

marie claire

2024 Brand Overview



marie claire

marie claire stands out from the fashion pack as the thinking woman's magazine. We combine high-end glamour with rigorous journalism that unashamedly champions women's empowerment. marie claire is for sophisticated women who want to stand for something and make a difference, who are as passionate about world affairs as they are about fashion and beauty. It is this powerful blend of style and substance that is core to the brand's DNA, and not only gives marie claire a unique positioning in the market but also a cherished place in the hearts and minds of the smart, savvy women of Australia.



Editorial Talent



NICKY BRIGER
General Manger



GEORGIE ABAY
Editor



SALLY HUNWICK
Beauty Editor



NAOMI SMITH
Fashion Editor

Multiple Touchpoints

How we connect to our audience & industry experts



Print TV
Specials Digital
Events Social
Books
PR & Marketing
Brand Extension

Solus Subscribers: **14,100**
Newsletter Subscribers: **15,800**

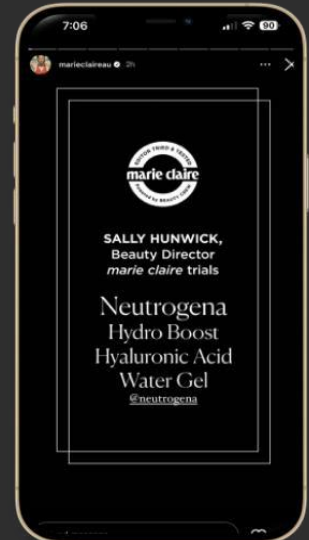
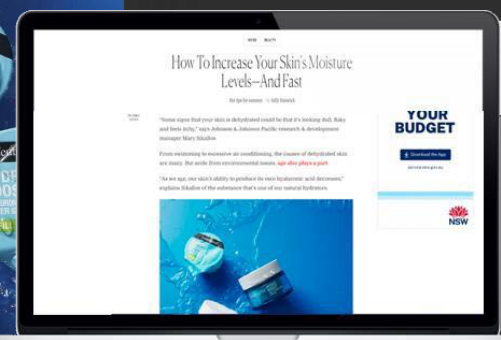
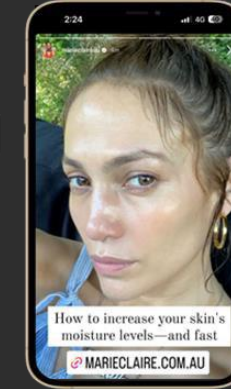
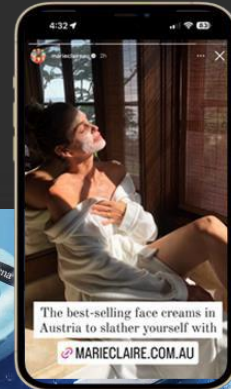
Masthead Readership: **289,000**
Cross-Platform Readership:
656,000

Instagram Followers: **219,000**
Facebook Likes: **329,000**
Twitter: **8,810**
TikTok: **53,400**

Page Views: **761,030**
Unique Audience: **603,547**
Total Touchpoints: **1,305,169**

Print | Digital | Social

Example of marie claire's omnichannel presence across print, digital, and social platforms



Print | Digital | Social



WEAVERS WITH RIFLES GRAINE'S YOUTH GHT BACK
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Bliss OUT

In a world full of uncertainty, taking time to get back to calm is important for a happy mind, body and your skin. Here, one Australian brand tells how it's committed to the cause. By Sally Harwick

How To Regain Balance When The Outside World Becomes A Little Too Much

By Sally Harwick

When we're locked down, we want to help ourselves when we start to feel the stress, and we need to remember those helpful tools. Here, just five to six minutes to do, breathe and be present in a great way to take time out of the overall stress. Endeka Organic's "Settle In" series, which includes a pump and mist. The Rejuvenate eye package, for instance, is a five-minute routine of head-to-toe bliss.

With the temperature plummeting, a season with more pale, more sunless skin, Endeka Organic has a solution. It's included in Endeka's Rejuvenate eye package. "This is an important for our muscles," says Corby. "It aids in circulation, which keeps the muscles lubricated and more toned. The warm massage is a beautiful way to get the body back to work."

In case skin that's been in the sun for a while, Corby says, "It's important to have a good hydration and for restoring hydration, while AHAs, glycolic and lactic acids are for hydration to help with circulation. This is a beautiful way to get the body back to work."

Present, with or without a pandemic, is a beautiful time to take a moment to breathe and be present in a great way to take time out of the overall stress. Endeka Organic's "Settle In" series, which includes a pump and mist. The Rejuvenate eye package, for instance, is a five-minute routine of head-to-toe bliss.

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How to get intimate with yourself when life is chaos

By Sally Harwick

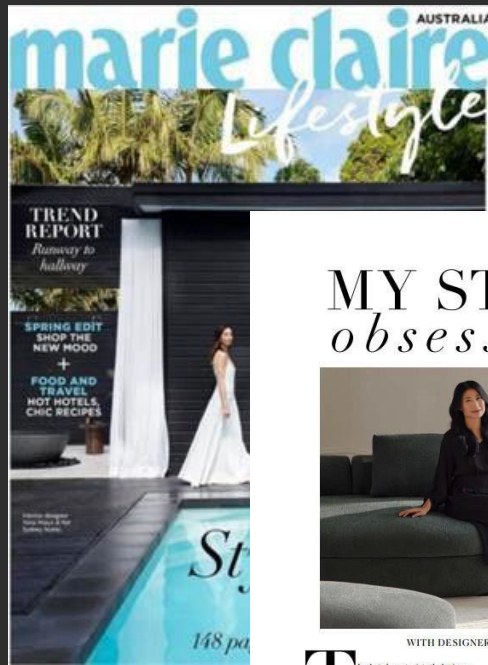
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marie claire lifestyle

marie claire Lifestyle, our magazine for women living a fashionable life and a natural extension of marie claire Australia – because we know that style stretches beyond our wardrobes to our homes and entertaining.



MY STYLE obsessions

WITH DESIGNER ZARA FONG

Thanks to her entry into the business, King Living furniture designer Zara Fong knows exactly what customers are looking for. Before she relocated to Sydney, Fong worked in Auckland's King Living showrooms, where she helped people find the right pieces for their home. Here, she reveals what it's like to now design furniture for the company.

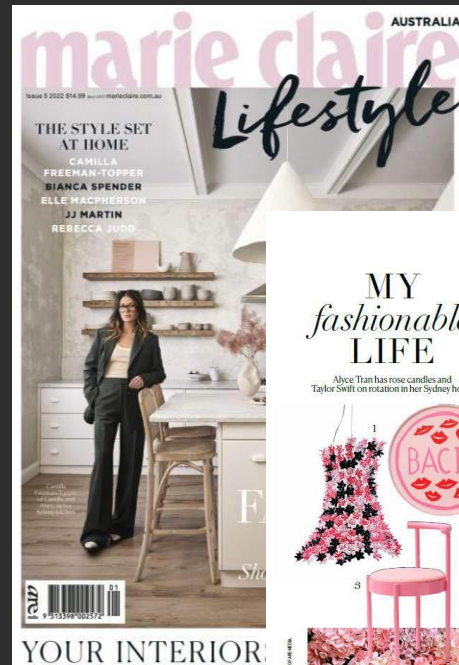
What do you enjoy most about your job?
Bringing an idea to life. Getting a finished product in our showrooms that customers are enjoying and interacting with is so incredible.

What do you pride yourself on at King Living?
I was very fortunate to have led the design of our recently launched Anza Sofa. I am thrilled with the result and the new dimension it brings to our sofa collection. The curved, sculptural design is unique in the range.

Your secret to succeeding as a woman in design?
I always look for ways to work smarter and go above and beyond. Continued learning and broadening of your perspective are essential for success both personally and professionally. It's important to remain open to new ideas and perspectives and be adaptable to change.

Who are your style muses?
I've followed Zaha Hadid's work since university. I recently saw one of the design firm's newest collections. I believe inspiration can be found everywhere if you are looking for it. Nature, architecture, technology and innovation are a great place to start. Exploring new cities and places always brings new ideas.

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MY fashionable LIFE

Alice Tran has rose candles and Taylor Swift on rotation in her Sydney home

Q+A

Who inspires your style now?
In interior, I love Sydney's Arsent@ku studio.

What do you go to home on?/Where?
Louise Trussardi and a jumper worn with Chanel flats.

Favorite to go/leave behind?
Bond Street.

What would we find on your bedside table?
A glass of water, several device chargers and three of your books. I try to read a mixture of things and inevitably get through the 'chill lit' stuff.

Your signature home scent?
Tadpole Classic by Coo Tradon. I love the soft, rose scent.

What do you go to at home playlist?
Always Taylor Swift.

PHOTOGRAPH BY ANDREW HARRISON/STYLING BY TONYA PERKINS

1 Koffel suspension lamp, \$190, @koffel-furniture.com.au | 2 The Roundhouse chair, \$55, interior-house.com.au | 3 David Tuttle chair, \$160, davidtuttle.com.au | 4 Loulou, independence-hygiene.com.au | 501, 502, from \$110, @indulgent.com.au

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MY wish LIST

I'm thinking pink after indulging my Barbie obsession this season

In an alternative universe, my home would be light, airy and a minimalist haven – much like the Gold Coast residence of our cover star, Jesinta Franklin. The much-talked-about property has captured the attention of tabloids since the model and her APT-star husband "Buddy" Franklin purchased the impressive seven-bedroom abode last year. We were thrilled when Jesinta, a long-time friend of marie claire, invited us to snap her at the house.

As you can see from the cover photo, it's an occupational hazard and Jesinta beamed as she told me the family had found their "forever home". To see all the stunning photos, turn to page 84.

If there's one trend I've been sucked in by this year, it's Barbiecore. I have it all over – in fact our Barbie chair, Samantha Stewart, is also well and truly on board. Between us, we've spent an immense amount of money on hot pink dishes, Barbie-branded accessories and, yes, even the official Margot Robbie Barbie doll. But I didn't stop there. As someone who has always had a penchant for pink, I've given my home a mini Barbie dreamhouse makeover. What can I say? I'm a self-confessed Barbie girl in my own home and the maximalism in me is living her best life. It's perhaps not surprising that the Costa Group's latest move is influencing interiors, as fitness has often been a starting point for style trends.

To stay one step ahead of the pack, I assure you that our "Runway to Home" special (from page 12), where we've curated the hottest looks from Paris Haute Couture week and identified the next big home-wares trends. Speaking of the future of interiors, be sure to also check out all the most noteworthy innovations from Milan Design Week (from page 85).

Regular readers may notice that we've extended our travel section this issue because it's never too early to start planning your next adventure. I recently popped over to California and stayed at LA's famed Chateau Marmont, something I've dreamed of doing since I was a teenager. You can read all about the historic "vault on Sunset" from page 116.

And finally, if you thought food and fashion don't mix, you need to read our guide to the latest luxury designer restaurants around the world, from page 123. Whether the devil wears – and eats at – Prada.

PHOTOGRAPH BY ANDREW HARRISON/STYLING BY TONYA PERKINS

1 The cushion, \$100, @koffel-furniture.com.au | 2 The Casa Mariposa ottoman, \$70, interior-house.com.au | 3 The Costa Group's latest move, page 116, @costagroup.com.au | 4 Barbie chair, \$45, @samanthastewart.com.au | 5 Barbie doll, \$45, @mattel.com.au | 6 Moët & Chandon Grand Vintage, \$100, @moet.com.au

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Signature Properties



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.



Women of the Year Awards

The Women of the Year ceremony will honour's 12 women across 12 award categories, all chosen by a panel of high-profile pioneers.



Power Talks

Power Talks is a new consumer-driven event that aims to inform and empower women through the inspirational stories of four powerhouse speakers. Power Talks is designed to foster meaningful connections between women, inspiring the next generation of leaders.



In-Store Fashion/Beauty Events

Large scale fashion/ beauty activations or more intimate in-store workshops.

Editorial Pillars



FEATURES

marie claire's rich story line-up – from award-winning investigations and first-person confessions to glamorous reportages – 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. With a passion for fashion and 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 & 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. Greater engagement with career content has led to the introduction of our Small Business Brilliance event series, and development of white label surveys.

Editorial Pillars



WELLNESS

Based on research and expert opinion, the Wellness section aims to enhance both the physical and mental wellbeing of its audience through up-beat, informative and user-friendly content.



LIFESTYLE

Hedonism and voyeurism are the core ingredients 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 and motoring content appeals to our connected, curious, affluent audience.

Our Audience

Average Age: **39yrs**

Average Household Income: **\$140k**

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 & cosmetics per month:

- Print average spend **\$27 million**
- Web average spend **\$45 million**
- Cross-platform average spend **\$71 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



EDITORIAL CALENDAR 2024



JANUARY

Hello 2024! We unveil what's new and next in fashion, beauty, tech and entertainment. Plus: your summer style guide and what the stars have in store for you

FEBRUARY

The Wellness Issue
Happy new you! Your guide to a fitter, healthier 2024.
Fashion: our elevated athleisure style guide
Beauty - your summer body beauty special
Travel Special: Your ultimate spa guide

MARCH

International Women's Day special
Meet the women changing the world.
Plus: we join activist Chanel Contos in a new campaign for a safer future
Beauty - your new season trend report; plus the best new fragrances

APRIL

The Beauty Issue
Hair special: ultimate cut and colour guide! Plus all the products and tools to restore your tresses; the latest dos.
Global beauty trend report
Fashion: accessories special

MAY

The Earth Issue, plus Mother's Day special
Meet the women saving the planet
Our cover star new mum is fighting for Indigenous kids
Fashion: sustainable style special; affordable must-haves
Do Good Beauty: the sustainable brands saving the planet.

JUNE

Winter Style Special
Fashion: the great coat edit; winter essentials
Watches Special: the latest and greatest timepieces
Beauty: Your Best Skin Yet: the products, tech, tricks and treatments for a glowing complexion

JULY

The Success Issue
Our multipage work special reveals the secrets to career success by Australia's most powerful women
Event: The Success Summit
Fashion: denim edit; knitwear special
Beauty: The Future of Beauty

AUGUST

The Luxe Issue & Wedding Special
Fashion: Jewel special - from high to fine jewellery
Plus the best wedding gowns, rings and accessories.
Beauty: winter body guide

SEPTEMBER

The Big Fashion Issue!
Fashion: new season looks; the new "it" bags
Beauty: new season, new you - your total cut and colour hair special

OCTOBER

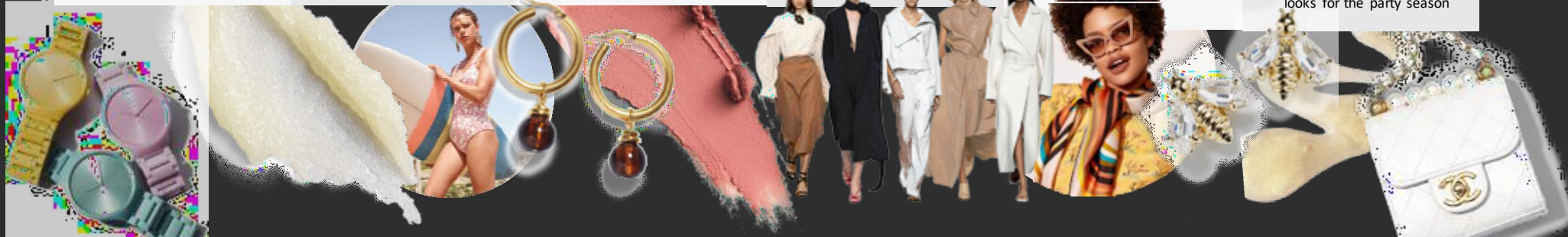
Spring Fashion Special
Fashion: your spring essentials; accessories special
Beauty: glowing skin guide

NOVEMBER

Summer starts here!
Fashion: swimwear special; spring racing guide; summer style preview
Beauty: summer beauty guide

DECEMBER

Women of the Year; The Glam Issue
We list the women who shaped 2024
Fashion: party looks; ultimate dress guide
Beauty: glam makeup & hair looks for the party season





Andrew Cook

National Director of Sales
Andrew.Cook@aremedia.com.au

Karen Holmes

Sales Director Agency & Direct
(NSW, VIC, SA, WA)
Karen.Holmes@aremedia.com.au

Judy Taylor

Head of Sales (QLD)
Judy.Taylor@aremedia.com.au

Blake Wright

Head of Sales (NSW)
Blake.Wright@aremedia.com.au

Will Jamison

Head of Direct Sales
(VIC, SA, WA)
Will.Jamison@aremedia.com.au

Ben Wiles

Group Business Director
(VIC)
Ben.Wiles@aremedia.com.au

Melanie Savvidis

Commercial Brand Manager
Melanie.Savvidis@aremedia.com.au