

marie claire

MEDIA KIT 2025



marie claire

marie claire stands out from the fashion pack as the thinking woman's media brand. Founded in France in 1937, we combine high-end glamour with rigorous journalism that unashamedly champions women's empowerment. *marie claire* is for sophisticated women who want to make a difference, and who are as passionate about world affairs as they are about fashion and beauty.

It is our 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



GEORGIE McCOURT
Editor



NICKY BRIGER
General Manager,
Luxury



SALLY HUNWICK
Beauty Director



NAOMI SMITH
Fashion Director



JORDAN BOORMAN
Fashion Editor



ALISON IZZO
Head of Digital,
Fashion & Beauty



ALEXANDRA ENGLISH
Features Editor



JUANITA FIELD
Creative Director

“For 30 years, marie claire has been the thinking woman’s brand, delivering an unrivaled 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 \$3 billion on fashion and accessories in the past 12 months

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

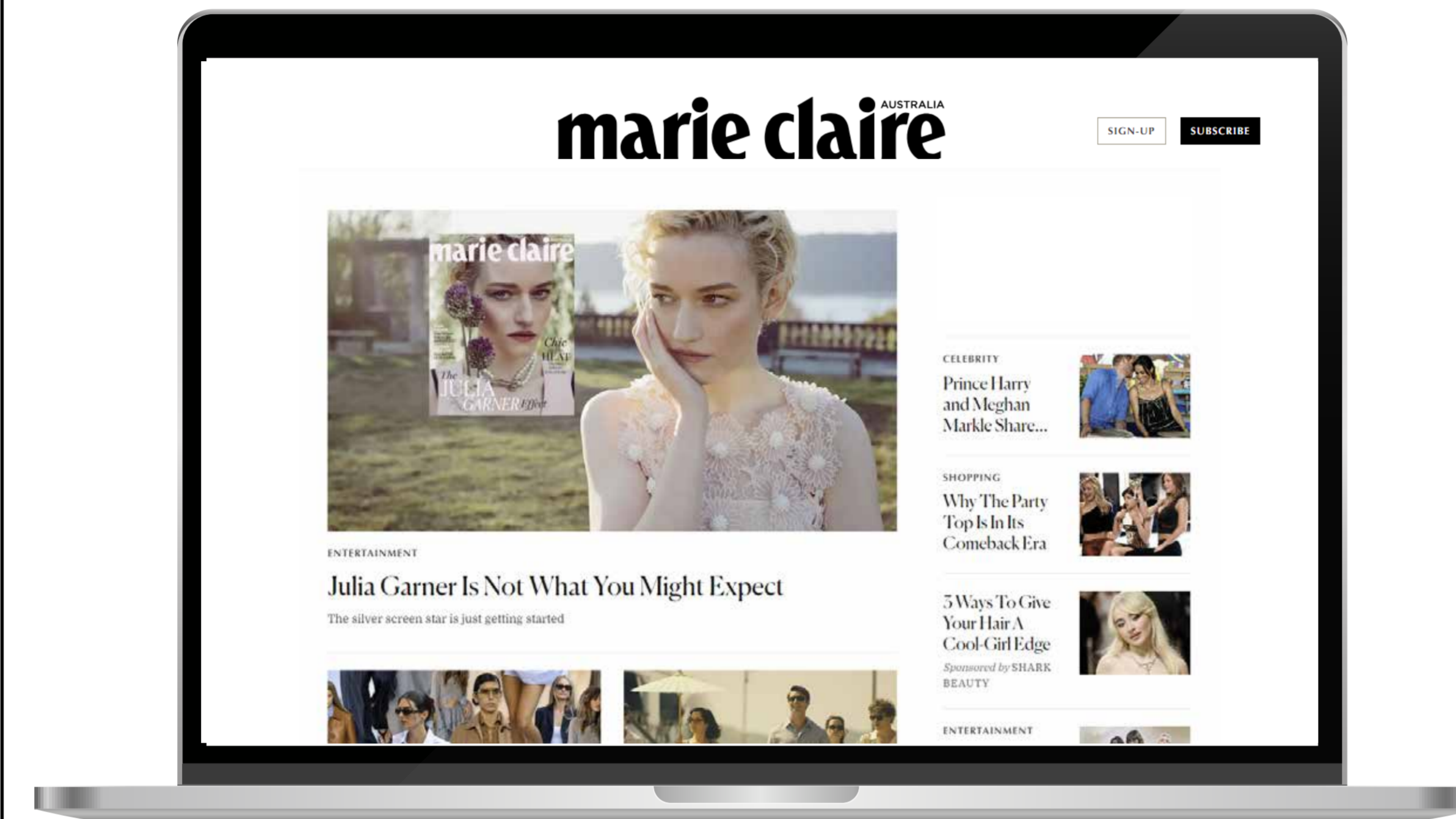
MULTIPLE TOUCHPOINTS

HOW WE CONNECT TO OUR AUDIENCE & INDUSTRY EXPERTS



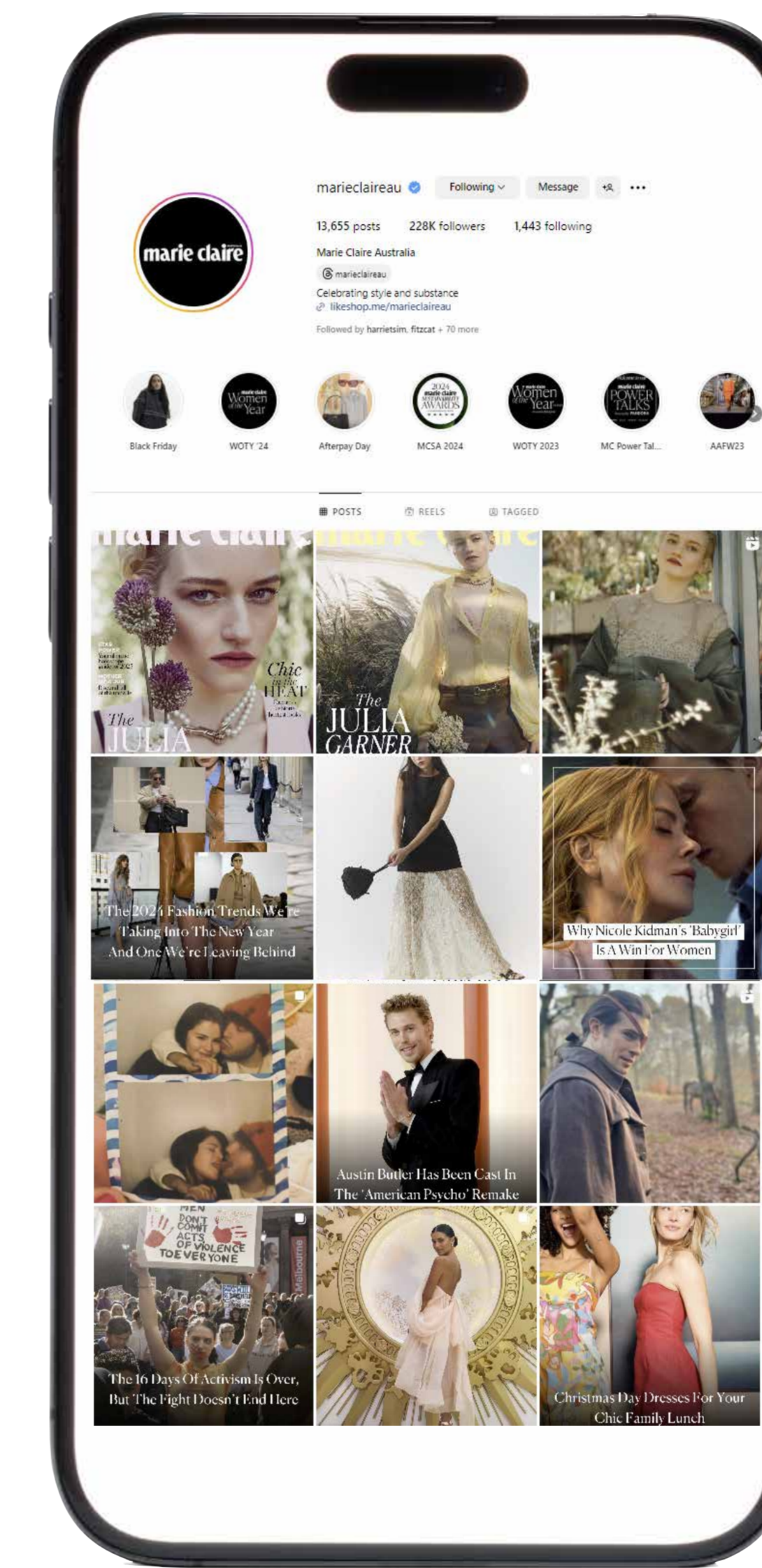
MASTHEAD READERSHIP
275,000

CROSS-PLATFORM READERSHIP
597,000



SOLUS SUBSCRIBERS
14,100

NEWSLETTER SUBSCRIBERS
18,037



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

SUPPORTED BY A FASHION & BEAUTY NETWORK OF 5 MILLION TOUCHPOINTS



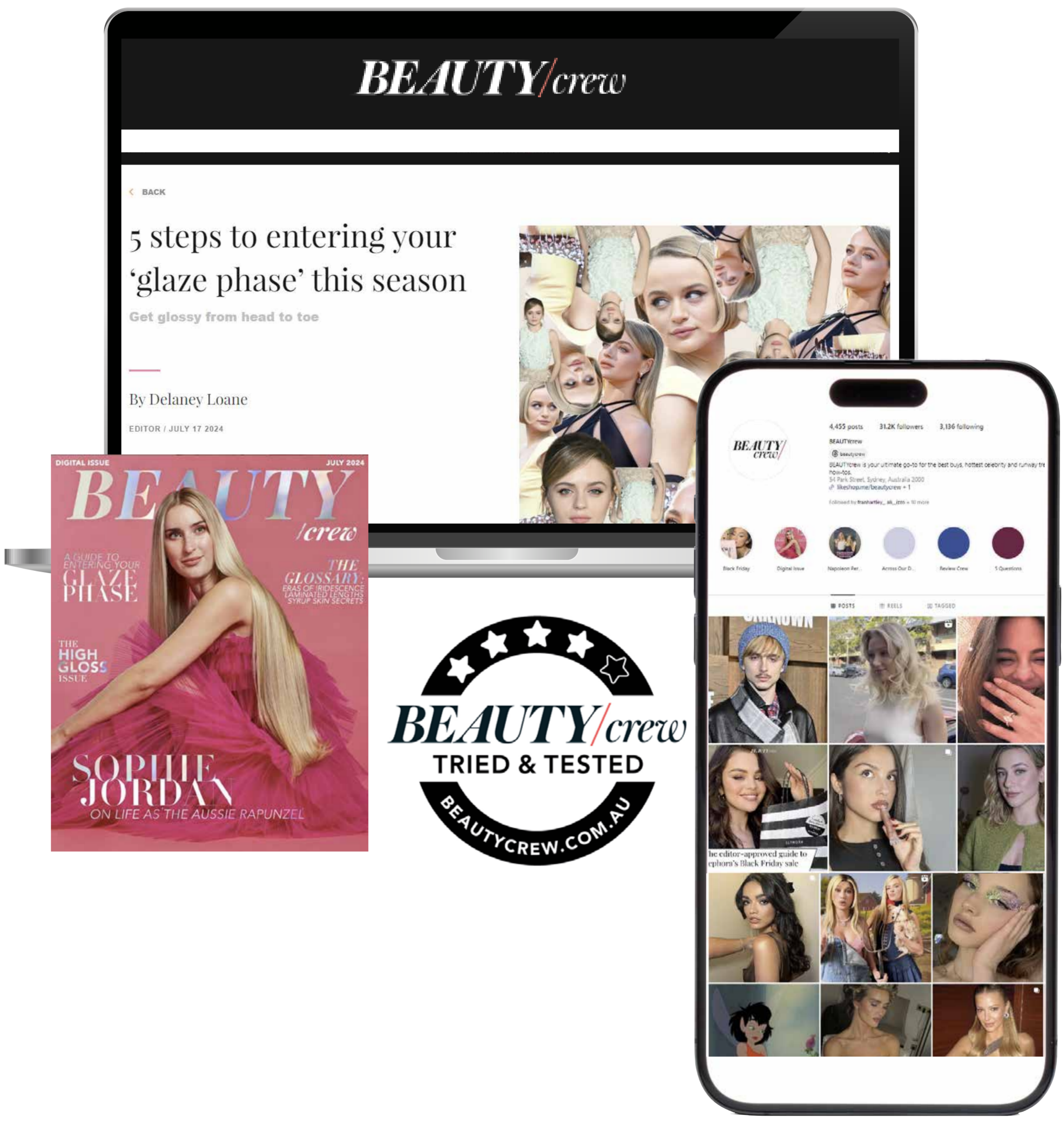
marie claire



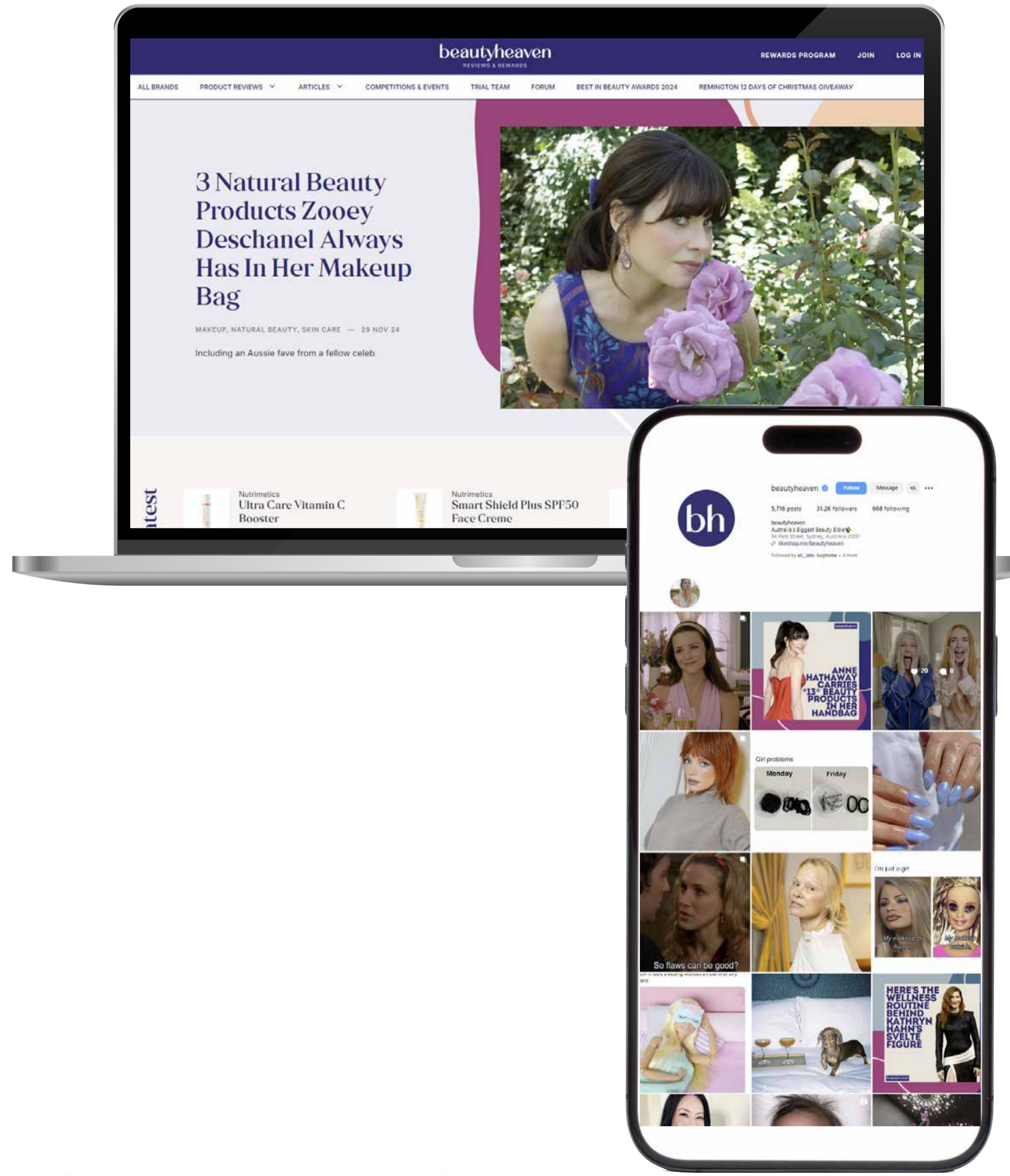
E L L E



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.



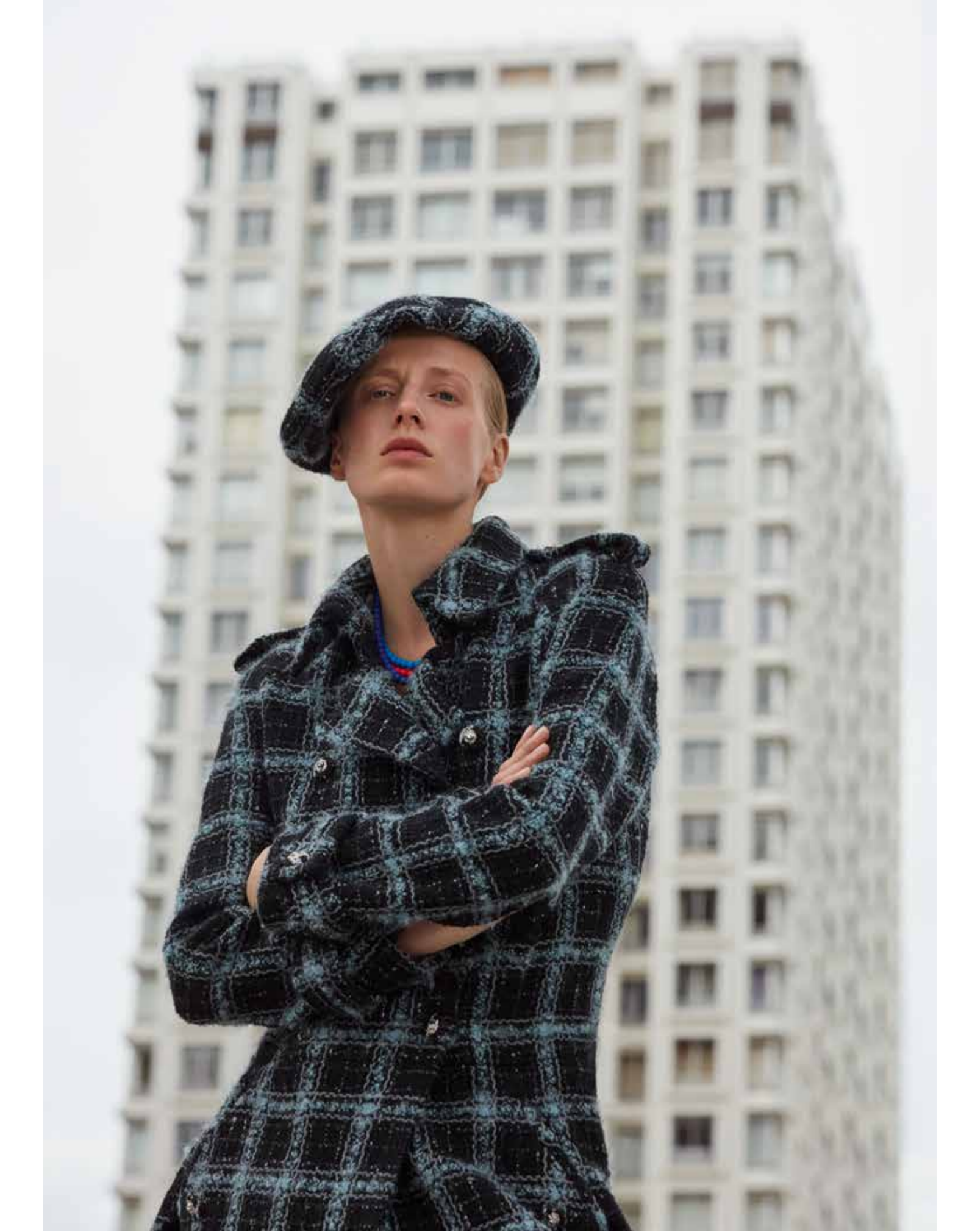
FASHION

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



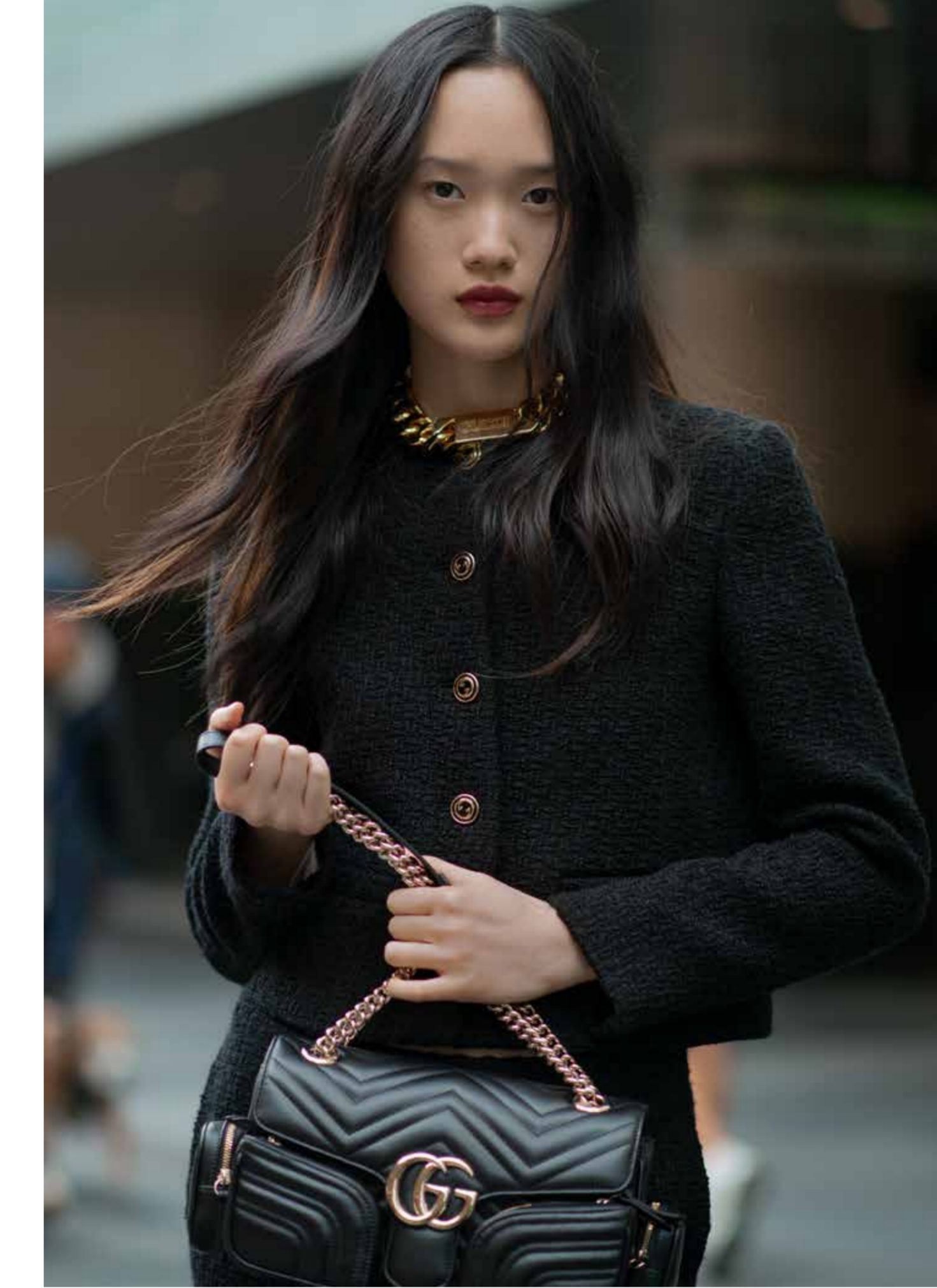
WELLNESS

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.

A woman with short dark hair is sitting on a blue carpet, leaning against a light blue wall. She is wearing a sleeveless, shimmering, sequined dress. Her right arm is resting on her knee, and her left hand is on the carpet. She is looking upwards and to the right. The background is a plain light blue wall with a white baseboard.

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.



POWER TALKS

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.

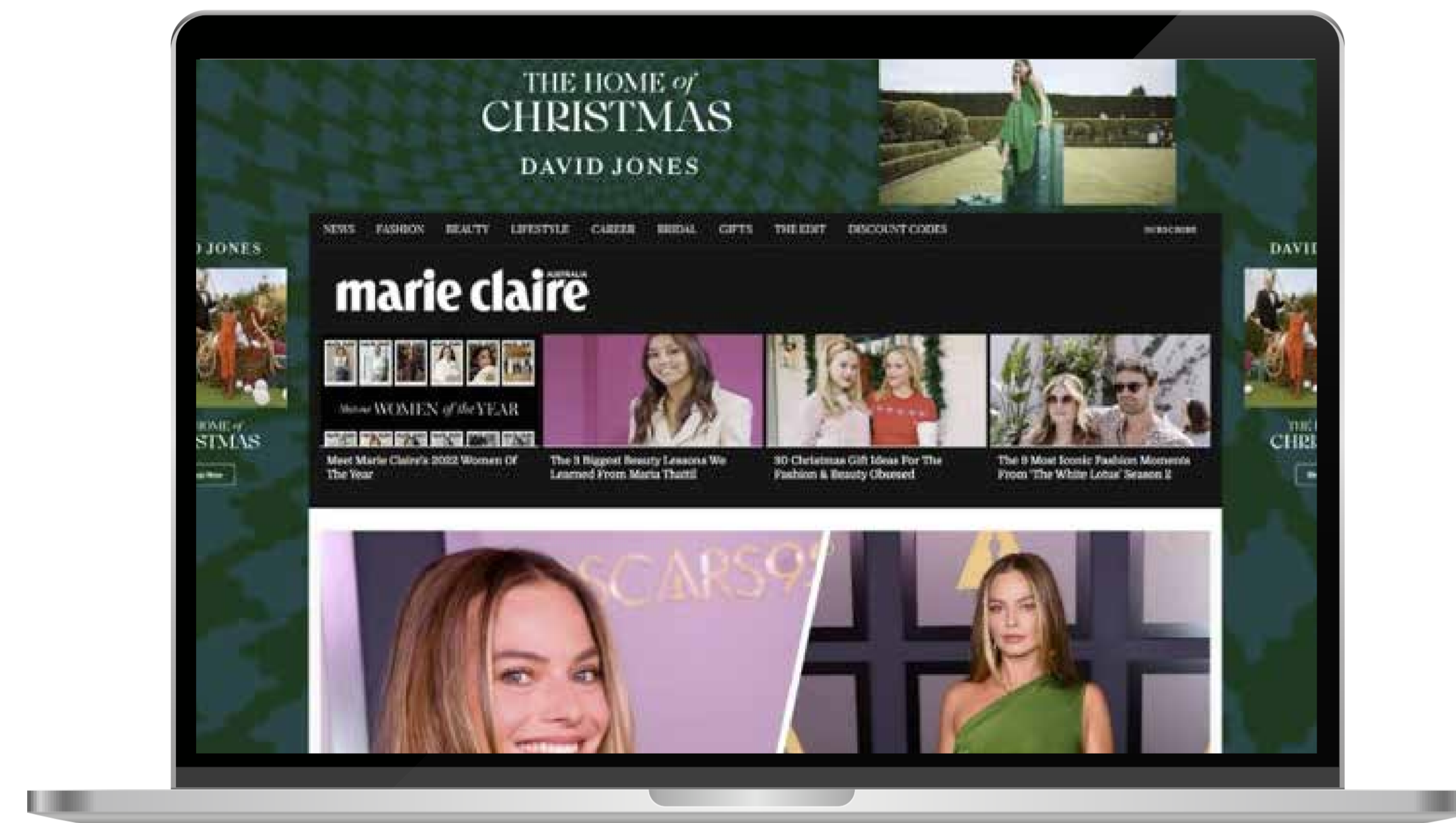


IN-STORE EVENTS

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

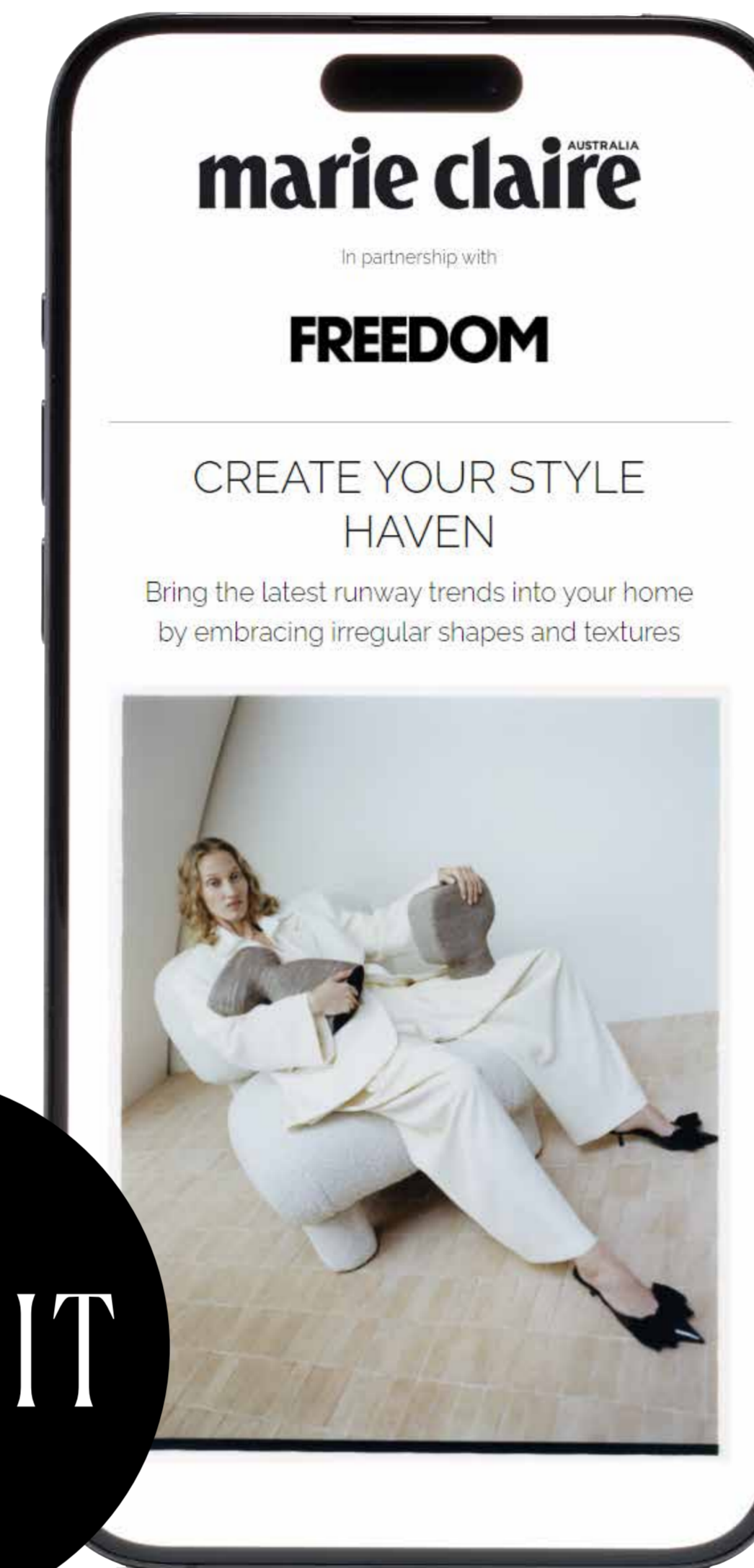
OWN AN ENVIRONMENT WITH YOUR BRAND



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.

SHOP IT



SOLUSEDM

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).



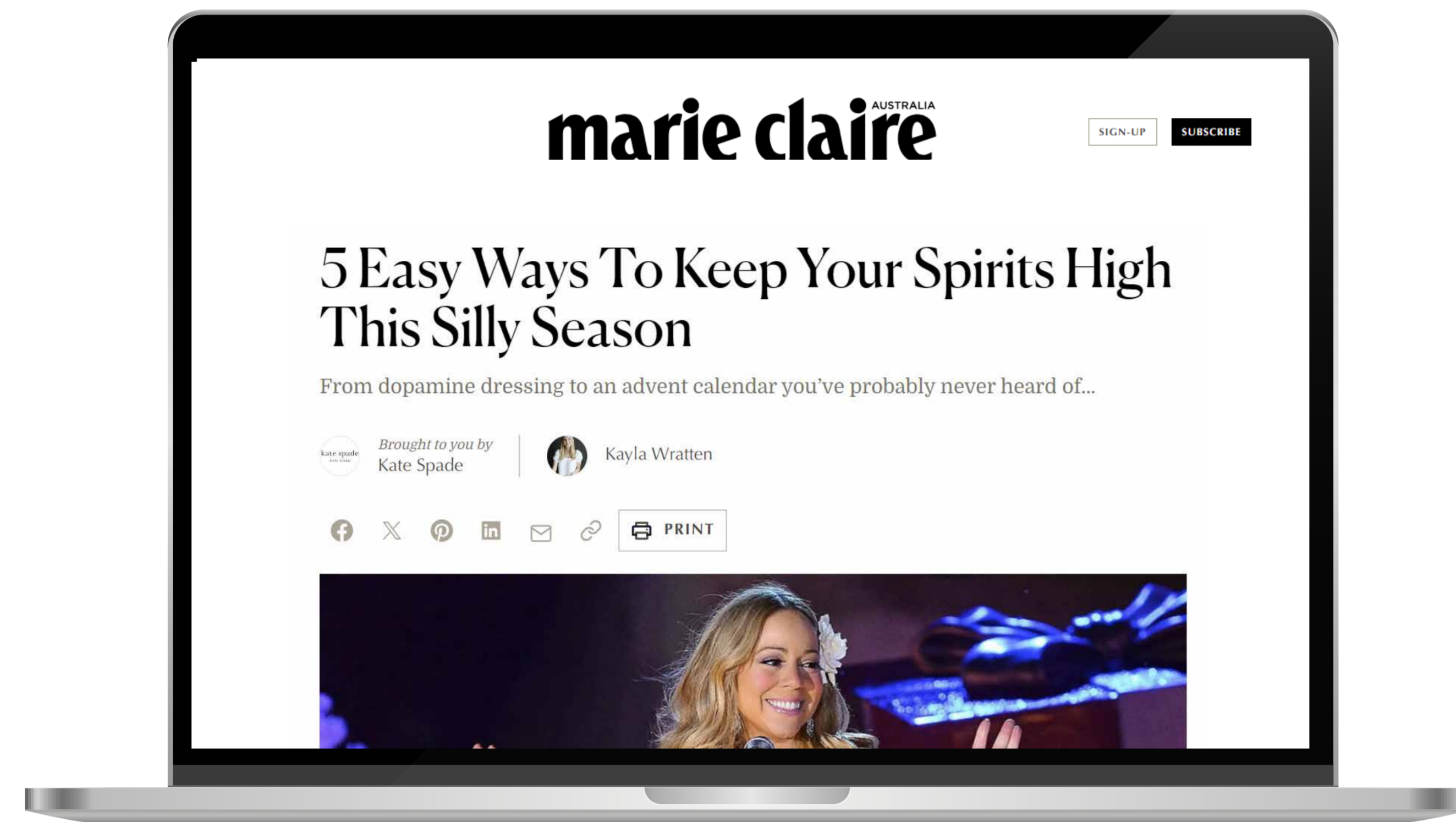
BESPOKE BRANDED SPONSORED CONTENT

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

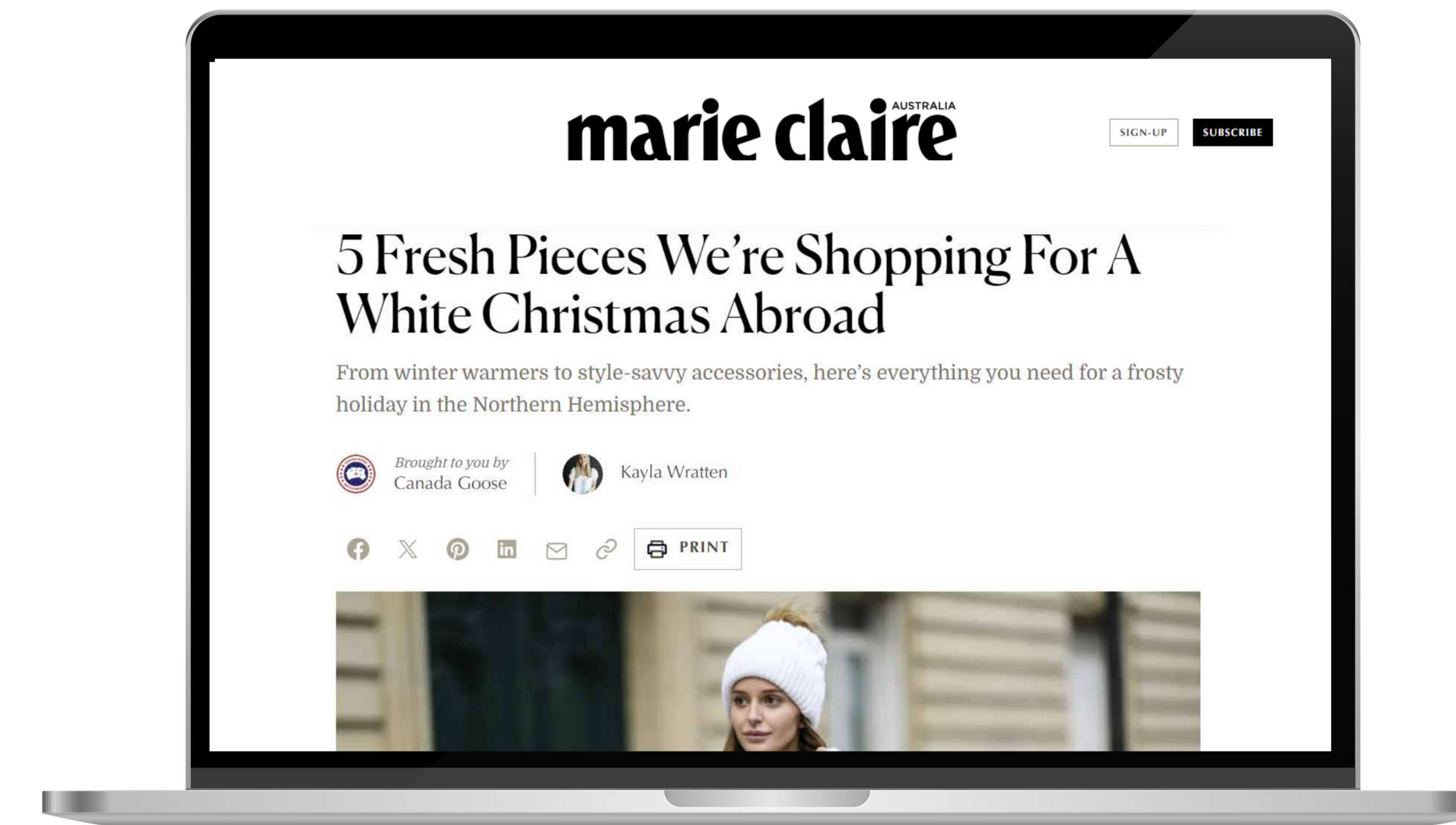


An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach.

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.
- 1 x 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

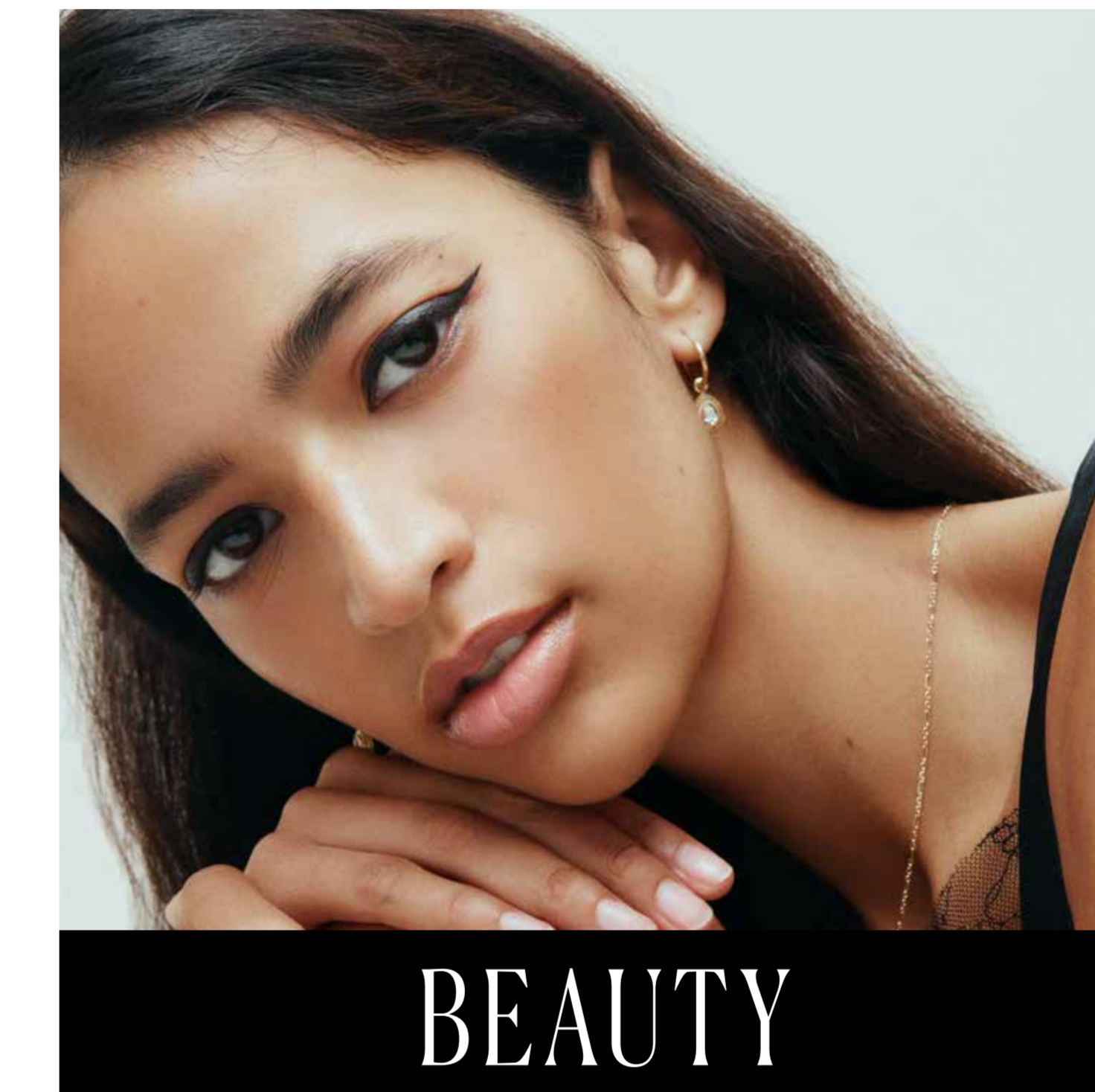
- 2,500 PVs & 1 social post
- 500 words of copy + 5 x brand mentions
- BTYB Client name at Head and Foot of article
- Can include multiple (2) product images

DIGITAL VERTICALS

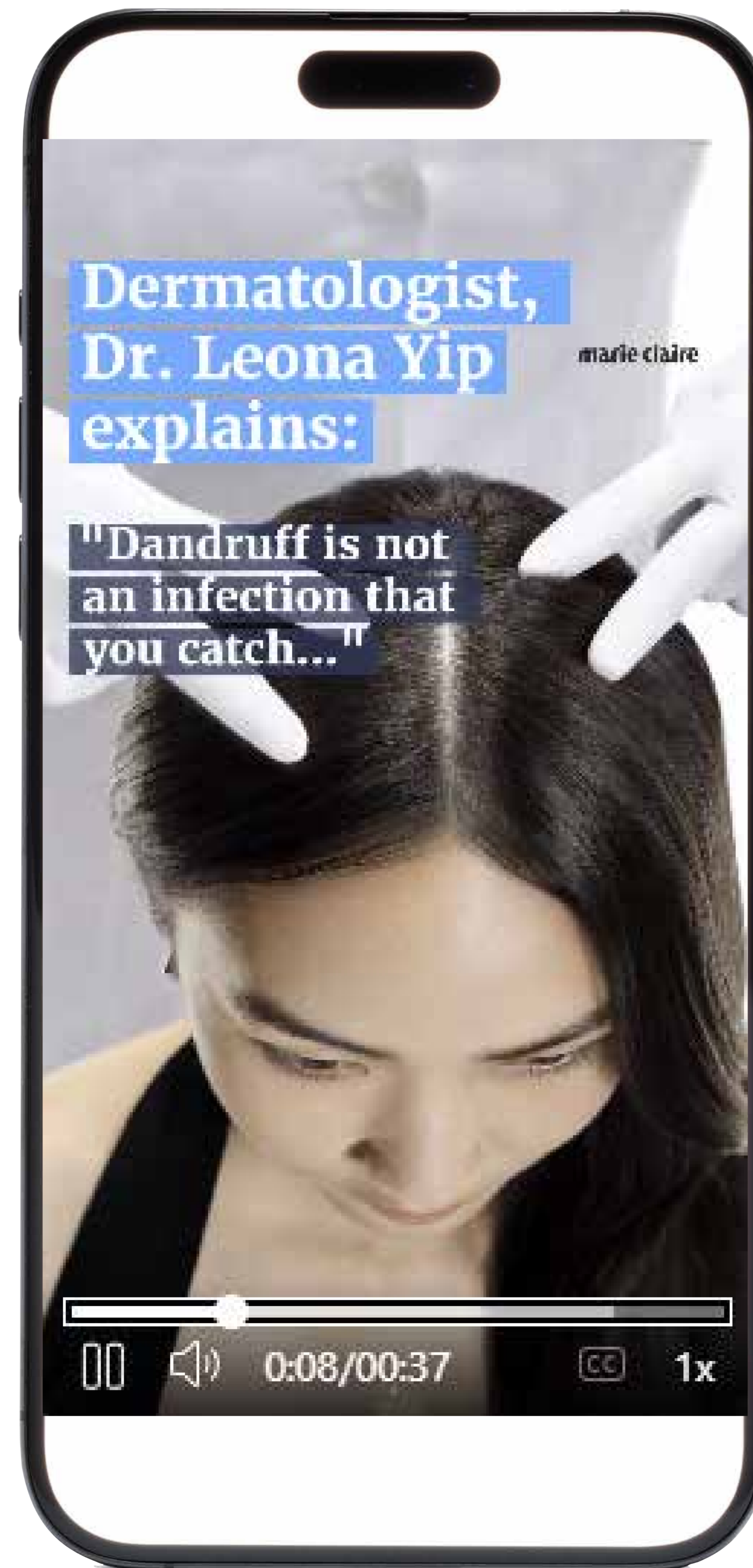
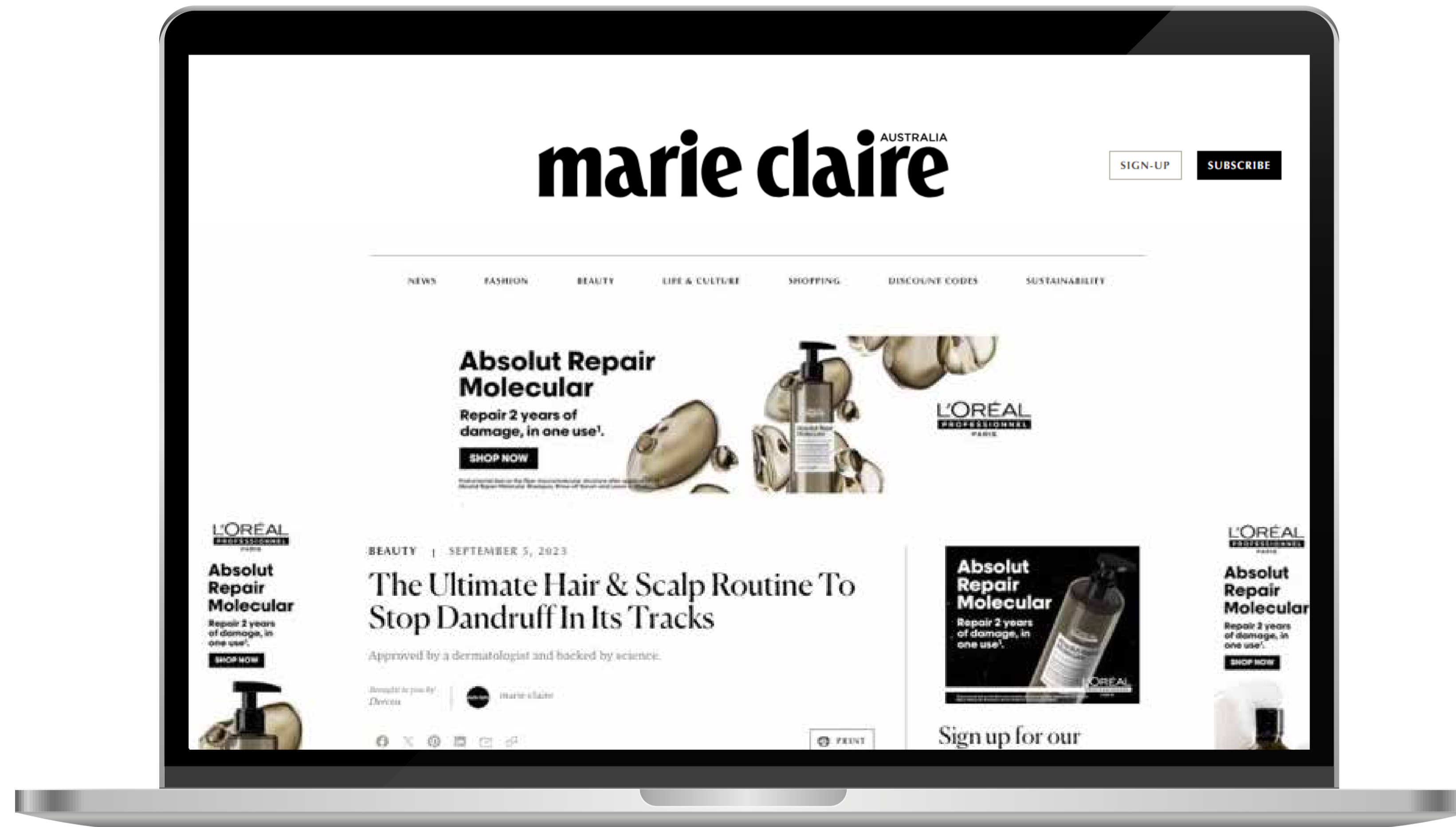
CENTRED ON OUR MOST POPULAR CONTENT CATEGORIES

Available for Sponsorship and Audience Targeting

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



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

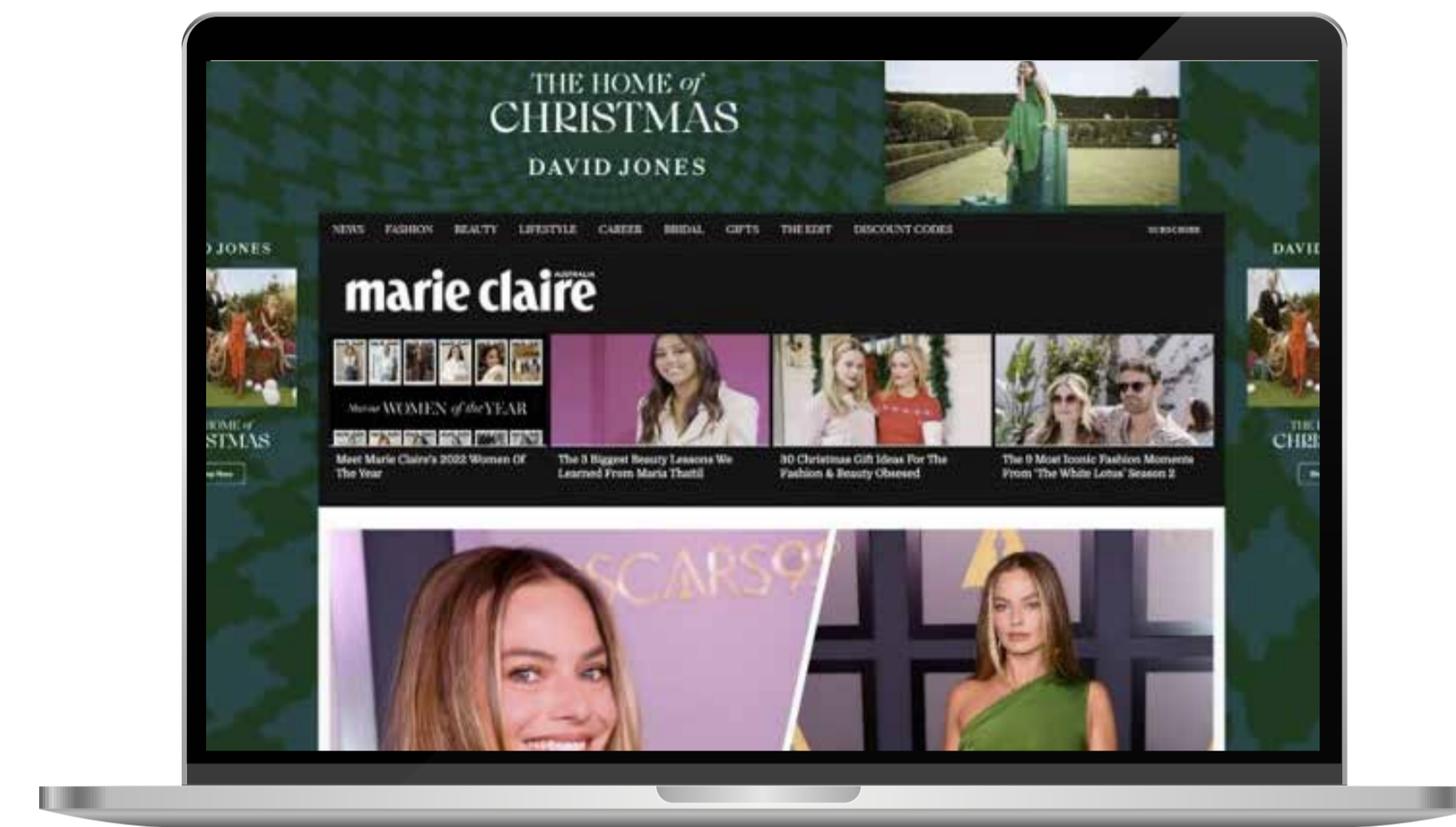
Tell a simple story (recipes or how to) through an AI generated video of your written article

EASY EXPLAINER

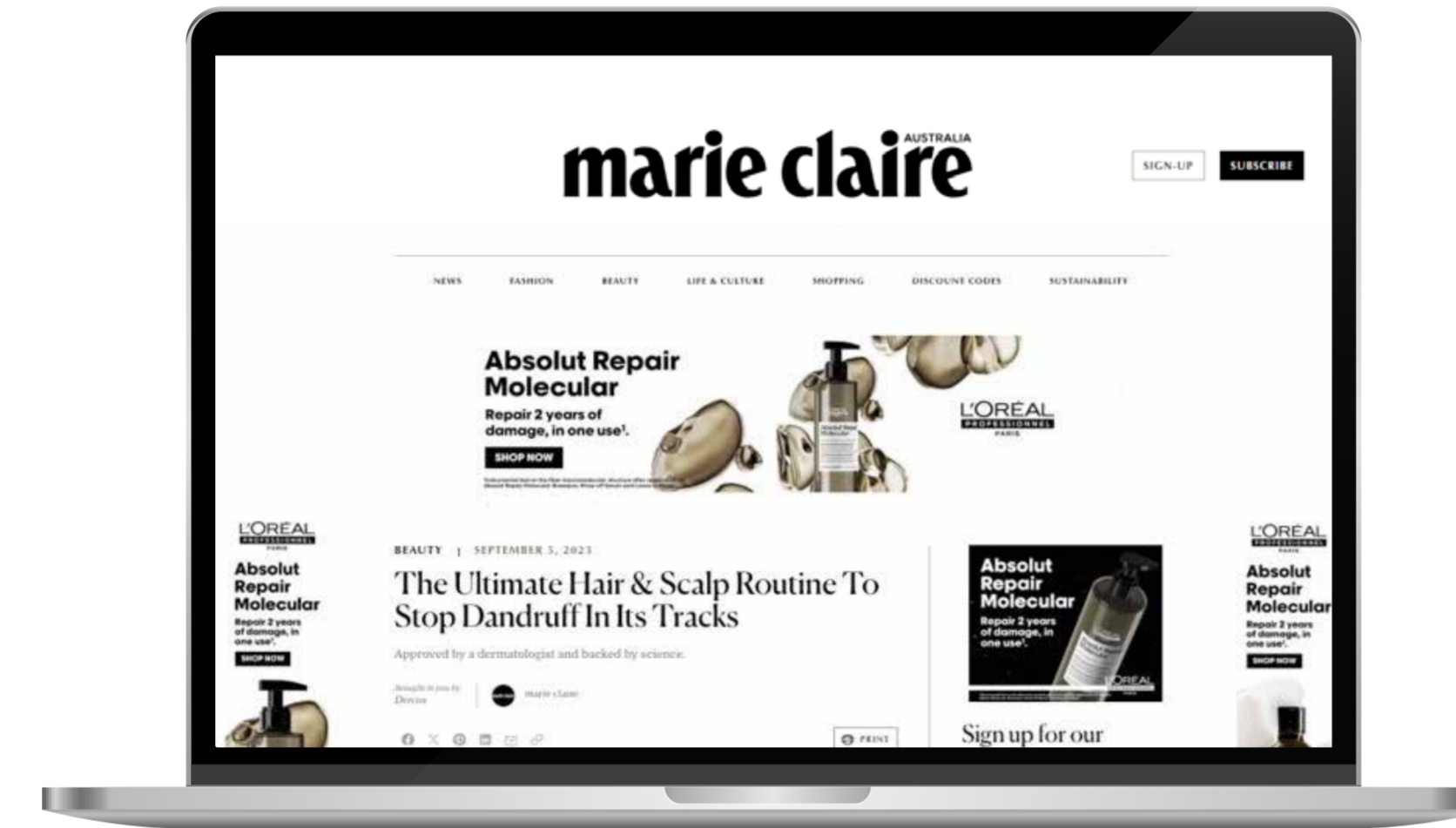
FROM CONNECTION TO INTENTION

ACROSS THE FUNNEL

FROM INSPIRATION



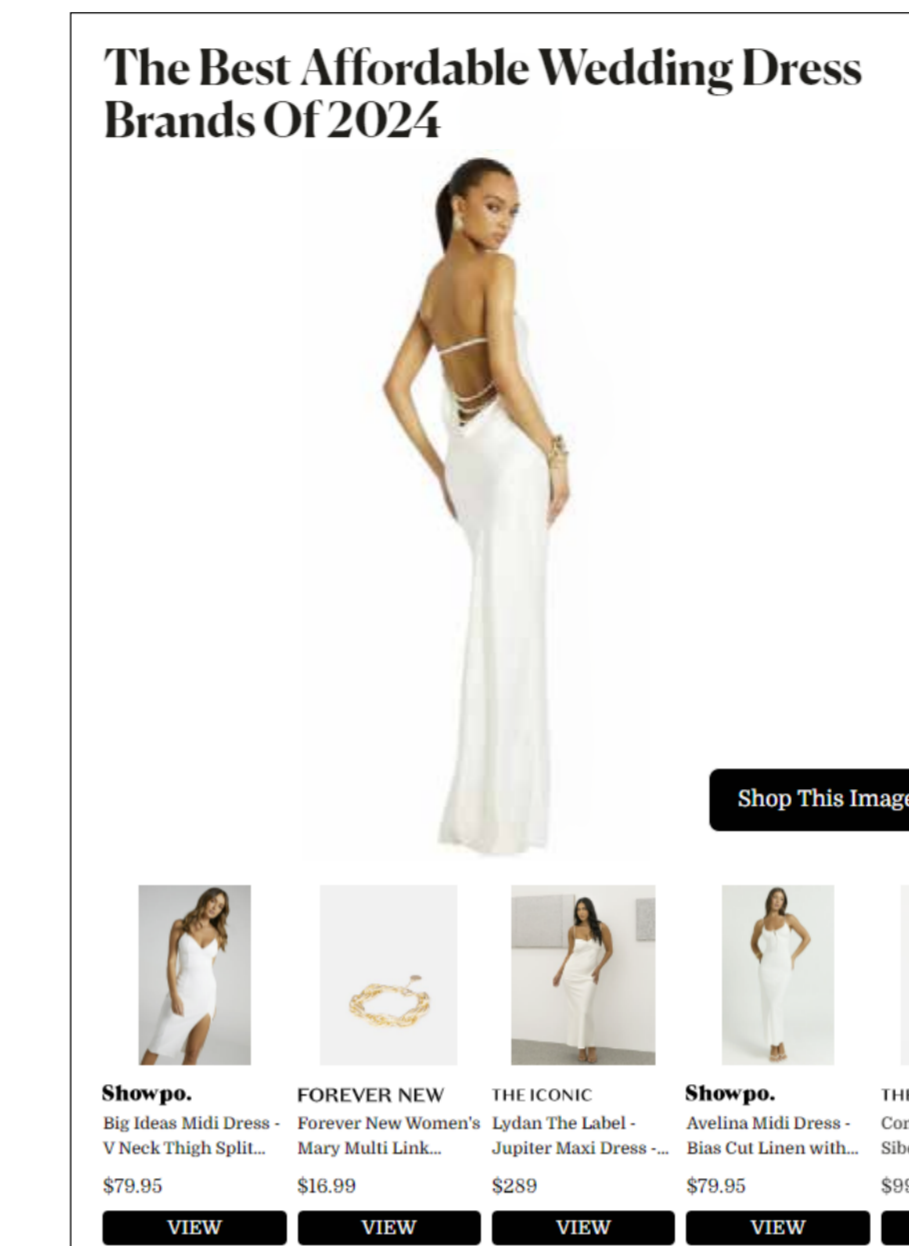
High Impact Display



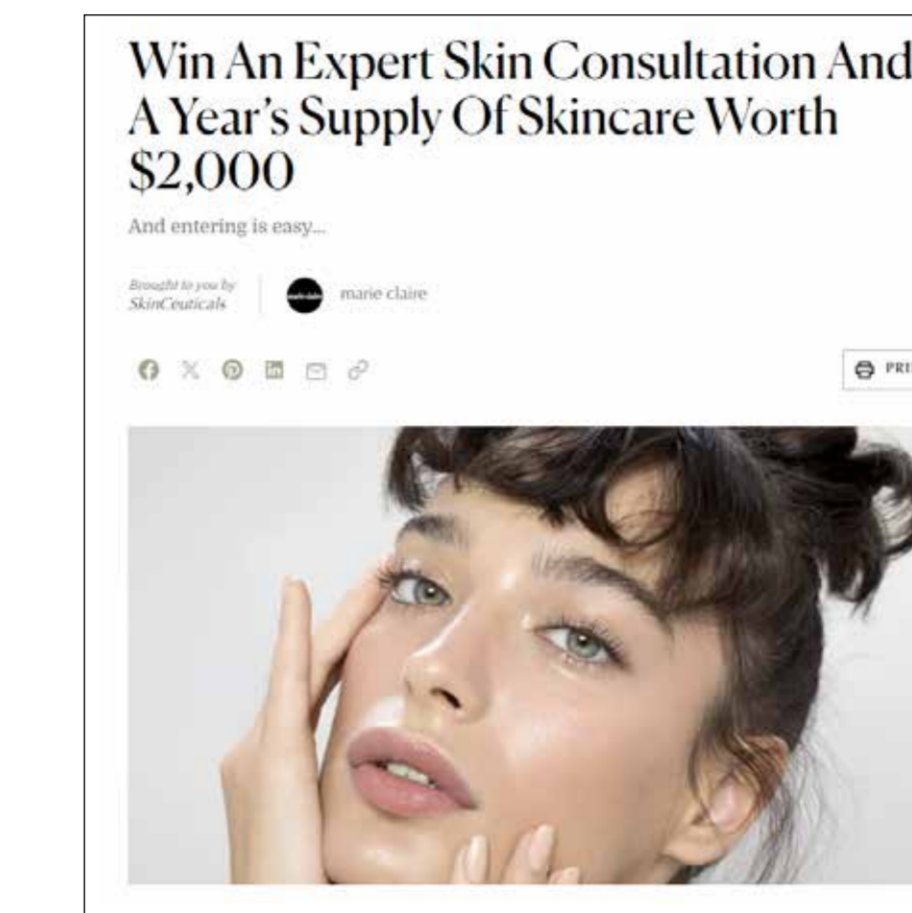
Native Articles



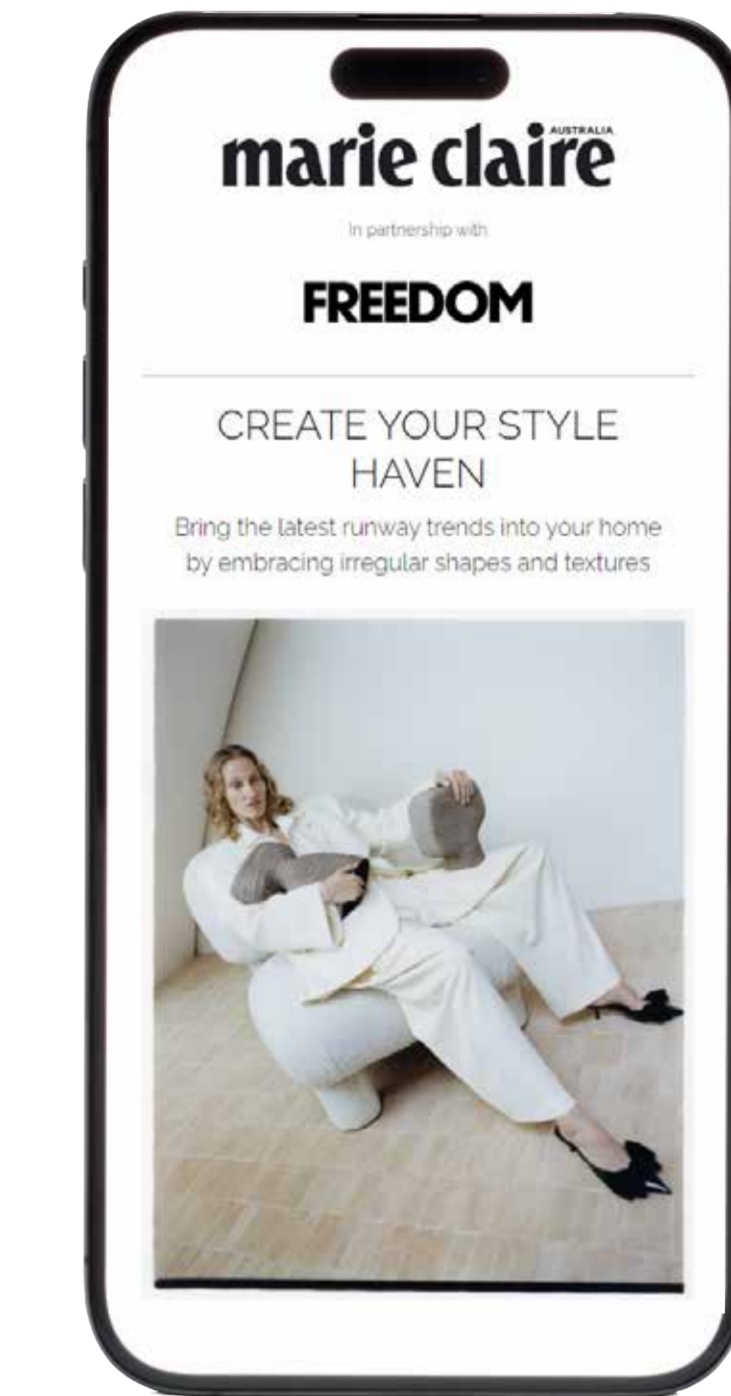
Product Reviews



Product Carousels



Competitions



EDMs

AWARENESS

CONSIDERATION

INTENT & EVALUATION

PURCHASE

ADVOCACY

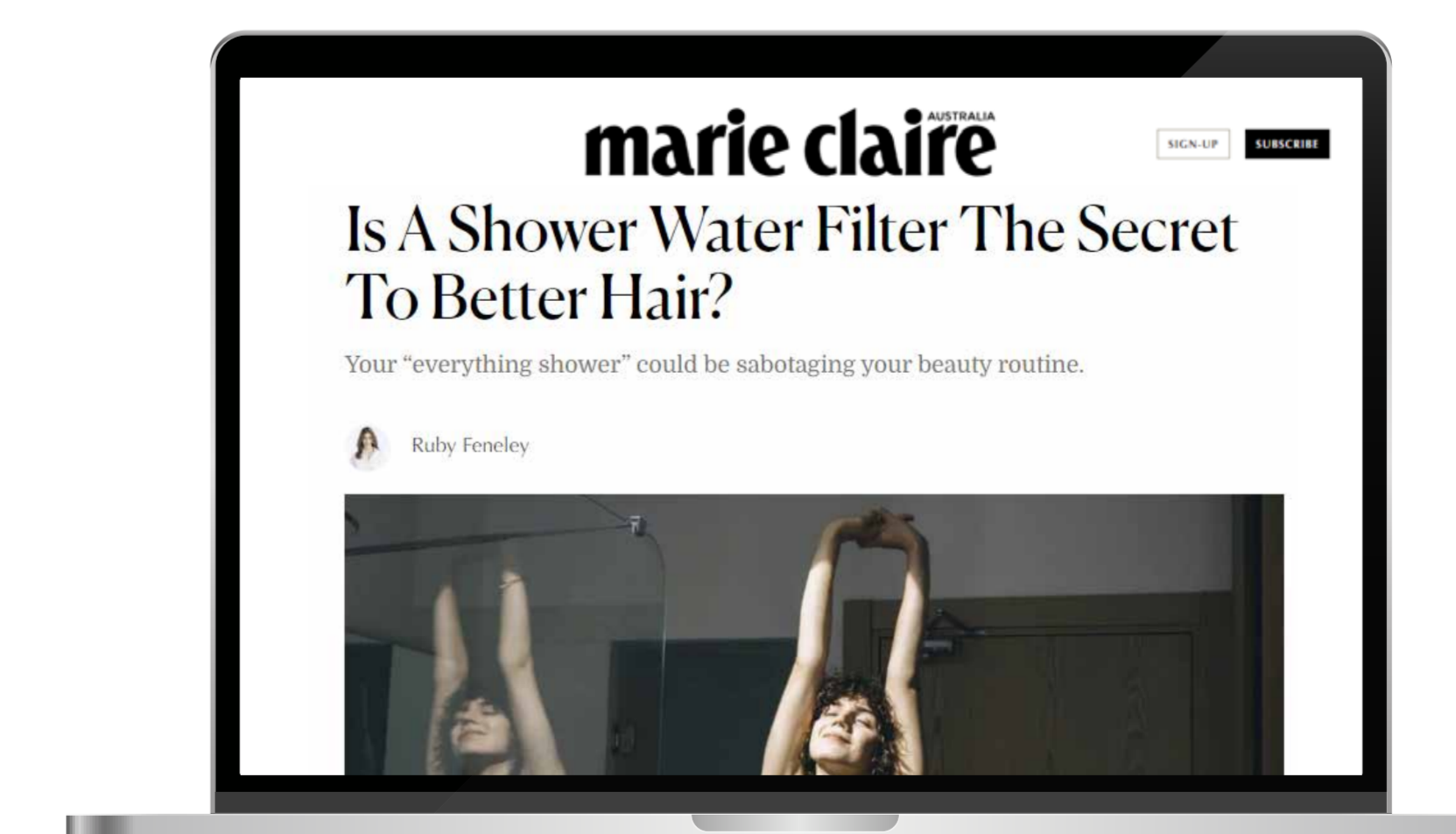
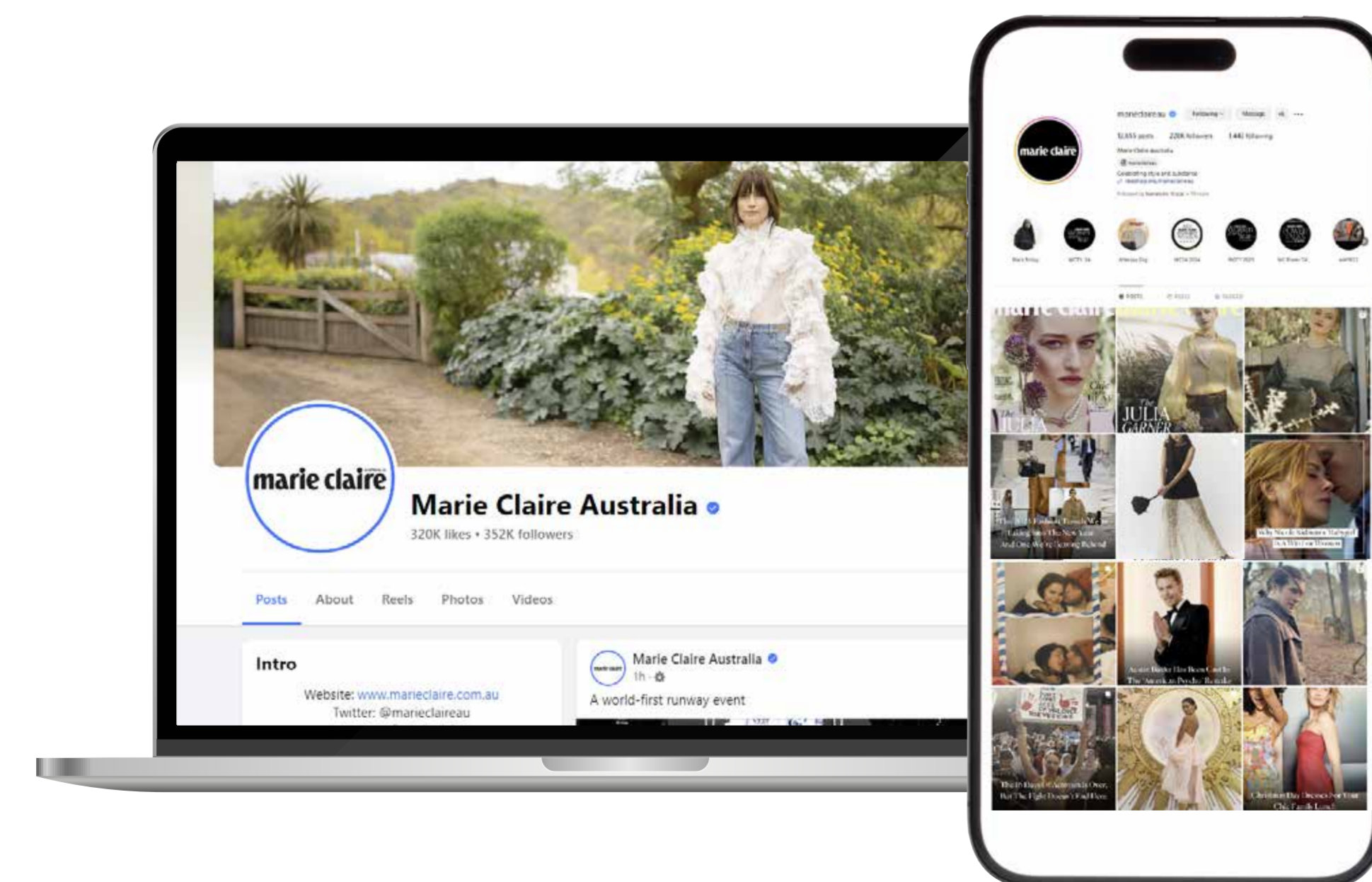
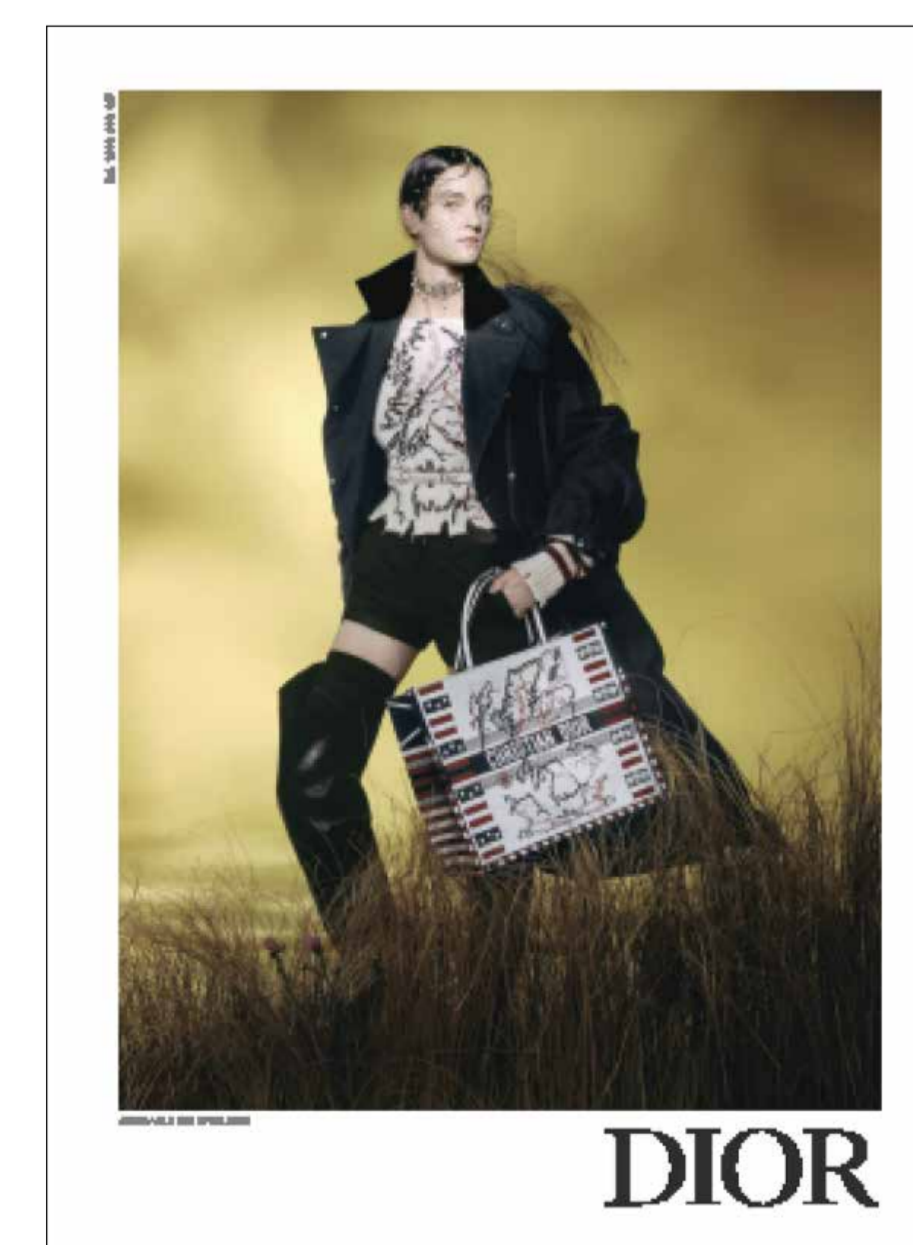
Brand Ads

Social

Editorial Integration













Affiliate Links

IP



TO MAKING IT HAPPEN

CALENDAR 2025

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

CAMPAIGNS WE'VE LOVED



KÉRASTASE



MAX MARA



LANCÔME



LA ROCHE POSAY



marie claire
APPENDIX

SOCIAL

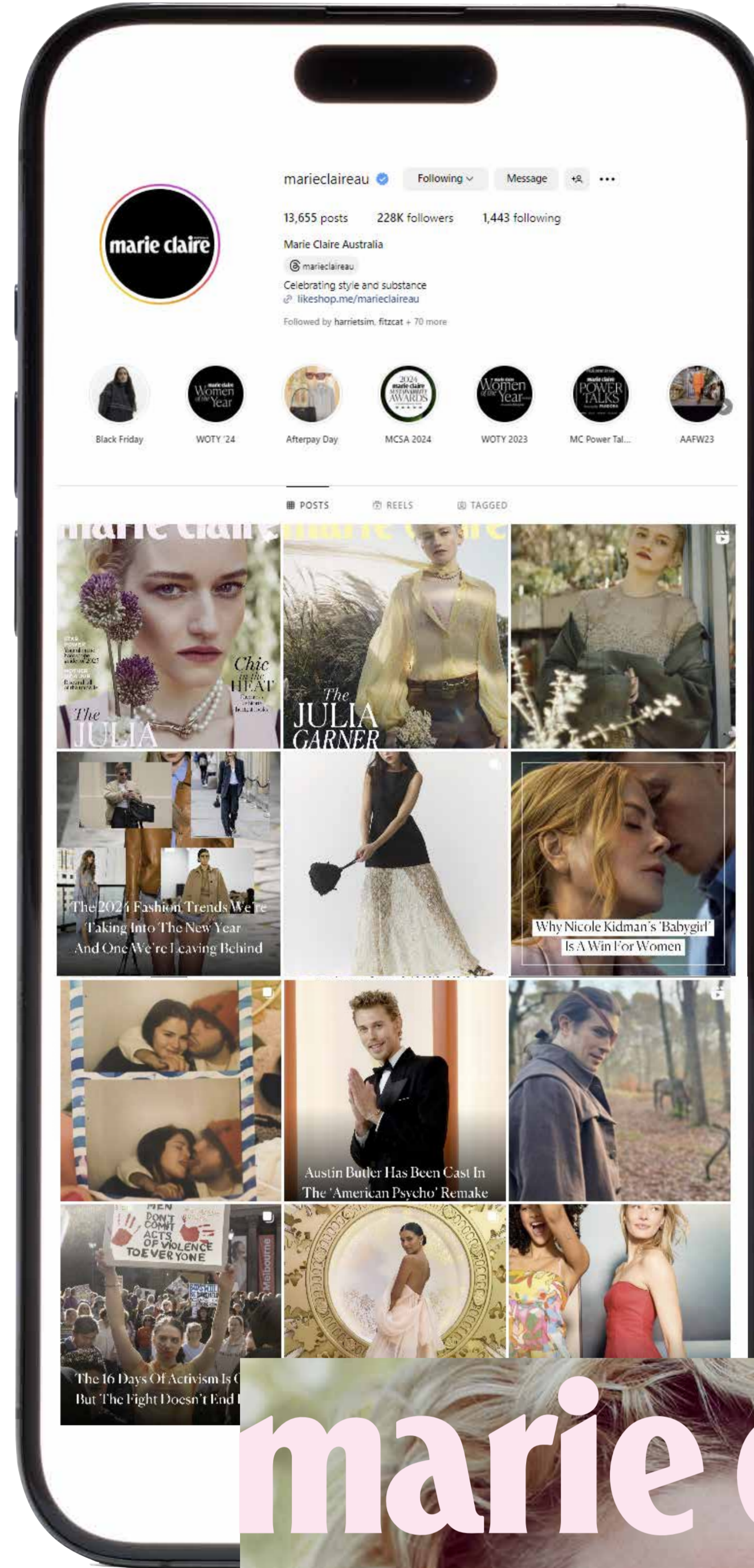
INSTAGRAM FOLLOWERS:
302,000

FACEBOOK LIKES:
329,000

TIKTOK FOLLOWERS:
100,000

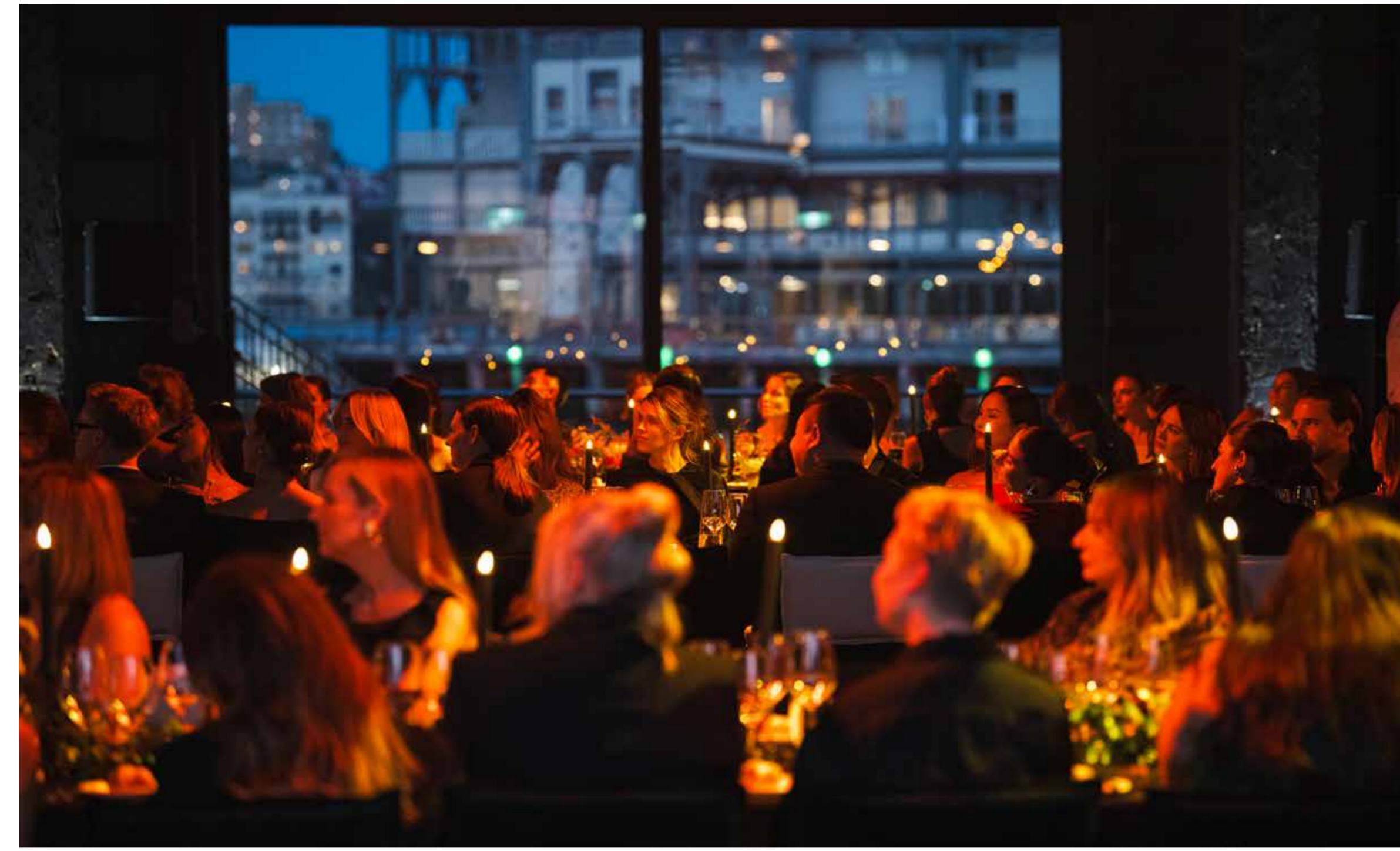
PINTEREST MONTHLY VIEWS:
1,300,000

COMBINED SOCIALS:
731,000



marie claire
Women of the Year
AWARDS

EVENTS & ACTIVATIONS

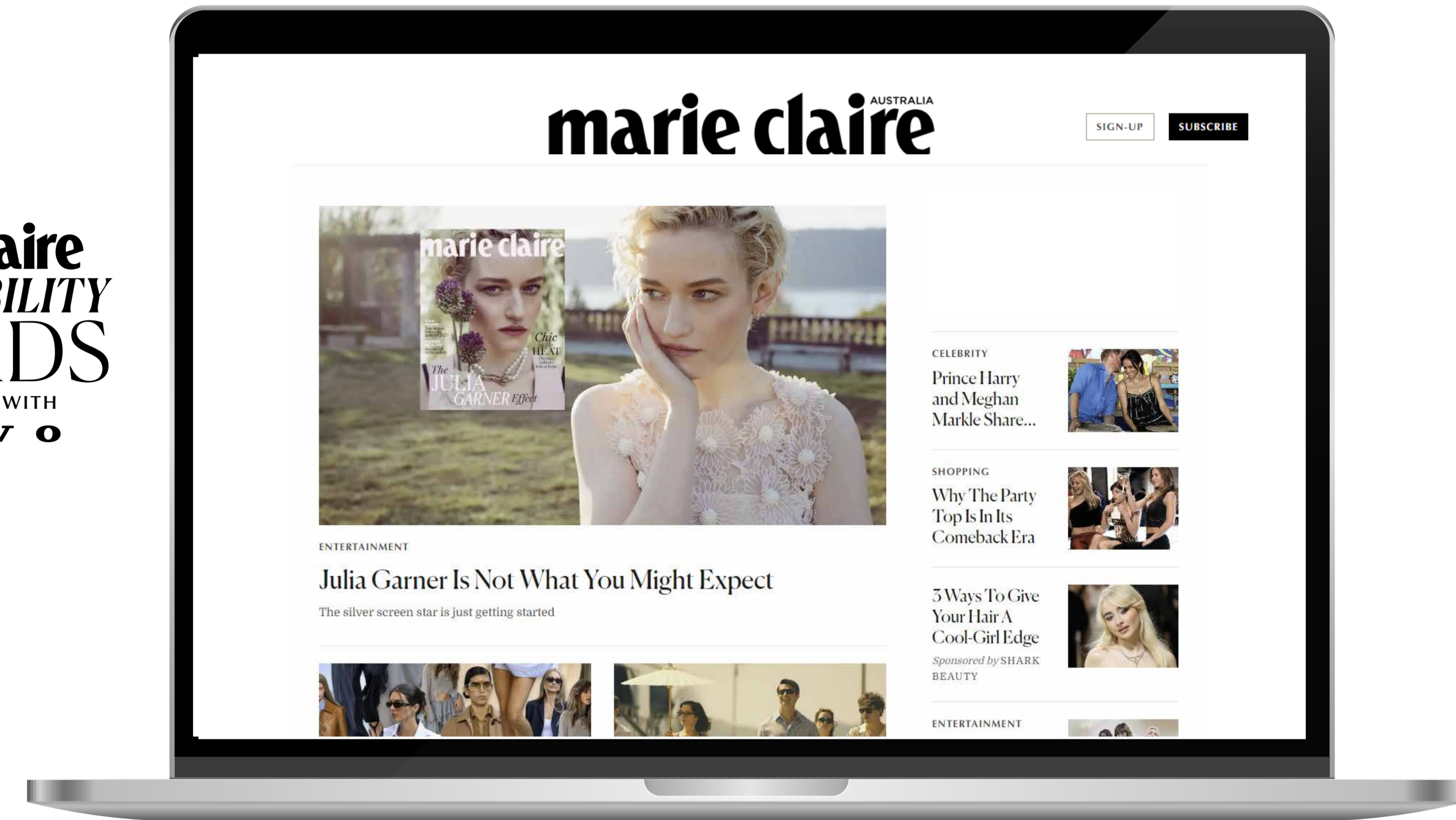


marie claire
International Women's Day

marie claire
SUSTAINABILITY AWARDS
IN PARTNERSHIP WITH
VOLVO

DIGITAL

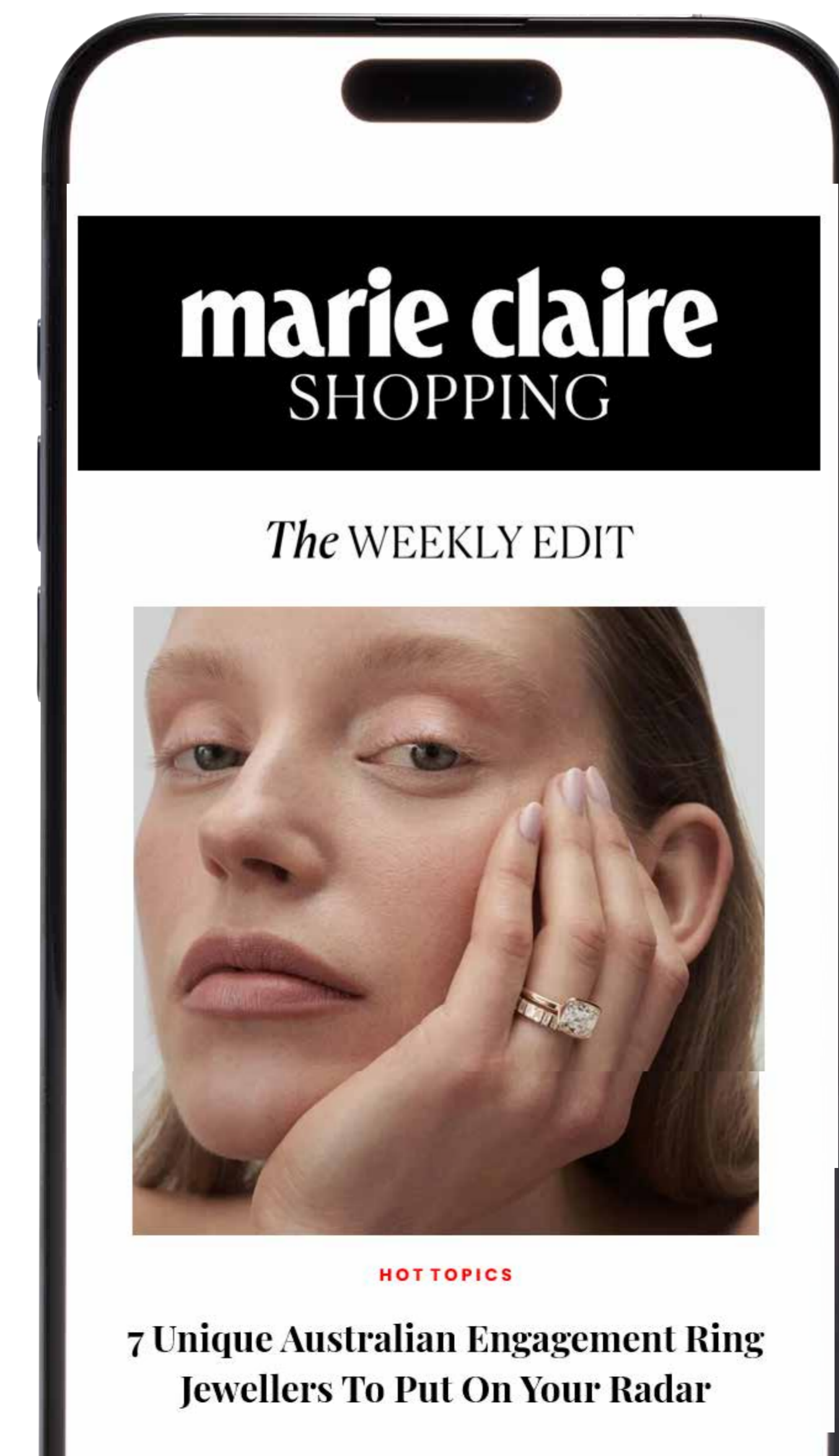
UAS: 603,547
PVS: 761,030



PRINT READERSHIP
289,000 **MONTHLY READERS**

marie claire LIFESTYLE ONE-SHOT
2 PER YEAR

PRINT



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





THANK YOU

marie claire