



marie claire

Celebrating 25 years of style and substance

MEDIA KIT 2022

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.





For 25 years *marie claire* has stood alone as a unique voice in the fashion-media landscape, a power brand fuelled by purpose. We are relentless and passionate about improving the lives of women and dedicated to championing women's rights. We challenge the norm, spark conversation, agitate for change and motivate women to demand more; we make women think, cry, laugh, debate and take action. Combined with the very best of curated fashion, beauty and lifestyle, we are the playbook for how to live a fulfilled and fashionable life. In this exciting new world where everyone can make a difference, *marie claire* has never been in a stronger position to inspire and empower the next generation of Australian women to be fearless and forge their own path. Just as we've always done.

Nicky

Nicky Briger, EDITOR

WHY *marie claire*?



NUMBER 1 SELLING FASHION MAGAZINE

For 25 years, more Australian women have chosen to buy *marie claire* than any other fashion magazine.

36% MARKET SHARE*
Greater than our two closest competitors combined.

COMMITMENT TO CHAMPIONING FOR CHANGE

Our unwavering commitment to making a difference is part of our DNA. We challenge the norm, spark conversation, agitate for change. This is evident in our campaigns for paid maternity leave, marriage equality, climate change, pay equality and constitutional rights for Indigenous Australians

WE CELEBRATE WOMEN & SHARE THEIR STORIES

We empower women across every touchpoint of the brand. In print, digital, social, on our Finding Fearless podcast and through our events (including the Glass Ceiling Awards, Small Business Brilliance Series, International Women's Day Breakfast and many networking seminars), we passionately drive the female agenda forward.

PERFECT BALANCE OF STYLE & SUBSTANCE

Our content is underpinned by the belief that women are just as passionate about fashion and beauty as they are about world issues and current affairs. It is this unique balance of features and fashion, beauty and lifestyle content, that differentiates it from other brands.

TALENTED TEAM

An extremely experienced team of well-respected and award-winning journalists, content producers, fashion, beauty and lifestyle directors.

Nicky Briger, Editor
Mel Gaudron, Deputy Editor
Kathryn Madden, Feature Director
Naomi Smith, Fashion Director
Sally Hunwick, Beauty Director
Anna McCooe, Lifestyle Editor

*Source: Aztec data 6 month rolling average (April – Sept 2019 issues)

PR



PRINT



• Readership: 243,000

Source: Roy Morgan Single Source Australia, Dec21-, AP14+

DIGITAL



MARIECLAIRE.COM.AU

- Monthly Audience: 431,565
- Monthly Page Views: 947,070
- Dwell time: 3 minutes 55 seconds*

Source: Roy Morgan Live Audiences Website Evaluation, Nov21 - marie claire unique audience
*Google Analytics, Nov21- marie claire average time on page

EDM

- Newsletter: 17,200
- Solus: 17,500

Source: Are Media eDM subscribers as of 03.09.2021

Cross-platform average age: 37 years

Print average age: 38.5 years

Household income: \$131,000 (7% higher than average Australian)

Source: Roy Morgan Single Source Australia, Sep21- marie claire cross-platform, AP14+

TOTAL SOCIAL AUDIENCE: 631,282

Source: Are Media Facebook, Instagram, Twitter and Pinterest followers as at Oct 2021

CROSS-PLATFORM COMBINED READERSHIP: 809,000

Source: Roy Morgan Single Source Australia, Sep21- marie claire cross platform readership, AP14+

EVENTS



- Glass Ceiling Awards
- Prix de marie claire
- Small Business Brilliance

marie claire

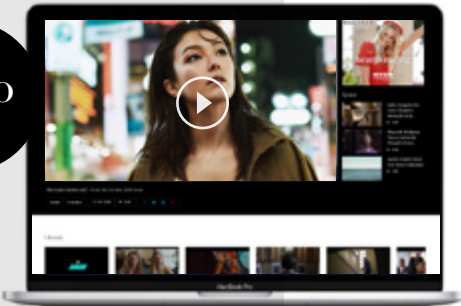
A multi-platform community that reaches, engages and connects

808,000

Australian women every month

VIDEO

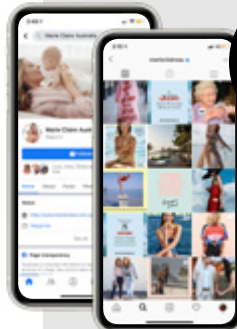
Bespoke videos created for web and social



SOCIAL

- Facebook: 324,312 likes
- Instagram: 206,952 followers
- Twitter: 87,275 followers
- Pinterest: 12,743 followers

Source: Are Media Facebook, Instagram, Twitter & Pinterest followers as of Oct21





KEY PILLARS

BEAUTY *philosophy*

We are the leaders in creating desire and informing our audience on the latest beauty trends. Our diverse individuality is what sets us apart from everyone else. But the process of beautification — whether through makeup, skincare or hairstyling — and the empowerment we experience through it, is something that unifies us all.

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.

Confidence and quality are key

- 80% of our audience feel better when they wear makeup
- 90% wear makeup to enhance their features
- 88% say makeup boosts their self-confidence

Our audience is sometimes sceptical when it comes to beauty products, which is why product quality, brand reputation and proven ingredients are important to her

- 63% of our audience are more likely to listen to experts
- 85% value quality above price

They love storytelling and research

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

They love products that drive results

- 71% value flawless long-lasting makeup
- 80% value anti-ageing skincare
- 78% are looking for skincare products that hydrate
- 72% want volume and de-frizzing from their hair-care products

KEY PILLARS

FASHION *philosophy*

In the past 12 months the *marie claire* audience spent

\$1.8 billion
on fashion and accessories

On average they spend

\$154 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

76%

believe quality is more important than price

Source: Roy Morgan Single Source Australia, Sep21-AP14+. *Combined monthly average



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marie claire SIGNATURE PROPERTIES



MARIE CLAIRE'S INTERNATIONAL WOMEN'S DAY BREAKFAST

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



GLASS CEILING AWARDS

Celebrating game-changing companies & trailblazing women who are smashing gender boundaries in the workplace.



SMALL BUSINESS BRILLIANCE

A series of masterclasses for budding female entrepreneurs, providing inspiration and information from a panel of successful female business owners.



PRIX DE MARIE CLAIRE AWARDS

Australia's most prestigious beauty and fashion awards, recognising the best beauty launches of the past year and celebrating Australia's top designers and fashion newcomers.



IN CONVERSATION WITH...

An exclusive event where editor Nicky Briger hosts an intimate one-on-one interview with an influential and inspirational woman.



IN-STORE FASHION/BEAUTY EVENTS

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

THE *marie claire* CONTENT 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. Across all our platforms, women's stories are promoted and celebrated to inspire others to make a difference in the world.

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, and our how-to content offers real, workable fashion solutions.

BEAUTY

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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.

WELLNESS

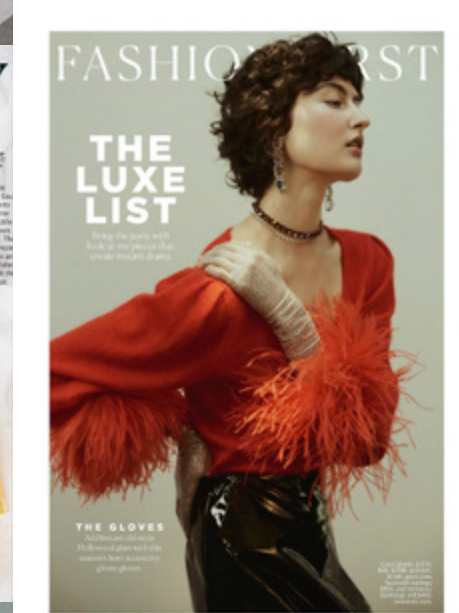
Based on research and expert opinion, the Wellness section aims to enhance both the physical and mental wellbeing of its audience through up-beat, informative and user-friendly content.

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.





marie claire LIFESTYLE

Your **NEW** Interiors Playbook

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

Premium and yet relatable in tone, this quarterly magazine carves out a new niche in the homemaker sector, as a bridge between fashion and interiors, food and travel titles. This title translates the *marie claire* Australia ethos of style meets substance to home life, covering runway-to-hallway trends, global home inspiration, recipes, travel and a behind-closed-doors look into the fashionable lives of the style set at home.

On sale quarterly: April, July, October, January
Available nationally in select newsagents and supermarkets for \$14.99.



Trends
Runway-to-hallway looks we are loving right now



Style Set
Inside the private worlds of high-profile trendsetters



Global Homes
Next-level interiors from around the world and get-the-look shopping



Taste
A how-to guide to power entertaining



Travel
Style cues from the world's most beautiful destinations

EDITORIAL CALENDAR 2022



JANUARY

Hello 2022! 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 2022. Fashion: our back to work style special; plus lingerie you'll love
Travel special: our ultimate spa guide

MARCH

International Women's Day special

Meet the women whose friendships sparked real change
Plus: join our campaign for a safer workplace for all women
Fashion: your new season style edit
Beauty: how to get flawless skin; 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
Beauty: the best natural beauty; plus our global Prix d'Excellence winners

JUNE

Winter Style Special

Fashion: the great coat edit; winter essentials
Beauty: dream skin – the best new anti-ageing products and treatments

JULY

The Glass Ceiling Awards

Australia's female power list: who to know now and next
Fashion: the denim edit; shapewear special
Beauty: foundation special

AUGUST

The Luxe Issue & Wedding Special

Fashion: jewellery and watch special. 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 2022
Fashion: party looks; ultimate dress guide
Beauty: glam makeup & hair looks for the party season





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