

# marie claire

MEDIA KIT 2025





# marie claire

*marie claire empowers the thinking women of Australia through a celebration of style and substance.*

marie claire aims to educate, entertain and empower the thinking women of Australia through impactful journalism combined with fashion, beauty and lifestyle inspiration. The result is an intelligent, trusted omni- platform brand offering a perfect blend of style and substance. With a proud history of agenda-setting storytelling on issues like equal pay and paid maternity leave, combined with the latest in fashion, beauty and lifestyle, marie claire is the iconic brand that has informed and guided women around the world for nearly 90 years.





# EDITORIAL TALENT



**GEORGIE McCOURT**  
Editor



**NICKY BRIGER**  
General Manager,  
Luxury



**SALLY HUNWICK**  
Beauty Director



**NAOMI SMITH**  
Fashion Director



**JORDAN BOORMAN**  
Fashion Editor



**ALEXANDRA ENGLISH**  
Features Editor



**JUANITA FIELD**  
Creative Director

*“For 30 years, marie claire has been the thinking woman’s brand,  
delivering an unrivalled mix of style and substance to our smart,  
affluent audience.” - Georgie McCourt, Editor*





# AUSTRALIA'S NUMBER 1 SELLING **FASHION & BEAUTY MAGAZINE**

An audience of fashion enthusiasts –  
on average they spend **\$253 million** on fashion  
and accessories **every month**. This is more than  
any other fashion brand.

They are results driven – **4 in 5** will research a  
brand or product before investing.

Our audience are engaged: on average  
they spend **2 hours and 31 minutes**  
reading *marie claire*.

They are an audience of action and intent –  
**83% take an action** after reading our content.

SOURCE: Roy Morgan Single Source Australia May 24



REACHING  
**656k**  
AUSTRALIANS  
EACH MONTH

WITH  
**1,305,169**  
TOTAL TOUCHPOINTS







**AVERAGE AGE: 37 | AVERAGE HHI: \$132k**

**3 IN 5 ARE MORE LIKELY TO LISTEN TO EXPERTS**

**TRUSTED**

85% are driven to buy  
beauty products when  
featured in *marie  
claire*

**CONSUMERS**

Spending \$3billion  
on fashion and  
accessories in the past  
12months

**CONSCIENTIOUS**

75% value  
quality above  
price

**SPENDERS**

Spent 15% more on  
skincare in the past  
four weeks than the  
average person

“We create one-of-a-kind experiences that inspire deeper connection within our community through immersive and interactive events.” - *Georgie McCourt*, Editor



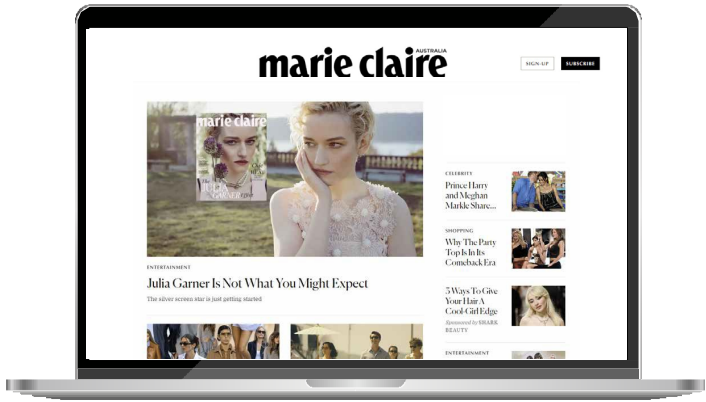
# MULTIPLE TOUCHPOINTS

## HOW WE CONNECT TO OUR AUDIENCE & INDUSTRY EXPERTS



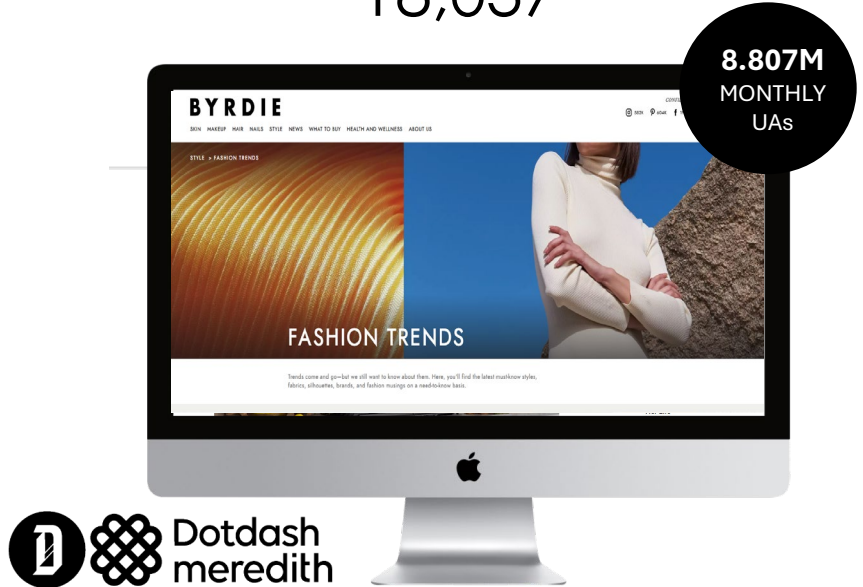
**MASTHEAD  
READERSHIP**  
248,000

**CROSS-PLATFORM  
READERSHIP**  
540,000



**SOLUS  
SUBSCRIBERS**  
14,100

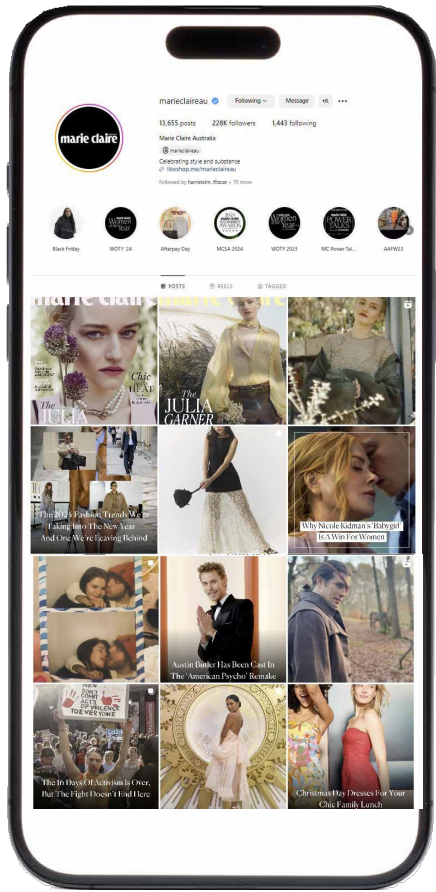
**NEWSLETTER  
SUBSCRIBERS**  
18,037



**DDM DIGITAL  
EXTENSION\***

VIA Dotdash Meredith  
Partnership

**BYRDIE  
BRIDES  
SHAPE**



**INSTAGRAM  
FOLLOWERS**  
219,000

**FACEBOOK LIKES**  
329,000

**TWITTER**  
8,810

**TIKTOK**  
57,000



**PAGE VIEWS**  
761,030

**UNIQUE AUDIENCE**  
603,547

**TOTAL  
TOUCHPOINTS**  
1,305,169

Ex- Dotdash Merideth



**DRIVING INFLUENCE IN  
FASHION AND BEAUTY AT  
SCALE *via our***

# **Dotdash Meredith Partnership**

**BYRDIE**

**BRIDES**

**SHAPE**



SUPPORTED BY A FASHION & BEAUTY NETWORK OF  
5 MILLION TOUCHPOINTS



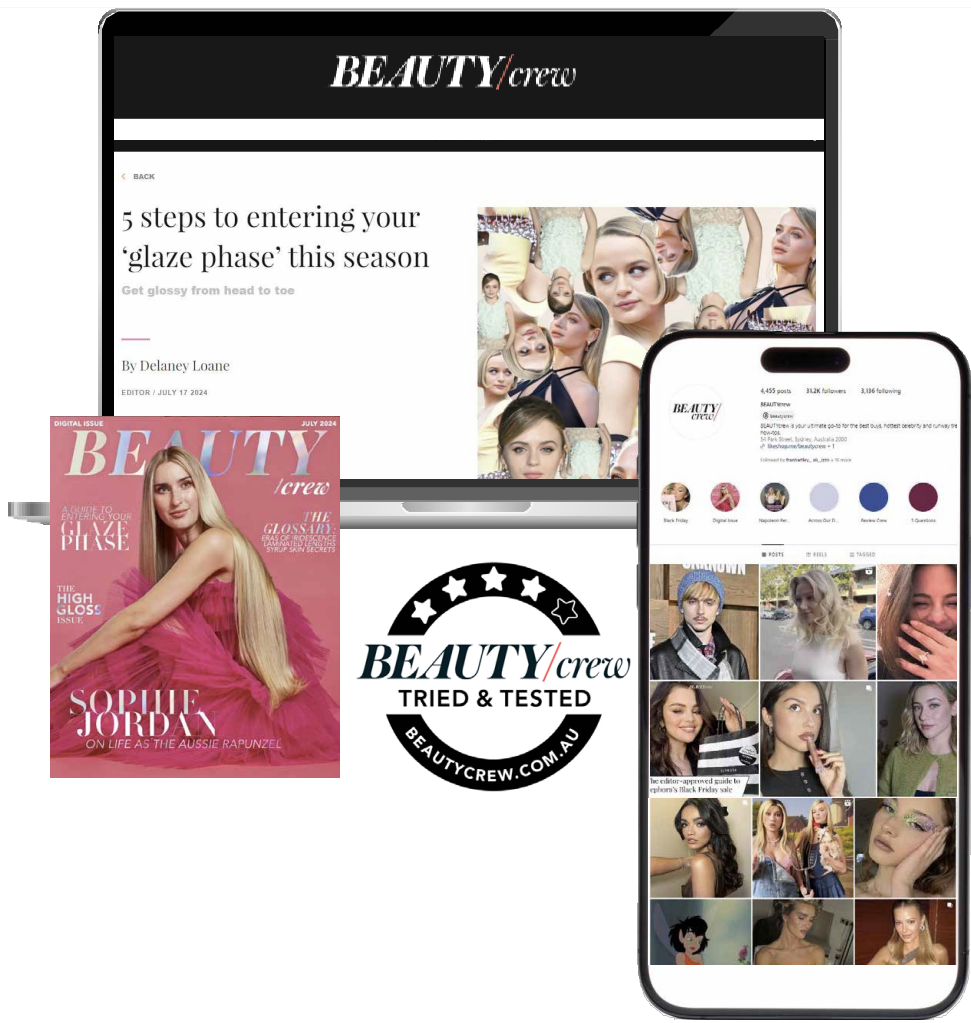
marie claire



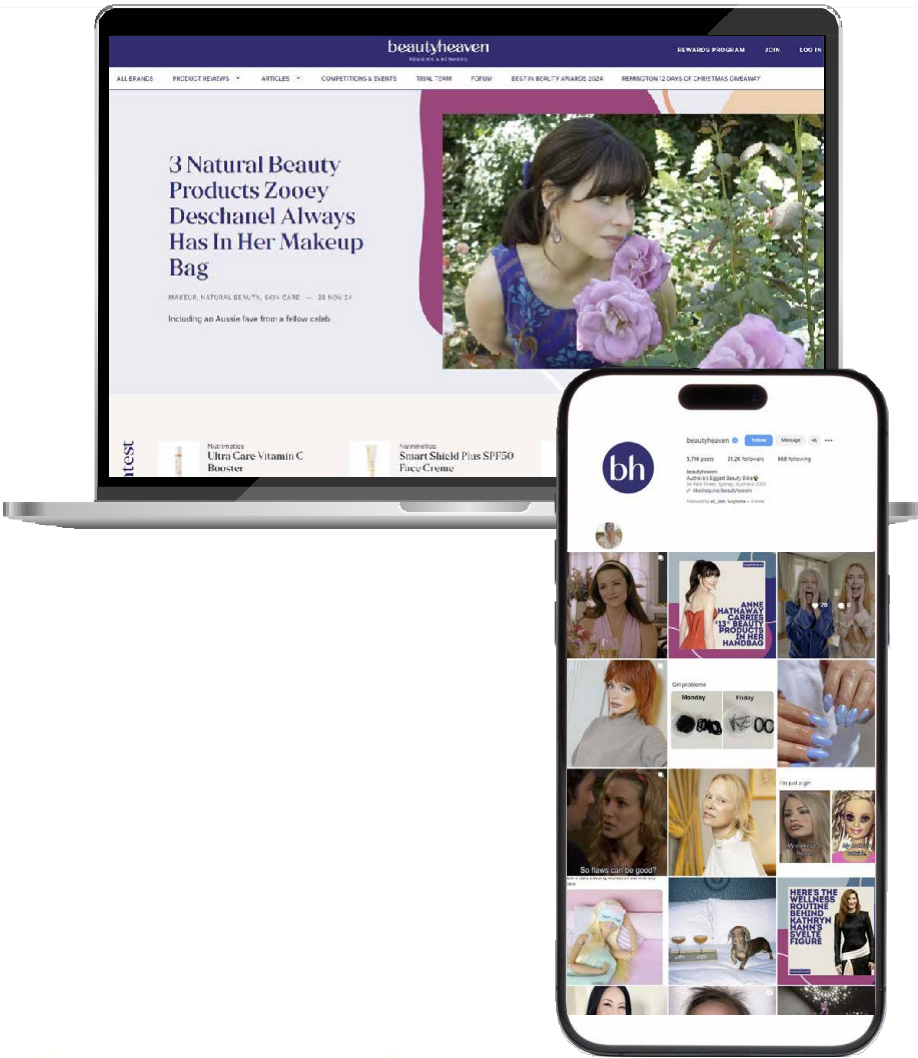
E L L E



Girlfriend



BEAUTY/crew



beautyheaven



# EDITORIAL & CONTENT PILLARS



## FEATURES

*marie claire's* rich story line-up – from award-winning investigations and first-person confessions to glamorous portfolios – takes our audience on an emotional journey, making them think, cry, laugh, debate and take action.

Our features are sometimes shocking, often moving, occasionally challenging, but above all entertaining, engaging and thought-provoking.



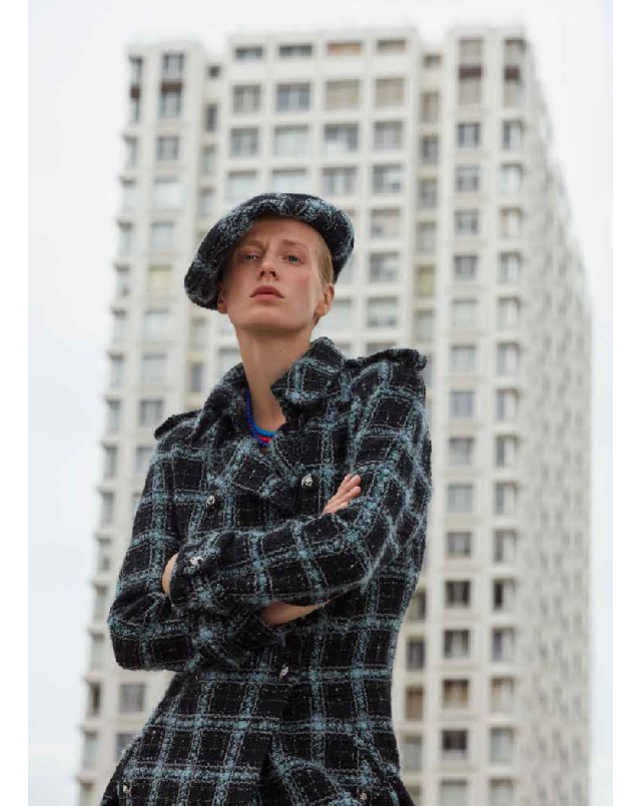
## FASHION

*marie claire* uniquely fuses the aspirational with the accessible, mixing luxury items with affordable must-haves. A finely tuned sense of style, *marie claire's* audience is highly engaged with our escapist shoots, exclusive brand stories, designer interviews and compelling video content. Our expertly curated selections inspire our audience to shop with confidence.



## BEAUTY

From the latest runway looks to high-tech skincare and hair trends, *marie claire* features a curated and sophisticated beauty edit. Through sponsored editorial and digital articles, beautifully shot video, beauty-editor tried and tested social stories, *marie claire* inspires its audience.



## CAREER

A monthly celebration of female achievements, highlighting stories of real women kicking goals, breaking down barriers and inspiring a new generation through passion and purpose.



# EDITORIAL & CONTENT PILLARS



## WELLNESS

Based on research and expert opinion, the health and wellness section aims to enhance both the physical and mental wellbeing of our audience through upbeat, informative and user-friendly content.



## LIFESTYLE

Escapism is the core ingredient of *marie claire's* luxe lifestyle pages. Devoted to interiors, food and entertaining, our beautiful lifestyle content is rich in inspiration and ideas that are showcased in long-form editorial and digital content.



## ESCAPE

Travel is an important pursuit for our audience – they love to escape and discover. Well-researched, beautifully presented, on-trend and inspirational, our travel content appeals to our connected, curious, affluent audience.





**marie claire**

**ADVERTISING  
OPPORTUNITIES**

Driving intention through connection



# SIGNATURE PROPERTIES & PLATFORMS



## WOMEN OF THE YEAR AWARDS

The Women of the Year awards honour 12 women across 12 award categories, all chosen by a panel of high-profile judges.



## INTERNATIONAL WOMEN'S DAY

This annual event brings together some of Australia's most high-profile thought-leaders to discuss issues that matter most to women today.



## POWERTALKS

Power Talks is a consumer-driven event that aims to inform and empower women through the inspirational stories of four powerhouse speakers.



## SUSTAINABILITY AWARDS

These awards are a celebration of the brands, organisations and products that are genuinely implementing change and building a better tomorrow.



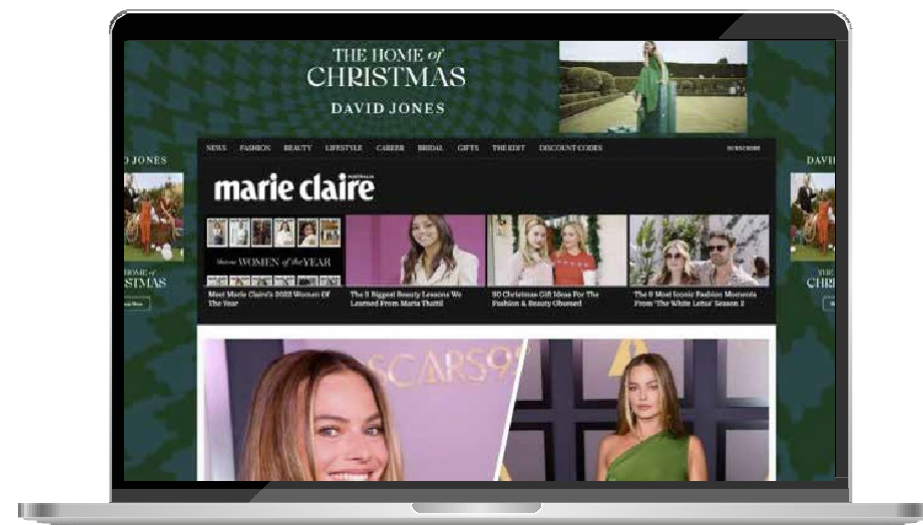
## IN-STORE EVENTS

From large-scale fashion and beauty activations to more intimate workshops, in-store events focus on engaging consumers with immersive brand experiences, expertly hosted by *marie claire* editors.



# SPONSORSHIPS

## OWN AN ENVIRONMENT WITH YOUR BRAND



### HIGH IMPACT SPONSORSHIPS

Drive awareness and create impact by owning an environment aligned to your brand. Home page and section sponsorships available, with audience targeting options.



### SOLUS EDM

With 100% share of voice, share your brand's story to an engaged audience who have signed up for communications from the masthead. Perfect for new product offers or competitions



### MARIE CLAIRE LIFESTYLE BUY-OUT

Available exclusively to one sponsor, supported by a marketing campaign, appearing within Are Media brands print and digital. On sale nationally for 3 months. Strong editorial integration throughout the issue.



# SIGNATURE PROPERTIES & PLATFORMS

## CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



### ADVERTORIAL

Using your brand assets, our creative team will create a FPC advertorial with the design elements of the magazine, aligning it closely in look and feel to editorial content.



### FEATURE INTEGRATION

Integrate your product into our existing relevant features (e.g. Fashion, Beauty, Sustainability, Life & Culture, Life Story).



### BESPOKE BRANDED SPONSORED CONTENT

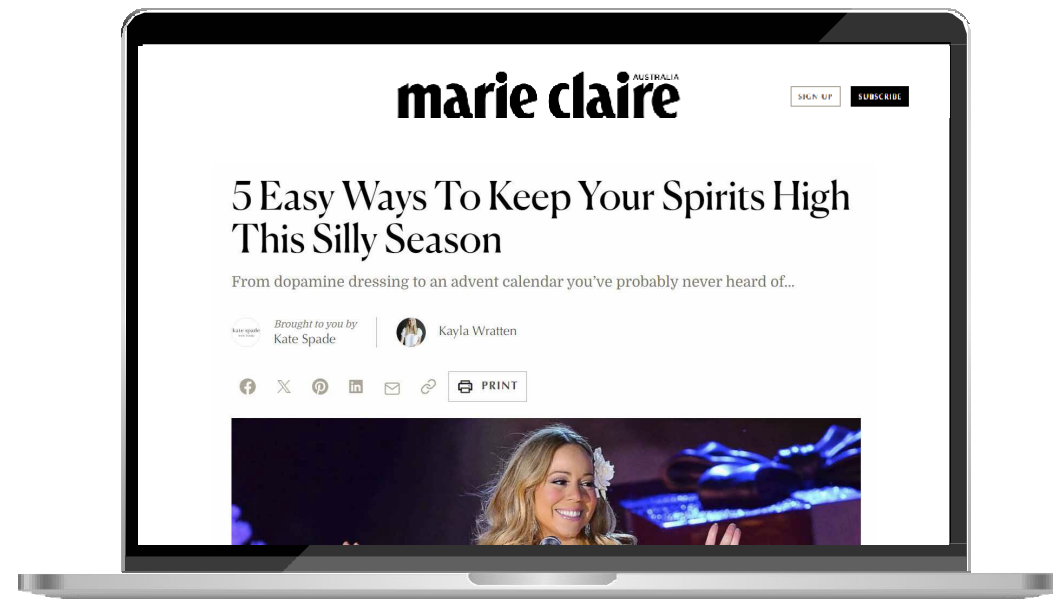
Integrate your products seamlessly; beautifully shot and curated by our editorial team with your brand in mind.



# CONTENT CREATION | DIGITAL

## CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN

### NATIVE ARTICLE

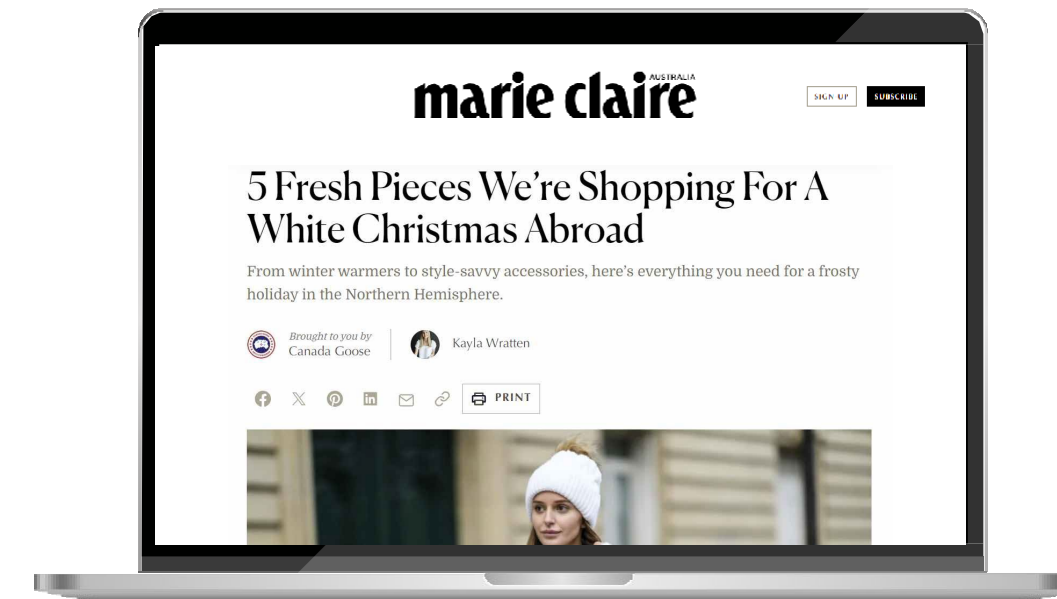


An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach.

### INCLUSIONS

- 5,000 PVs and 1 social post
- 500 words of copy + 2 x Brand mentions
- BTYB Client name at Head and Foot of article.
- 1x Internal body copy product mention.
- No product image guarantees

### ADVERTORIAL ARTICLE



An article entirely themed around client's desired messaging, written by our content team in the tone of the brand it's housed on. Client has 100% Share of Voice (SOV).

### INCLUSIONS

- 2,500 PVs & 1 social post
- 500 words of copy + 5 x brand mentions
- BTYB Client name at Head and Foot of article
- Can include multiple (2) product images



# DIGITAL VERTICALS

CENTRED ON OUR MOST POPULAR CONTENT CATEGORIES

Available for Sponsorship and Audience Targeting

IF THE  
ENVIRONMENT  
DOESN'T EXIST, WE  
CAN CREATE IT



NEWS



FASHION



BEAUTY



LIFE & CULTURE



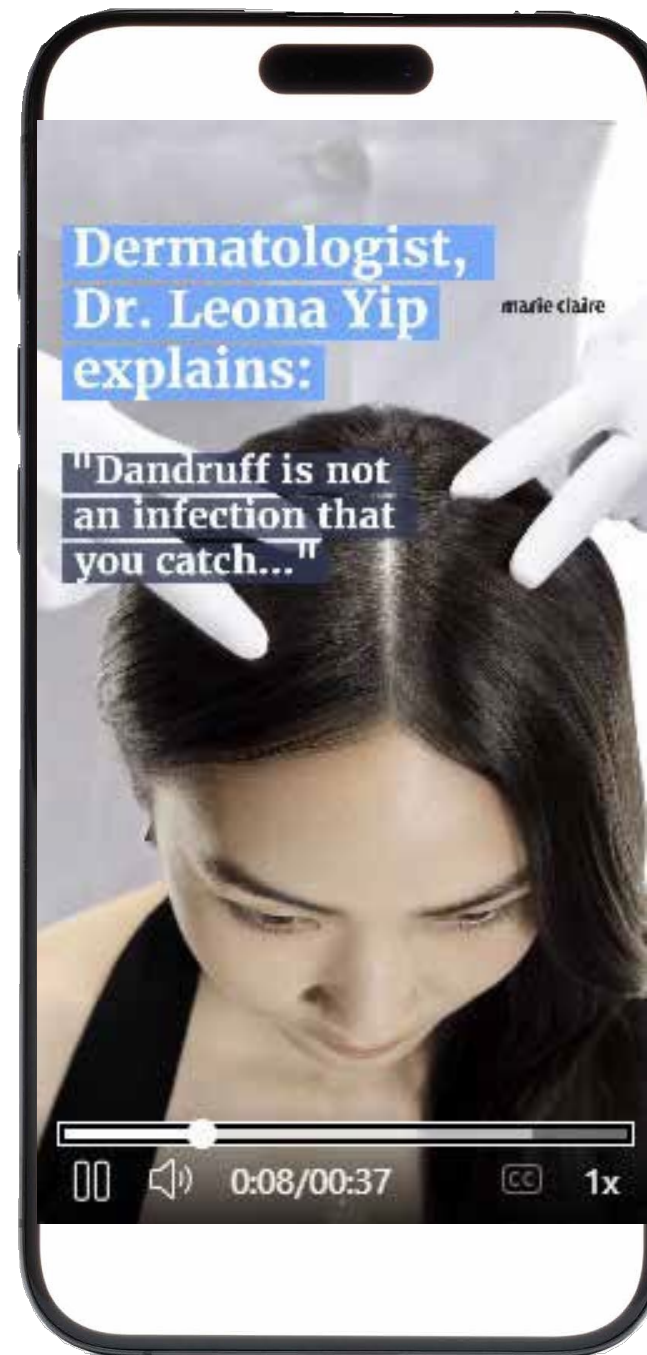
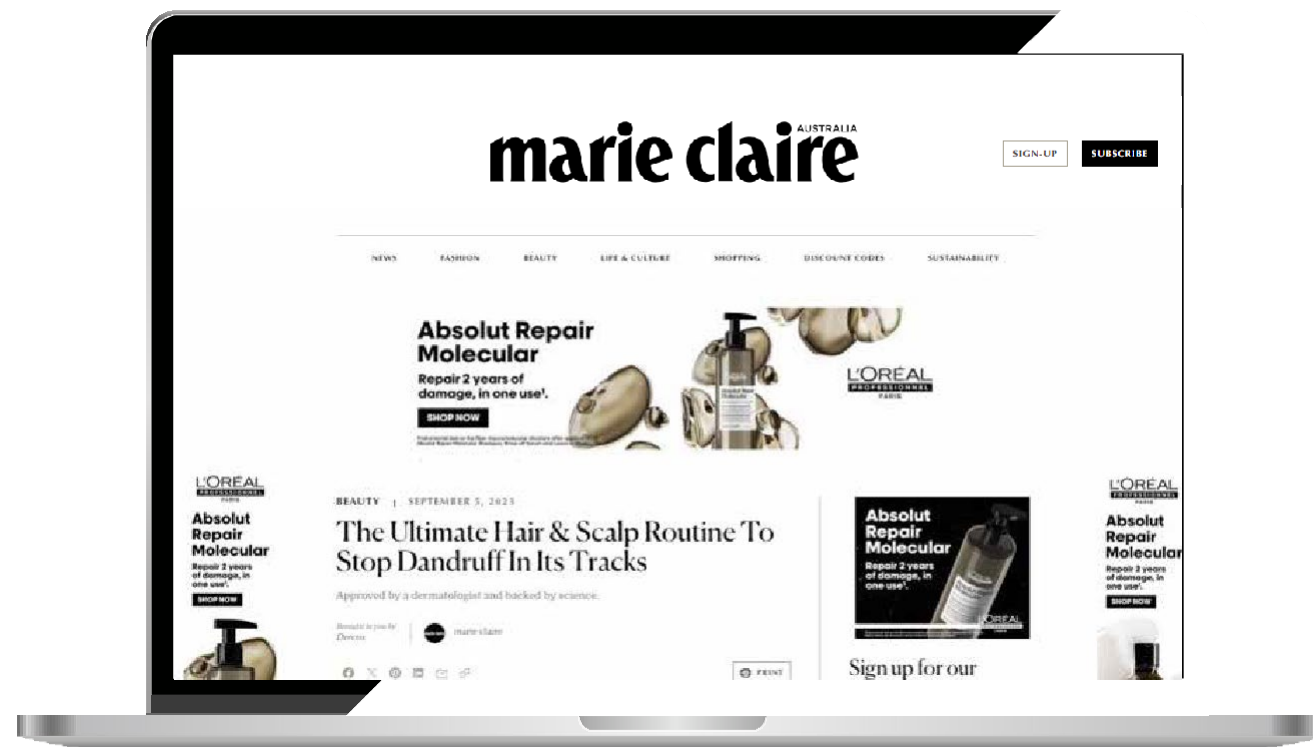
SHOPPING



SUSTAINABILITY



# VIDEO PACKAGES – OFF THE SHELF



## TIER 1 SMART VIDEO

Tell a simple story (recipes or how to) through an AI generated video of your written article

EASY EXPLAINER



## TIER 2 TRIED & TESTED

Tell a simple story (recipes or how to) through an AI generated video of your written article

EASY EXPLAINER



## TIER 3 EDITORIAL TIKTOK

Tell a simple story (recipes or how to) through an AI generated video of your written article

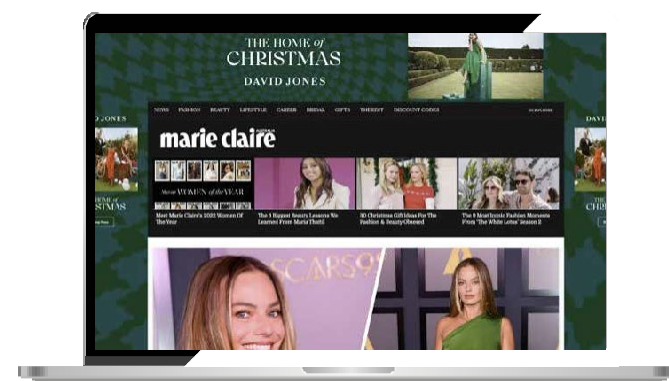
EASY EXPLAINER



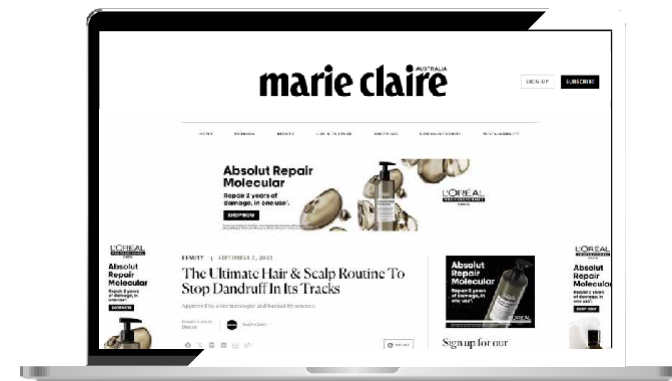
# FROM CONNECTION TO *INTENTION*

## ACROSS THE FUNNEL

FROM INSPIRATION



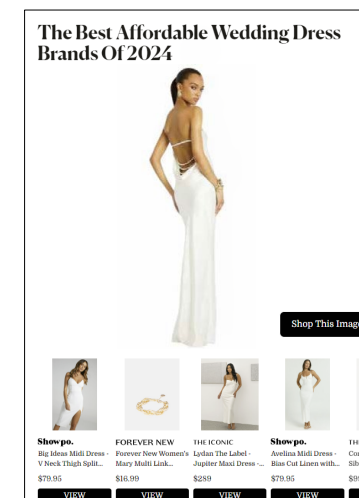
High Impact Display



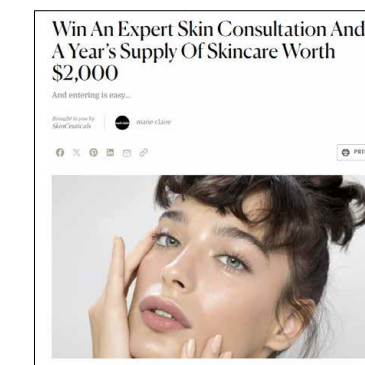
Native Articles



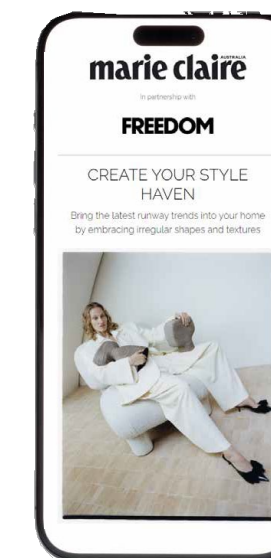
Product Reviews



Product Carousels



Competitions



EDMs

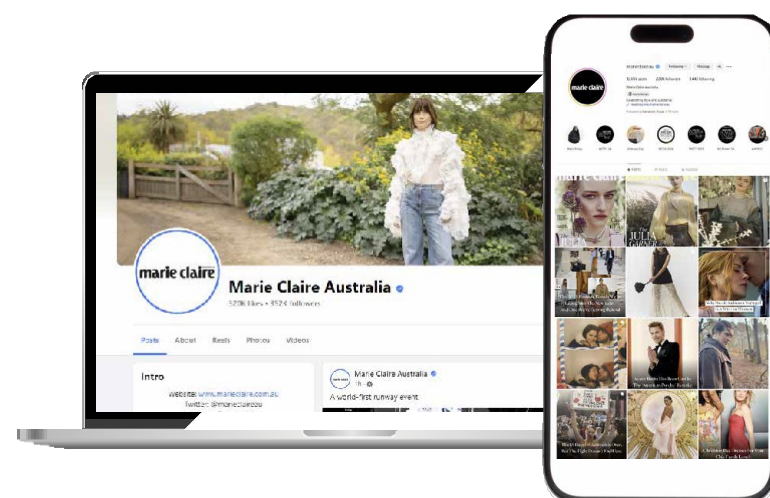
AWARENESS

Brand Ads



CONSIDERATION

Social



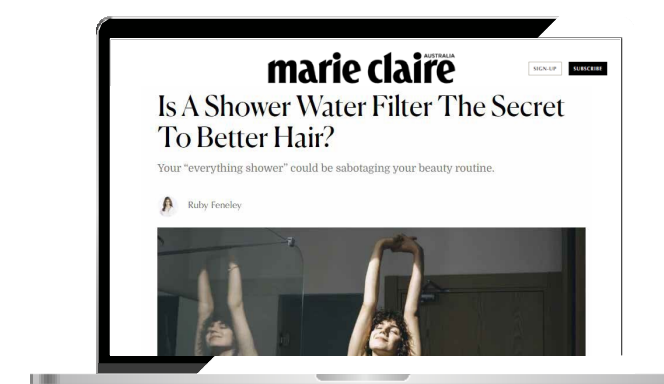
INTENT & EVALUATION

Editorial Integration



PURCHASE

Affiliate Links



ADVOCACY

IP















TO MAKING IT HAPPEN

marie claire



# CALENDAR 2025

JAN	FEB	MAR	APR	MAY	JUN
 <p><b>THEME: You do you!</b> <i>It's time to power up as we step into a new year. Let's go!</i></p> <p><b>COVER:</b> Julia Garner</p> <p><b>GWP:</b> Lanolips</p>	 <p><b>THEME: The Wellness Issue</b> <i>Tips, tricks and trends – all you need to know about health and wellbeing for 2025.</i></p> <p><b>COVER:</b> Nicole Kidman</p>	 <p><b>THEME: The Reinvention Issue</b> <i>Through reinvention, women harness their innate power to redefine themselves, shattering societal constraints and emerging stronger, wiser, and unstoppable.</i></p> <p><b>Events:</b> International Women's Day, March 7</p> <p><b>On sale:</b> 20 Feb</p>	 <p><b>THEME: Boldness ignites transformation</b> <i>When women dare to live authentically and unapologetically, they inspire generations to embrace their limitless potential.</i></p> <p><b>One-shot:</b> Marie Claire Lifestyle – on sale 29/4</p> <p><b>On sale:</b> 27 March</p>	 <p><b>THEME: Luxury Watches and Jewellery</b> <i>Exquisite craftsmanship meets modern indulgence as we explore luxury's new frontier—from bespoke ateliers to sustainable diamonds and architectural havens.</i></p> <p><b>GWP:</b> TBC</p> <p><b>On sale:</b> 24 April</p>	 <p><b>THEME: The Beauty Issue</b> <i>Luminous skin, breakthrough formulas, and transformative rituals take center stage as beauty's visionaries redefine modern glamour and self-expression.</i></p> <p><b>Event:</b> The Beauty Awards</p> <p><b>On sale:</b> 16 May</p>
 <p><b>THEME: Innovation in Sustainability</b> <i>Game-changers making waves in the sustainability space.</i></p> <p><b>Event:</b> The Marie Claire Sustainability Awards</p> <p><b>On sale:</b> 13 June</p>	 <p><b>THEME: The Limitless Issue</b> <i>Boundaries dissolve as visionaries rewrite the rules of fashion, beauty, and culture—exploring infinite possibilities in an era without limits.</i></p> <p><b>On sale:</b> 18 July</p>	 <p><b>Marie Claire Australia is Turning 30!</b> <i>Prepare for a month of celebrations. A look back at the gamechangers, trailblazers and fashion moments that shaped 3 decades.</i></p> <p><b>One-shot:</b> Marie Claire Lifestyle – on sale 30/9</p> <p><b>GWP:</b> TBC</p> <p><b>On sale:</b> 15 August</p>	 <p><b>THEME: The Rebellion Issue</b> <i>Defiant spirits ignite change—featuring radical designers, revolutionary activists, and fearless voices reshaping fashion's future with uncompromising vision.</i></p> <p><b>On sale:</b> 19 September</p>	 <p><b>THEME: Star Power</b></p> <p><b>Event:</b> Women of the Year Awards 2025</p> <p><b>On sale:</b> 17 October</p>	 <p><b>THEME: Women of the Year 2025</b> <i>Celebrate the game-changing Women of the Year with marie claire!</i></p> <p><b>On sale:</b> 14 November</p>
JUL	AUG	SEP	OCT	NOV	DEC



# CAMPAIGNS WE'VE LOVED



KÉRASTASE



MAX MARA



LANCÔME



LA ROCHE POSAY





**marie claire**  
**APPENDIX**



## SOCIAL

INSTAGRAM  
FOLLOWERS:  
302,000

FACEBOOK LIKES:  
329,000

TIKTOK FOLLOWERS:  
100,000

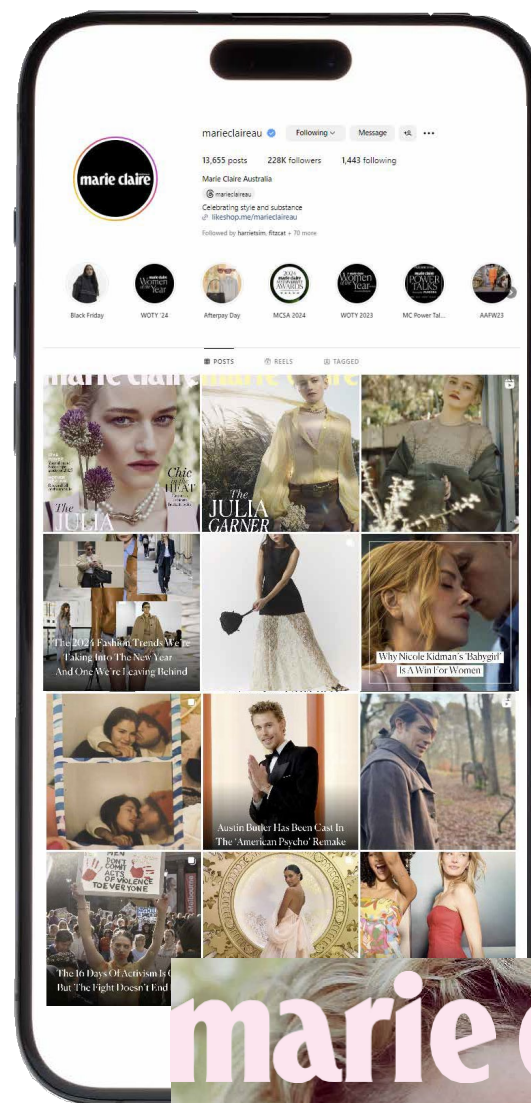
PINTEREST  
MONTHLY VIEWS:  
1,300,000

COMBINED SOCIALS:  
731,000

PRINT READERSHIP  
289,000 MONTHLY  
READERS

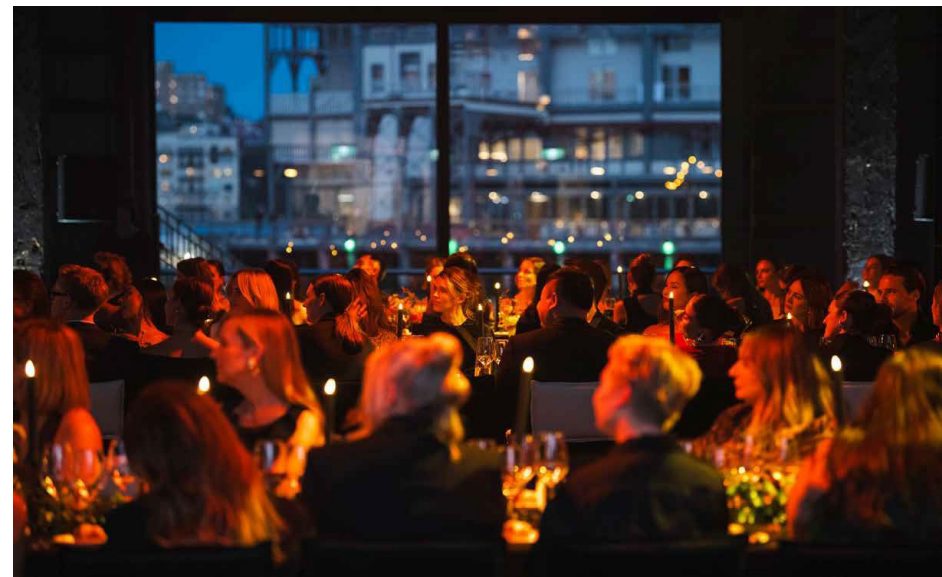
marie claire LIFESTYLE  
ONE-SHOT  
2 PER YEAR

## PRINT



marie claire  
Women  
of the Year  
AWARDS

## EVENTS & ACTIVATIONS



# marie claire

*Driving connection through to intention  
across 1.3 million touchpoints*

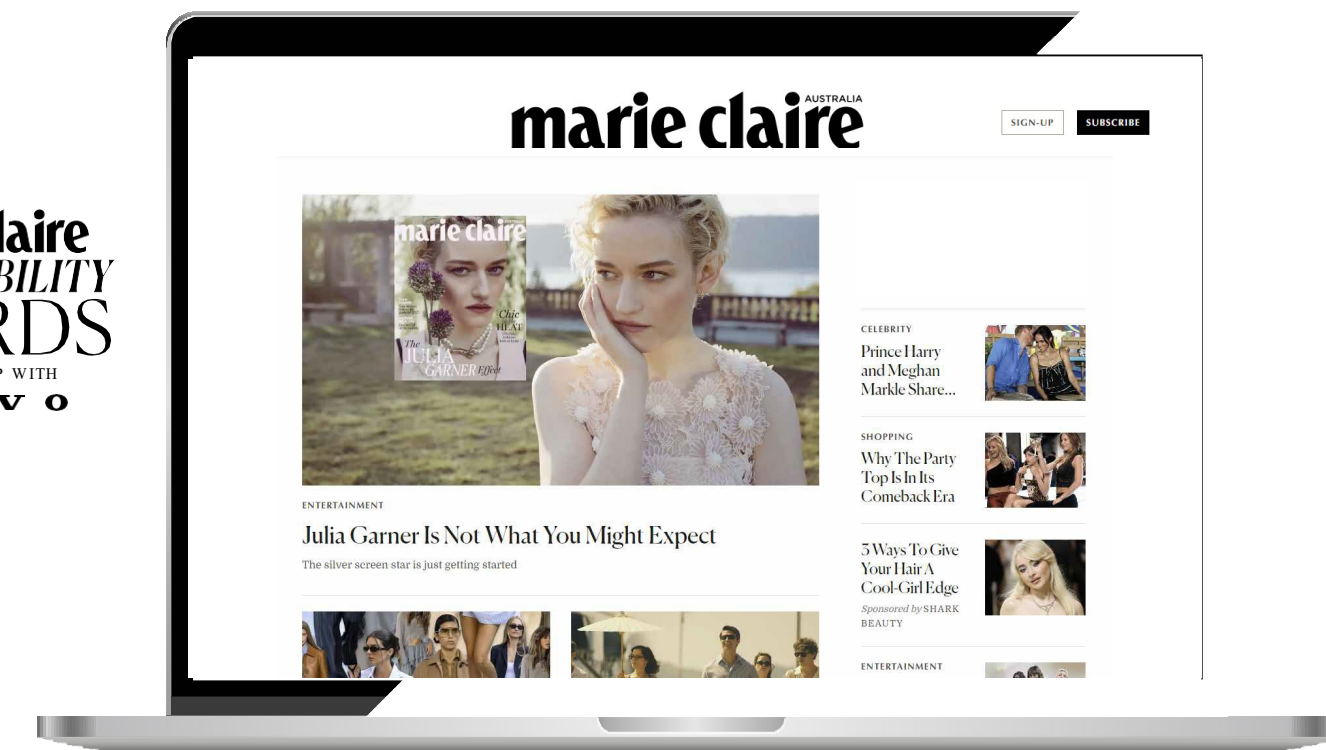
marie claire  
International  
Women's  
Day

marie claire  
SUSTAINABILITY  
AWARDS  
IN PARTNERSHIP WITH  
VOLVO



## DIGITAL

UAS: 603,547  
PVS: 761,030



NEWSLETTER:  
18,037

SOLUS:  
14,100

## EDMS

# marie claire



# OUR AUDIENCE

Average age: 37yrs

Average household income: \$132k

## FASHION

Average spend on fashion per month:

- Print average spend **\$112 million**
- Web average spend **\$205 million**
- Cross-platform average spend **\$308 million**

On average they spend **\$253 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 **\$27 million**
- Web average spend **\$71 million**
- Cross-platform average spend **\$308 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.

**73%** 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



**marie claire**





**THANK YOU**

**marie claire**