposure, supported across Are Media brands and fully integrated into the issue.

SIGNATURE PROPERTIES & PLATFORMS

Custom spaces and content built to showcase your brand – across digital and print platforms.



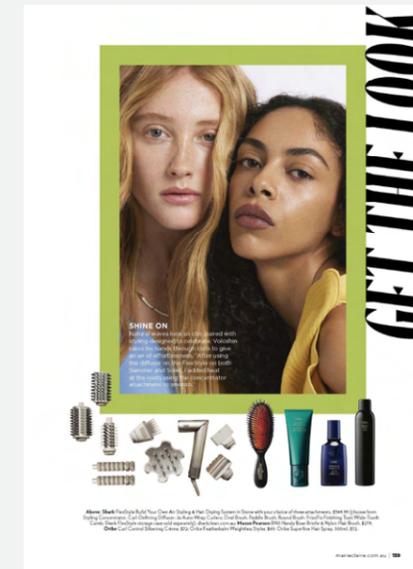
ADVERTORIAL

Turn your brand into editorial. We craft full-page advertorials that mirror *marie claire*'s look and feel.



EDITORIAL INTEGRATION

Your product, naturally integrated into the features our audience loves.



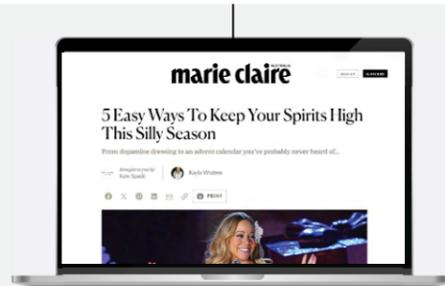
BESPOKE BRANDED SPONSORED CONTENT

Seamlessly showcase your products, beautifully shot and curated by our editorial team with your brand front of mind.

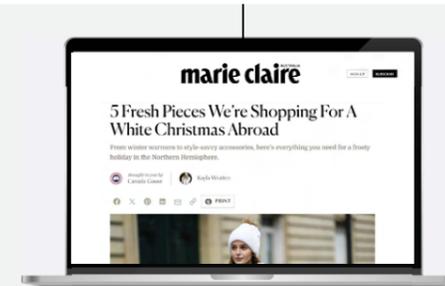
DIGITAL CONTENT OPPORTUNITIES

Choose how your brand engages audiences - integrate naturally with trusted editorial, or own the story with a fully branded article.

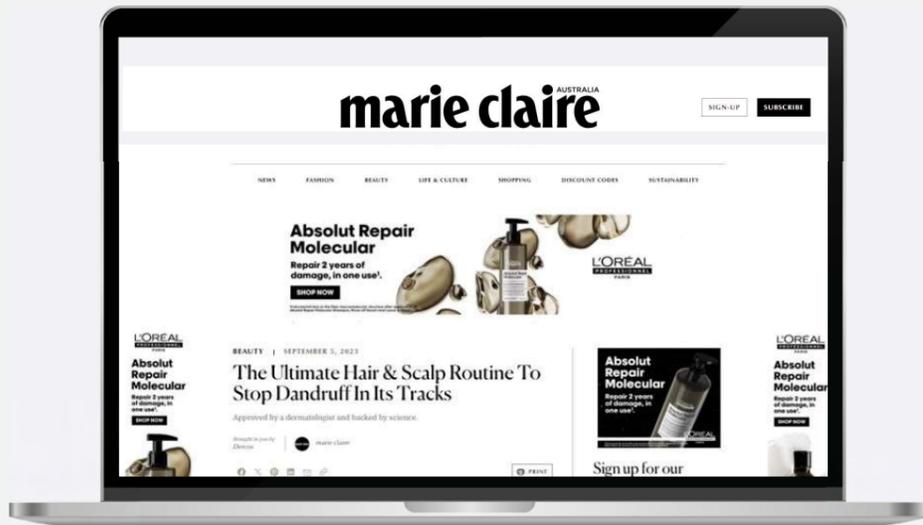
NATIVE ARTICLE	
PURPOSE	Subtly integrates your brand into editorial content - feels like part of the magazine
TONE	Editorial-first, reader-focused
SHARE OF VOICE	Shared - brand is mentioned but editorial authority leads
PAGE VIEWS	5,000 PVs
SOCIAL SUPPORT	1 post
COPY & MENTIONS	500 words + 2 brand mentions
BRAND PLACEMENT	Client name at top and bottom, 1 product mention



ADVERTORIAL ARTICLE	
PURPOSE	Fully branded article focused entirely on your messaging - your brand takes centre stage
TONE	Brand-first, marketing-focused
SHARE OF VOICE	100% - your brand dominates the story
PAGE VIEWS	2,500 PVs
SOCIAL SUPPORT	1 post
COPY & MENTIONS	500 words + 5 brand mentions
BRAND PLACEMENT	Client name at top and bottom, up to 2 product images



VIDEO PACKAGES – OFF THE SHELF



THE DRESS CODE

marie claire's **The Dress Code** delivers expert style advice, trend insights, and wardrobe inspiration - helping readers decode fashion and dress with confidence for every occasion.



THE (BEAUTY) THERAPIST

The (Beauty) Therapist is your go-to destination for skincare secrets, product advice, and beauty solutions - trusted tips and expert guidance for looking and feeling your best.



TRIED & TESTED

Tried & Tested puts the latest products, trends, and innovations under the microscope - rigorous, honest reviews from the *marie claire* team so readers know what's worth their time and money.

CASE STUDIES

Meaningful, multi-platform storytelling that connects, empowers and inspires women wherever they are.



ALZHEIMER'S ASSOCIATION



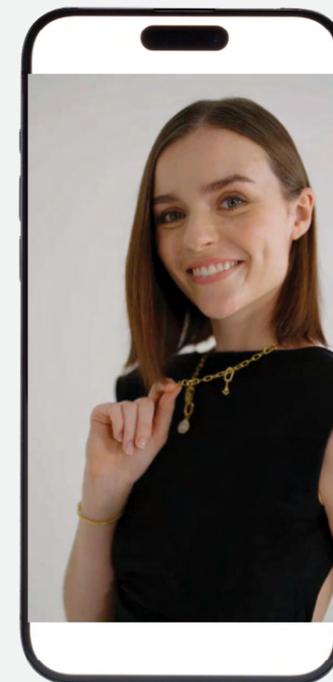
WORLD VISION



DIOR BEAUTY



TYPEBEA



PANDORA



SHARK BEAUTY

CALENDAR 2026

<p>JAN</p>  <p>The Joy Issue</p> <p>A celebration of joy. Cover: Megan Gale On Sale: 20 Dec 2025 Supplement: <i>marie claire Lifestyle - Interiors supplement</i></p>	<p>FEB</p>  <p>The Longevity Issue</p> <p>A deep dive into holistic health and the new science of living well. Cover: Pia Miller On Sale: 19 Jan</p>	<p>MAR</p>  <p>The Icon Issue</p> <p>Women shaping power, progress and possibility. Cover: Naomi Watts On Sale: 20 Feb Event: <i>International Women's Day Lunch - March 6</i> Campaign: <i>One in Three. One Too Many - spotlighting justice reform for women.</i></p>	<p>APR</p>  <p>The Hope Issue</p> <p>The voices building a better future. Cover: Miranda Kerr On Sale: 27 Mar One-Shot: <i>marie claire Lifestyle: The Interiors & Travel Edition - April 3</i></p>	<p>MAY</p>  <p>The Pleasure Issue</p> <p>Desire, delight and the freedom to feel good. On Sale: 24 April</p>	<p>JUN</p>  <p>The Beauty Issue <i>Gift with Purchase</i></p> <p>Celebrating radiance in all its forms. Event: From innovation to icons, <i>marie claire</i> launches the <i>2026 Beauty Awards</i> spotlighting the products and people redefining beauty. On Sale: 16 May</p>
 <p>The Future Issue</p> <p>Innovation meets imagination. Event: <i>marie claire Sustainability Awards 2026</i> On Sale: 13 June</p>	 <p>The Friendship Issue <i>Gift with Purchase</i></p> <p>Connection, community and the women who lift us. On Sale: 18 July</p>	 <p>The Style Issue</p> <p>Our definitive fashion moment of the year. One-Shot: <i>marie claire Lifestyle: The Spring Fashion & Home Edition - Aug 7</i> On Sale: 15 Aug</p>	 <p>The Rebellion Issue</p> <p>Defiant voices and fearless fashion. On Sale: 19 Sep</p>	 <p>The Legacy Issue</p> <p>Exploring influence, impact and what it means to leave a mark. Event: <i>Women of the Year Awards 2026</i> On Sale: 17 Oct</p>	 <p>The Women of the Year Issue <i>Gift with Purchase</i></p> <p>Honouring the game changers who defined 2026. On Sale: 14 Nov</p>
<p>JUL</p>	<p>AUG</p>	<p>SEP</p>	<p>OCT</p>	<p>NOV</p>	<p>DEC</p>

OUR AUDIENCE



Average age: 40yrs
Average household income: \$150k

FASHION

Average spend on fashion per month:

- Print average spend **\$86 million**
- Web average spend **\$83 million**

- Cross-platform average spend **\$214 million**

On average they spend **\$214 million** on fashion and accessories every month. This is more than any other fashion brand

73% investing in luxury brands, not for status but because she believes she works hard and deserves it

75% believe quality is more important than price

BEAUTY

Average spend on beauty per month:

- Print average spend **\$46 million**
- Web average spend **\$50 million**

- Cross-platform average spend **\$105 million**

80% of our audience feel better when they wear makeup

90% wear makeup to enhance their features

88% say makeup boosts their self-confidence

QUALITY & RESULTS

Confidence and quality are key

74% of print readers believe quality is more important than price

75% online and **74%** cross platform

63% of our audience are more likely to listen to experts

82% of our cross-platform audience will research a product/brand if they're going to spend more on it

Source: Roy Morgan Single Source Australia Jun 25



marie claire
THANK YOU