



# marie claire

## MEDIA KIT

2019



**marie claire**

# OUTSELLS

Vogue & Harper's Bazaar  
combined in supermarkets

SOURCE: IRI SHARED DATA NOV 2018

**marie claire**

marie claire boasts a unique combination of high-gloss glamour and gritty journalism, that aims to inform, entertain, empower and inspire the thinking women of Australia. This year, we dial up our fashion and shopping content and introduce new sections and a refreshed design that delivers a quality mix of must-read stories, must-have aspirational (yet accessible) fashion and must-know beauty and lifestyle trends.

The result is an intelligent and authoritative multiplatform brand with a perfectly packaged curation of style and substance.



**marie claire**



“For more than 23 years marie claire has offered a powerful mix of style and substance. It’s this potent combination every issue that continues to inspire Australian women to make a difference to their lives and the lives of others.”

Nicky Briger  
EDITOR





# marie claire

## BRAND REACH

1.26m

TOTAL AUDIENCE  
TOUCHPOINTS

649,905

AVERAGE MONTHLY  
IMPRESSIONS

616,183

TOTAL SOCIAL  
AUDIENCE

15,736

AVERAGE  
DAILY UBS


283,000


READERSHIP

27,556

EDM

 336,710 fans

 94,000 followers

 174,429 followers

Source: emma CMV Apr'19; Nielsen DCR Apr'19; Nielsen Market Intelligence Jun'19; Social media stats updated as at Jun'19  
Digital Ratings Monthly is an external report endorsed by the IAB. It is a combination of panel and web traffic data and is a measure of people rather than browsers.

marie claire



# OUR AUDIENCE

The marie claire audience is fascinated by what the world has to offer, and how she presents herself to that world. As an intelligent, fashion-forward and stylish woman, she likes to align with and invest in brands that best represents her individuality.

- Average age is 45.6 years (print) and 47% of our digital audience is 25-54
- 93% female
- 49% are tertiary educated
- 75% say quality is more important than price
- 52% of our audience care about appearance at all times

SOURCE: EMMA SEP 18, NIELSEN DRM OCT 18, MARKET INTELLIGENCE NOV 18; SOCIAL MEDIA STATS UPDATED AS AT OCT 18, ROY MORGAN AUSTRALIA MAR 18

# THEY LOVE TO SHOP

MARIE CLAIRE AUDIENCES ARE HIGH EARNERS & HAVE \$ TO SPEND ...  
marie claire readers are **25%** more likely than the average Australian to be in the A Social Grade.  
**50%** have a HHI of \$100k+, with an average HHI **\$113k**

## THEY LOVE TO SHOP AND LOOK GOOD ...

In the past year marie claire readers have spent...

**\$505** million on clothing

**\$139** million on footwear

**\$50** million on cosmetics

**\$36** million on accessories

MC readers are big spenders: **75%** of marie claire readers have bought clothing in the last 4 weeks, spending **\$58 million** – this is a higher amount than any other fashion title

# FASHION

marie claire is about fashion for the thinking woman; a woman who has a passion for fashion, but possesses a fine-tuned sense of style.

To inspire her, marie claire uniquely fuses the aspirational with the accessible, mixing exclusive designer pieces with affordable High Street must-haves, with a focus on the best of Australian fashion.<sup>1</sup>





# CONTENT PILLARS



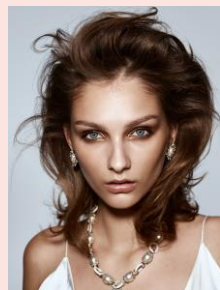
## FEATURES

It is marie claire's distinct story lineup that has set us apart. Every month we celebrate the complex lives of women – in confronting reportages, hard-hitting news reports, revealing first person accounts, provocative think pieces, and real people challenges – taking our readers on an emotional journey. Our stories aim to move readers and make a difference



## FASHION

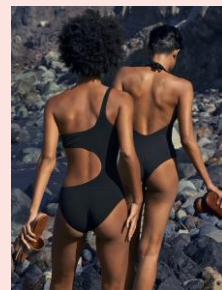
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## BEAUTY

From the latest runway looks and make-up essentials, to high-tech skincare and hair trends, marie claire offers the most sophisticated, polished and grown-up beauty edit in the business.

Above all marie claire beauty aims to inspire and instruct our time-poor readers with insightful insider tips and practical how-to's.



## WELLNESS

marie claire Wellness is all about the reader; helping her fine-tune her life with smart advice on health, nutrition, fitness and the mind. Created with rigor and based on research and expert opinion, it's a no-nonsense, palatable and positive package which satisfies the cravings of our health-obsessed audience who are hungry for the latest trends, tips and advice on how to live a better life



## LIFESTYLE

Escapism, hedonism and a touch of voyeurism are the core ingredients of our luscious lifestyle pages. Devoted to interiors, food, motoring and travel, our Lifestyle section gives readers not only mouth-watering ideas for thought, but steal-worthy design solutions for your home, cool car advice, plus OTT travel destinations to mark off your bucket list.