



marie claire

MEDIA KIT

2018

Pacific



marie claire is still the

No.1

growing fashion magazine

marie claire has had the highest growth in readership in the category POP (3.1%), and it's our 3rd consecutive readership increase.

Source: emma Oct 17

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.





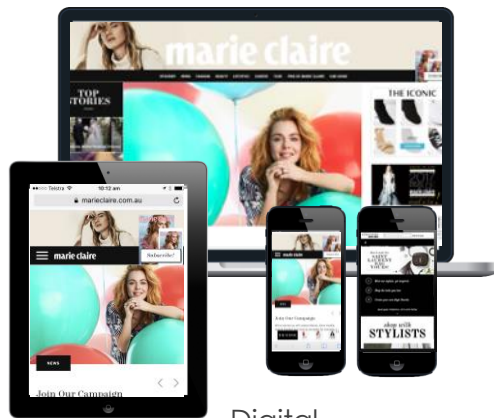
“ For more than 22 years marie claire has offered a powerful mix of style and substance. It's this potent combination every issue that continues to inspire Australian women to make a difference to their lives and the lives of others. ”

Nicky Briger
Editor





Magazine



Digital



Social

marie claire



Video



Television



Events

Prix de marie Claire
Success Summit
@work networking
dinner



marie claire

Brand reach

744,922
SOCIAL REACH

1,321,611
AVERAGE MONTHLY
IMPRESSIONS


580,200
TOTAL SOCIAL
AUDIENCE

19,905
AVERAGE
DAILY UBS

405,000
READERSHIP

31,584
EDM

 342,493 fans

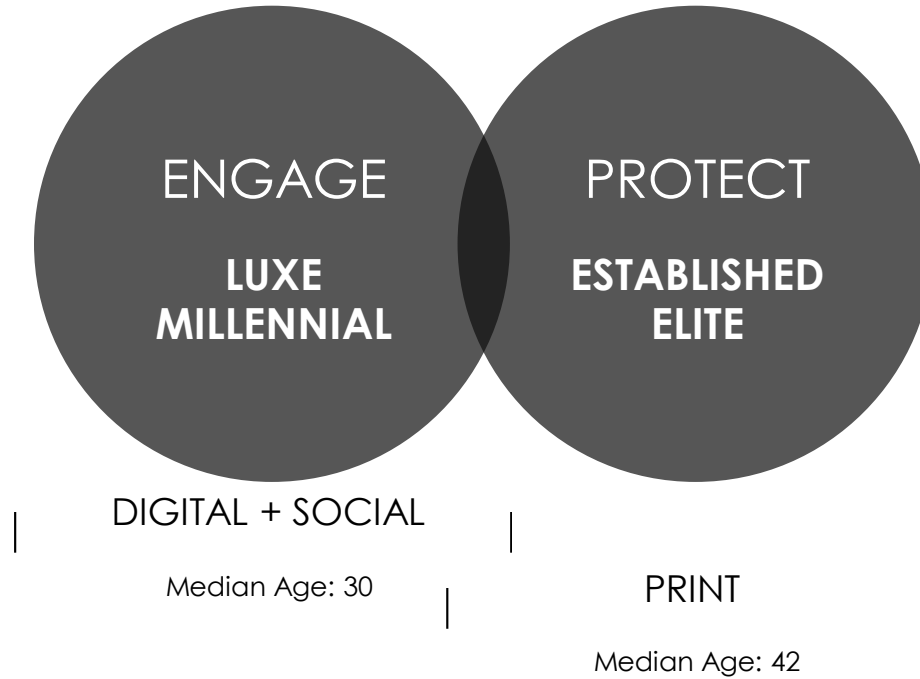
 98,000 followers

 129,564 followers

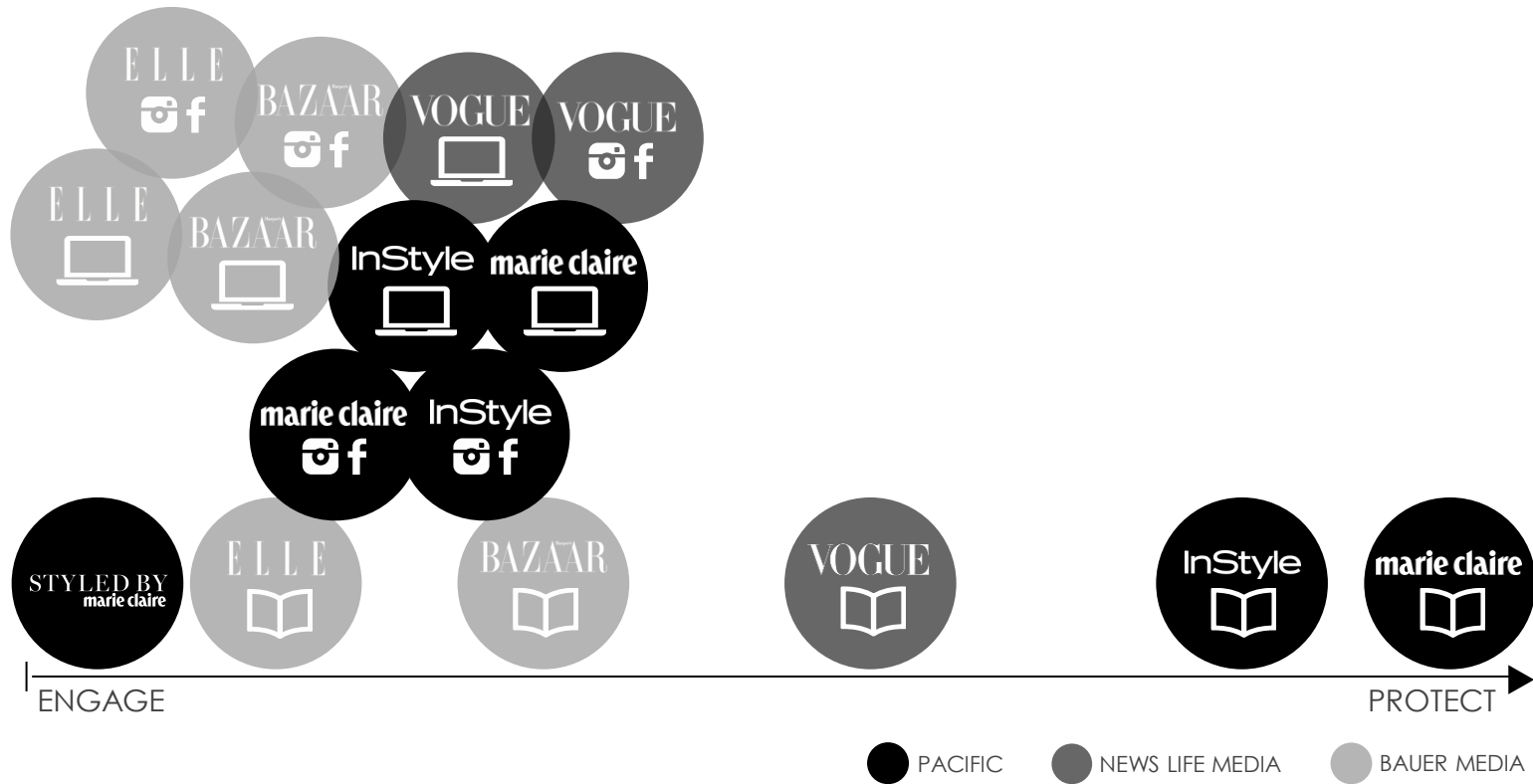
Source: emma Oct 17, Nielsen DRM Oct 17, MarketIntelligence Nov 17; Social media stats updated as at 06 Dec 2017
Nielsen Digital Ratings Monthly is the an external report endorsed by the IAB. It is a combination of panel and web
traffic data and is a measure of people rather than browsers.

marie claire **Pacific**

Brand communication



POSITIONING in market



Median Print Age: Elle: 28, Harper's: 34, Vogue: 35, InStyle: 39, marie claire: 40. Roy Morgan Australia Jul 2015 – Jun 2016



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 42.6 years (print) and 48 years (digital)
- 92% female
- Highly educated
- 74% say quality is more important than price
- 99% of social audience love to shop



Our audience trusts marie claire

MARIE CLAIRE AUDIENCES ARE HIGH EARNERS & HAVE \$ TO SPEND...

marie claire readers are **24%** more likely than the average Australian to be in the A Social Grade.

25% have a HHI of \$100k+, with an average HHI \$**107k**.

THEY LOVE TO SHOP AND LOOK GOOD...

marie claire readers spent over **\$4.1** million on cosmetics in the last 4 weeks

In the last 3 months, nearly **76%** of female *marie claire* readers have shopped at a department store.

In the last 3 months, **64%** of female *marie claire* readers have bought products online.

3 in 4 *marie claire* readers have bought clothing in the last 4 weeks, spending nearly **\$48** million

THEY LOVE TO TRAVEL...

76% of female *marie claire* readers agree that they like experience new and exciting places when they travel. **85%** *marie claire* readers have travelled on a holiday in the last 12 months

THEY CARE...

marie claire readers care about the environment – **67%** of readers agree that they can personally make a difference to the environment, and **70%** agree that the government should take urgent action on climate change.

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

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.¹



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.

Calendar

Fitness Special

- +Sport luxe fashion
- +Celebrity fitness tips
- +Beauty trend forecast

Shoes First!

- +Ultimate shoe & heel guide
- +Anti-ageing special
- +Fashion trends of tomorrow

Winter overhaul

- +Warm food
- +PDMC beauty awards

Game changing beauty products!

- +New season runway report
- +Behind the Scenes at AFW
- +Soulful lifestyle retreats
- +The best fun-runs

The Skin Issue

- +How to get your glow-on
- +Work-wear accessories
- +Travel: The New Luxury (featuring six star accommodation and private islands)

Party Season

- +Christmas Gift Guide
- +Party Hair & Make-Up
- +How to survive the party season

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

New year refresh

- +Summer hair, beauty & style

International Women's Day

- +New season fashion
- +Expert hair guide for styling

Get ready for the cooler months!

- +Mother's Day gift guide
- +Winter shopping
- +Hair cut & colour guide

Winter Go-To

- +Winter Body Special
- +Knits & Buys under \$200
- +Travel: Gourmet regions of Australia

Hello Spring

- +New season styling guide
- +Make-up master class
- +Spring/Summer fashion

Spring Racing Guide

- +Racing fashion, beauty & accessories
- +Swimwear Special
- +Summer beauty guide

Print rates

VOLUME		3x	6x	9x	12x	18x	24x
Spend	CASUAL	\$57,390	\$111,840	\$163,350	\$211,920	\$309,050	\$400,320
Discount		2.5%	5.0%	7.5%	10.0%	12.5%	15.0%
DOUBLE PAGE SPREAD	41,202	40,174	39,144	38,116	37,086	36,058	35,028
FULL PAGE	20,601	20,087	19,572	19,058	18,543	18,029	17,514
HALF PAGE	12,361	12,052	11,743	11,435	11,126	10,817	10,508
THIRD PAGE	9,270	9,039	8,807	8,576	8,344	8,113	7,881
INSIDE FRONT COVER SPREAD	55,623	54,235	52,844	51,457	50,066	48,678	47,288
INSIDE BACK COVER	24,721	24,104	23,486	22,870	22,252	21,635	21,017
OUTSIDE BACK COVER	27,811	27,117	26,422	25,728	25,033	24,339	23,644

Rates and deadlines: all rates shown are exclusive of GST. GST will be added upon invoicing. *Cancellation: deadline is 1week prior to booking deadline.
Special inserts: specifications on application. Insert positioned at most relevant section break.

Print specifications

INSERTIONS	BLEED (mm)	TYPE (mm)	TRIM (mm)
FULL PAGE	297 x 215	267 x 185	307 x 225
THIRD PAGE HORIZONTAL	297 x 72	267 x 52	307 x 82
THIRD PAGE VERTICAL	297 x 215	267 x 185	307 x 225

DOUBLE PAGE SPREAD MATERIAL

Each page of a double page spread will need to be supplied as two separate single page files (1 x DPS = 2 x Full Pages). If your spread has an image that runs across the spine of the magazine, Pacific Magazines recommends you apply double imaging. Double imaging allowance is 3mm each side of the centre which is to be included in the trim not additional to the trim size.

FILES

Pacific Magazines will only accept digital ads via Quickcut. Digital files will not be accepted on disk or via email. For more information regarding Quickcut services contact Quickcut on (02) 9467-7599 or visit www.quickcut.com.au. It is important to enter an issue date and key number for each ad when sending digital files to Pacific Magazines via Quickcut. These numbers will become part of the file name and will assist Pacific Magazines in tracking your ad.

PROOFS

Pacific Magazines will only take responsibility for colour reproduction if a digital proof is supplied. Proofs will be held for three months for repeat material instructions. Further proofing information is available on the Pacific Magazines website. While production processes and material may vary, the onus is firmly on the agency or trade house to supply material within specifications.

Print deadlines

ISSUE NAME	ON SALE	BOOKING	MATERIAL	INSERT
Dec 2017	2-Nov-2017	28-Sep-2017	5-Oct-2017	17-Oct-2017
Jan 2018	30-Nov-2017	26-Oct-2017	2-Nov-2017	14-Nov-2017
Feb 2018	28-Dec-2017	23-Nov-2017	30-Nov-2017	12-Dec-2017
Mar 2018	1-Feb-2018	28-Dec-2017	4-Jan-2018	16-Jan-2018
Apr 2018	1-Mar-2018	25-Jan-2018	1-Feb-2018	13-Feb-2018
May 2018	5-Apr-2018	1-Mar-2018	8-Mar-2018	20-Mar-2018
Jun 2018	3-May-2018	29-Mar-2018	5-Apr-2018	17-Apr-2018
Jul 2018	31-May-2018	26-Apr-2018	3-May-2018	22-May-2018
Aug 2018	5-Jul-2018	31-May-2018	7-Jun-2018	19-Jun-2018
Sep 2018	2-Aug-2018	28-Jun-2018	5-Jul-2018	17-Jul-2018
Oct 2018	6-Sep-2018	2-Aug-2018	9-Aug-2018	21-Aug-2018
Nov 2018	4-Oct-2018	30-Aug-2018	6-Sep-2018	18-Sep-2018
Dec 2018	1-Nov-2018	27-Sep-2018	4-Oct-2018	16-Oct-2018

Please note, cancellation deadline is one week prior to booking deadlines.

Digital Rates & Deadlines - 2018

RATES (EX GST)	DISPLAY MEDIA	VIDEO	SOCIAL & PAID CONTENT
Homepage buyout – Med Rec with Skins (1 week)	\$3,000		
Run of Site – Med Rec	\$50 CPM		
Run of site – Med Rec with Leaderboard Roadblock	\$70 CPM		
Run of Site – Rich Media	From \$70 CPM		
15" In Feed Video		\$60 CPM	
30" In Feed Video		\$70 CPM	
Pac Video Ad – Med Rec		\$60 CPM	
Shoppable Video		\$100 CPM	
Commissioned Content			From \$5,000
Advertorial Content			From \$7,000
Social Integration			From \$1,850
Social Video			From \$2,550

DEADLINES

- Standard display/simple rich media: 5 business days prior to live date
- Complex rich media: 10 business days prior to live date
- Paid Content: 4-6 weeks prior to live date
- Integration: 4 weeks prior to live date
- For anything outside of the above, contact your Client Services Manager

AD SPECIFICATIONS

- Please refer to http://www.pacificmags.com.au/info/information/Pacific_Ad_Specs.pdf for creative specifications
- Ads must conform to specifications outlined.
- Elements not meeting specifications will need to be revised, which may delay the launch date.

Contact Details

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