

A woman with short hair, wearing a green knit top and a yellow skirt, is shown from the waist up. She is holding a large, textured bag made of many small beads in shades of brown, tan, and white. The background is a solid light blue color. The text 'marie claire' is overlaid in a large, bold, yellow font.

marie claire

Celebrating 25 years of style and substance

MEDIA KIT 2021

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 265,000
- 75% market share of Australian fashion magazines sold
- 75% of newstand sales

DIGITAL



MARIECLAIRE.COM.AU

- Monthly Audience: 461,860
- Monthly Page Views: 1,025,241
- Dwell time: 2min 16sec
- Newsletter: 36,961 online subscribers
- Solus: 39,941 online subscribers

EVENTS



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

marie claire

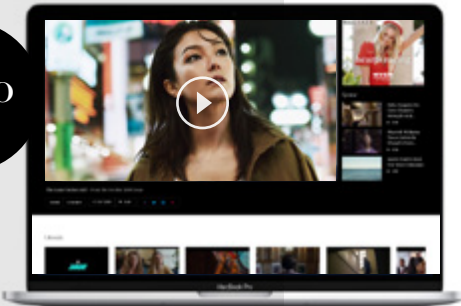
A multi-platform community that reaches, engages and connects

835,000

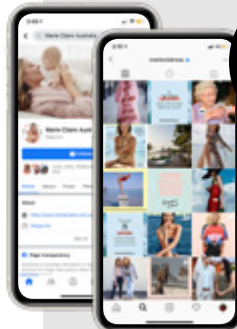
Australian women every month

VIDEO

Bespoke videos created for web and social



SOCIAL



- Facebook: 325,000 Likes
- Instagram: 206,000 followers
- Twitter: 89,888 followers
- Pinterest: 11,325 followers

Source: Are Media Facebook, Instagram, Twitter & Pinterest followers as of SEP'21

- TOTAL SOCIAL AUDIENCE: 631,880
- CROSS-PLATFORM COMBINED READERSHIP (L4W): 655,000
- Average Age: 37.5 cross-platform average; print average age 40.3 years.
- Household Income: \$133,000 (10% higher than average)

Source: Roy Morgan Single Source Australia, Jun21 – Cross-platform Readership, AP14+

marie claire

THE *marie claire* AUDIENCE

The *marie claire* audience is **multi-generational**; our readers share an **attitude**, not an age, and are united through a mindset. They are **connected** and part of an engaged, like-minded **community**.

They love **fashion**, are obsessed with **beauty**, and want to lead a **stylish** life. Most importantly, they care about the world and want to **make a difference**.

AFFLUENT

Highest AB demographic

Greatest number of 'Big Spenders'

Average household income over \$134k

EDUCATED

Greatest number of managers, professionals and white-collar workers

Over **60%** are tertiary educated

BIG SPENDERS

Average month they spend:

\$155m on fashion

\$25m on beauty

\$20m on homewares and furniture

LUXURY BUYERS

1 in 3 still buy luxury products

74% believe quality is more important than price

SHE CARES ABOUT THE ENVIRONMENT

85% believe that if we don't act now we'll never get control of our environmental problems, with over 90% recycling everything they can.

SHE IS OPTIMISTIC

Over 7 in 10 are optimistic about the future.



marie claire

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

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.

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



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 2021



JANUARY

WELCOME TO 2021

The Next Big Things: What's now, new and next in fashion, beauty, tech and entertainment
Your summer style guide
The best of holiday beauty
Ultimate horoscope special

FEBRUARY

THE WELLNESS ISSUE

Happy new you! Your guide to a fitter, healthier 2021
Style edit: what's trending this year in fashion and beauty
Travel special: fresh eyes on the world

MARCH

THE FEEL GOOD ISSUE BIG FASHION ISSUE

APRIL

THE EMPOWERMENT ISSUE

International Women's Day special
Meet the changemakers
New makeup trends
Accessories special

MAY

THE EARTH ISSUE

Meet the women saving the world
Beauty: Global Prix d'Excellence winners
High street hits



JUNE

THE LUXURY ISSUE

This month we invite you to indulge in the finer things in life...

JULY

THE BEAUTY ISSUE

Beauty's It List
Prix de marie claire winners
New season style edit
Back to work style special
Relationships in 2021

AUGUST

CELEBRATING WOMEN IN SPORT

The Olympics

SEPTEMBER

OUR SPECIAL 25TH BIRTHDAY ISSUE

Big fashion issue
Indigenous fashion
Awards

OCTOBER

SPRING FASHION ISSUE

Spring racing 2021

NOVEMBER

THE HAIR AWARDS

DECEMBER

WOMEN OF THE YEAR ISSUE

Christmas gift guide



A woman with blonde hair and blue eyes is lying on her side on a sandy beach. She is wearing a white lace dress with a ruffled skirt. She is wearing gold jewelry, including a necklace, a bracelet, and a ring. The background features large pieces of driftwood and a bright, sunny atmosphere. The text "marie claire" is overlaid in the center of the image.

marie claire