



marie claire BRASIL

MEDIA KIT

Marie Claire is a **content platform** focused on the defense of **rights** and **pleasures** of women.

In addition to giving voice to inspiring characters and partner brands that share the same mission, Marie Claire is dedicated to empowering women by providing content that inspires confidence, independence, and self-expression in her cross-platform content production.





The covers are intended for women who are inspiring and engaged with contemporary discussions.

–

On the website, we have a great team of columnists, from businesswomen to activists, all interested in building a better world for women.

–

The reports shed light on important topics for women, in addition to the already recognized international fashion coverage

Contents

Disruptive...

...since its origin

Created in France in 1937.

–

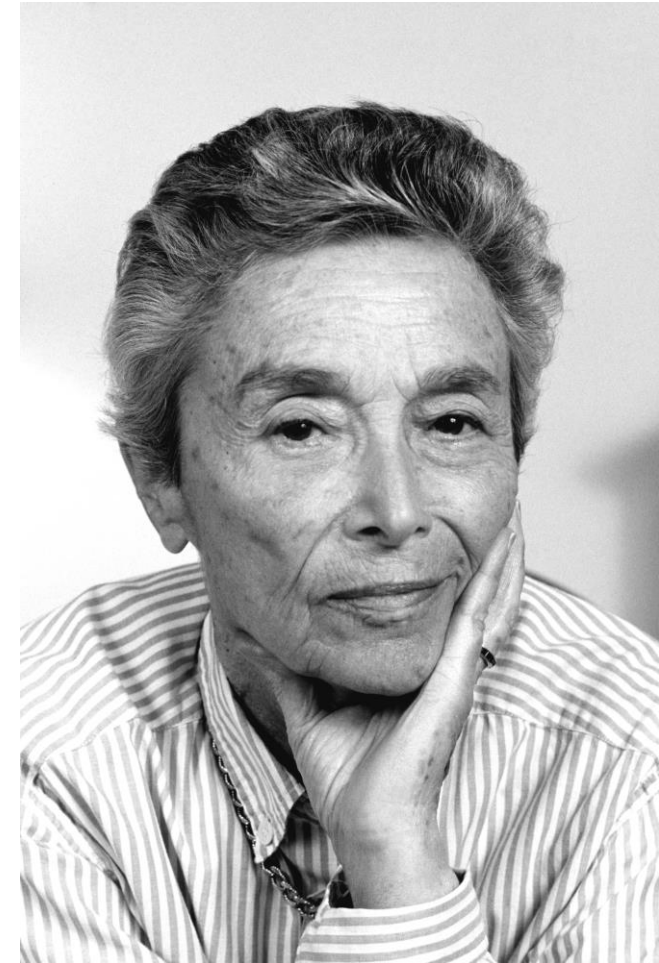
Named after Marie-Claire Mendès France, a journalist and political activist who fought for human rights and especially those of women.

–

Revolutionized the graphic concept of women's magazines.

–

Marie Claire was born as a feminist brand, interested in adding contemporary discussions to traditional fashion magazines.



Marie Claire was the first mainstream brand to embrace the diversity discourse in its segment.

–

Always recognized as the brand with the best journalism among women's magazines, it stands out for its reports and in-depth discussions.

Difference- ren- tial



Its differential is reaffirmed through several journalism awards and relevance in the fashion publishing market



Audience



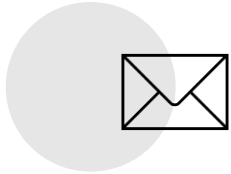
MAGAZINE

396 K readers
32,148 circulation



WEBSITE

5.2 MM unique visitors
10.2 MM pageviews



NEWSLETTER

10,061 submissions (Jul/24)



859 K
followers



900 K
followers



114 K
followers



76 K
followers



58 K
followers



173 K
followers



19 K
followers



5 K
followers

Readers

The youngest seek references, the older ones share experiences.



Marie Claire's readers are women who like fashion and, as conscious consumers, know when it is worth investing in an exclusive and timeless piece, but they are also tuned in to trends, which they adapt to their daily lives with a lot of personality.

–

They are women who aspire to a successful career and find in *Marie Claire* inspiration and advice from some of the most important female leaders in the world. They are women who share the desire to be a mother and, therefore, are interested in knowing the most modern methods to choose the best time to make this dream come true. Or, they have no connection with motherhood and know that, in *Marie Claire*, they will never be asked to fulfill this role.

–

Women happy with their bodies, their hair, their skin color and, in our channels, they see themselves represented in all their diversity and complexity.

–

They are women of their time, who date women, men, try new forms of pleasure and relationships, like to venture into the world and respect other opinions, while firmly defending their point of view.



Audience profile

Magazine

84% women

68% AB | **28%** C

28% 35 to 44 Years old

09% up to 24 years old

20% 25 to 34 years old

15% 45 to 54 years old

28% 55+ years old

Website

50% women

49% AB | **41%** C

32% 35 to 44 years old

06% up to 24 years old

19% 25 to 34 years old

23% 45 to 54 years old

20% 55+ years old



Beauty

We are closely following the changes in aesthetic standards and we put our broad eyes on all types of beauty. We believe that a diverse world is much more beautiful.



Lifestyle

We entered the coolest houses in the country, unveiled secrets of gastronomy, we dive into the lifestyle of people who live in different cities around the world.



Fashion

From haute couture to prêt-à-porter, through sustainable fashion, slow and fast fashion, **Marie Claire** anticipates trends, presenting the backstage of the shows of national and international fashion weeks, with very warm coverage on all our platforms, in addition to publishing profiles and exclusive interviews with established designers and revealing young creators.



Culture

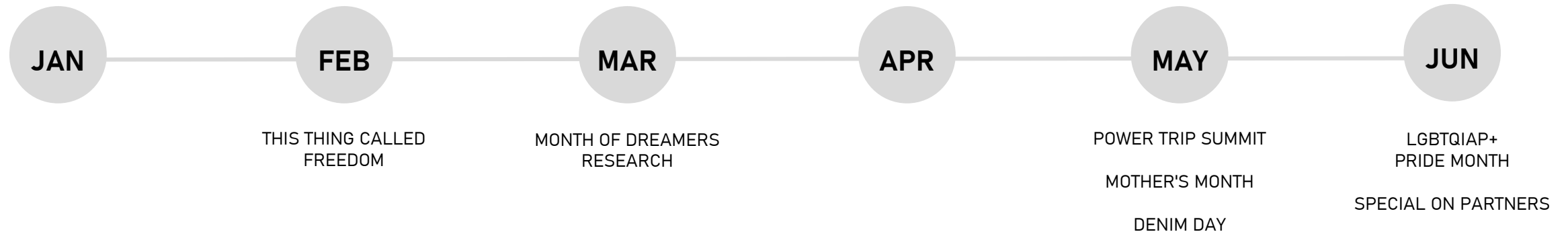
From young artists to established stars, our intersectional coverage brings together interviews, profiles and reports of women who are protagonists in all fields of the arts, whether in literature, music, series, cinema, dance, theater and the fine arts.

Editorials

Events and projects



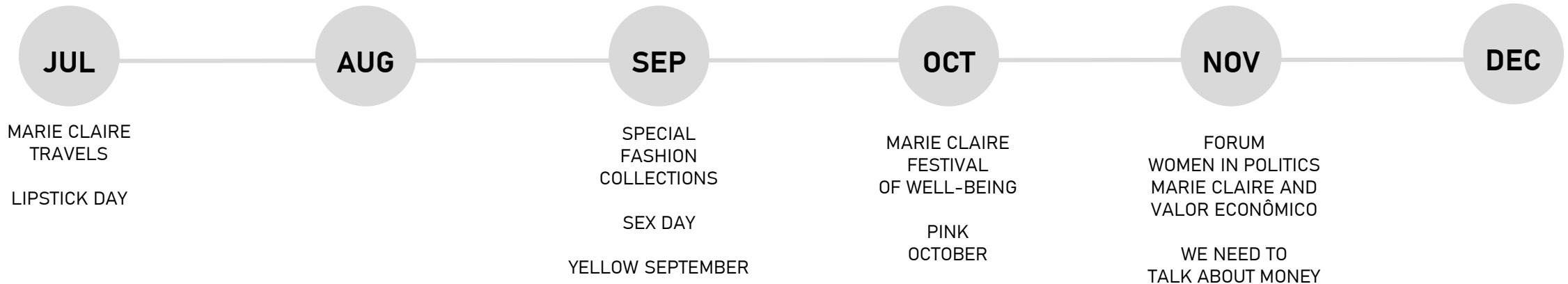
CALENDAR **marie claire**^{BRASIL} 2025



TIMELESS – DEPENDING ON COMMERCIAL VIABILITY

BUSSINESS REVIEW
WOMEN PLATFORM
MARIE CLAIRE TALKS
THEMATIC SPECIALS
WOMEN 'S HEALTH CALENDAR

CALENDAR **marie claire** BRASIL 2025



TIMELESS – DEPENDING ON COMMERCIAL VIABILITY

BUSSINESS REVIEW
WOMEN PLATFORM
MARIE CLAIRE TALKS
THEMATIC SPECIALS
WOMEN 'S HEALTH CALENDAR

This Thing Called Freedom

A podcast series hosted by Sarah Oliveira, in which she interviews women who have rethought their way of living and relating to others, inspired by excerpts from films, books, and music.

Each episode features an in-depth interview with a famous personality and testimonials from anonymous women in various professions, highlighting turning points in their lives. They also share excerpts from songs, books, films, and soap operas that helped them face moments of fear, challenge, courage, and freedom.





Business Review

Marie Claire believes that women are a fundamental part of our economy and the country's health and, in order to inspire them, presents a unique and multiplatform project in different industries and what they do to maintain a ongoing culture of innovation. We invite your brand to take center stage with us in the Marie Claire Business Reviews.

Within Marie Claire magazine, in the sponsored Business Reviews section, the largest in Brazil talk about business and career, in this new era of creative production. Each issue features a profile of a major national female leader, sharing her achievements, biggest challenges, and winning strategies that can inspire both individuals and companies to work better, all presented in partnership with your brand.

SONHADORAS

Uma investigação sobre o vínculo das mulheres com o futuro



Women's Month Dreamers Research

This is an innovative project aimed at uncovering the current relationship Brazilian women have with their dreams, to fuel the future of women with hope and new desires.

Through a broad and in-depth investigation, we will understand how Brazilian women think, feel, and live their dreams. By examining how this relationship has evolved over time, we'll reveal how their connection to their dreams has been changing.

Power Trip Summit



The largest female leadership event in the country that brings together influential women to discuss management, empowerment and feminism.



Mother's Month

In the month of mothers, Marie Claire prepares a series of special content for the audience. Each of these proposals can be tailored to needs and interests specific to the sponsor, creating an editorial partnership personalized to celebrate Mother's Day.

Inspiring Stories of Entrepreneurial Mothers: Interviews and profiles of successful entrepreneurial mothers, highlighting their journeys, challenges and tips for other mothers who wish to start entrepreneurship;

Personalized Gifts Guide for Mothers: A curated guide of exclusive and personalized gifts for Mother's Day, with an emphasis on products from partner companies;

Influencer Moms in Daily Life: Partnerships with influencer moms to share how they balance their lives, careers, and motherhood;

The Importance of Maternal Mental Health: Articles and testimonials on the importance of mothers' mental health and how to face the emotional challenges of motherhood;

Self-Esteem and Beauty Tips for Mothers: Beauty articles and tutorials that enhance mothers' self-esteem.





Special on Partners

The celebration of Valentine's Day is a unique opportunity for brands to promote values of inclusion, diversity and love in all its forms. Our proposal is to create memorable content that highlights diverse love and promote an inclusive message to connect people on a deep emotional level.

Promote diversity in love: Highlight relationships in all forms, including heterosexual, LGBTQ+, interracial and intergenerational couples;

Emotional Connection: Creating content that resonates with the feelings and values of consumers, strengthening the relationship between them and the brand;

Increase brand visibility: Attract attention of the media, reach a wider audience and attract new customers.



Special Fashion Collections

The ***September issue*** is the most important of the year for the fashion market. During this time, summer collections are launched, and we highlight the major fashion weeks in New York, London, Milan, and Paris.

Partners can board with us and enjoy all the movement that the month of September provokes. With custom shootings, digital cover, outer cover and special formats in the magazine and even talks and parades curated by **Marie Claire**.

Yellow September

Yellow September is a Brazilian campaign for suicide prevention, started in 2015. The month was chosen because since 2003, September 10 is World Suicide Prevention Day.

Marie Claire, committed to the well-being and mental health of its readers, is joining this important cause. We aim to create a safe space for dialogue and somehow encourage those who need to ask for help. We are dedicated to creating and sharing relevant information, inspiring stories, and useful resources to raise awareness about suicide and provide emotional support.

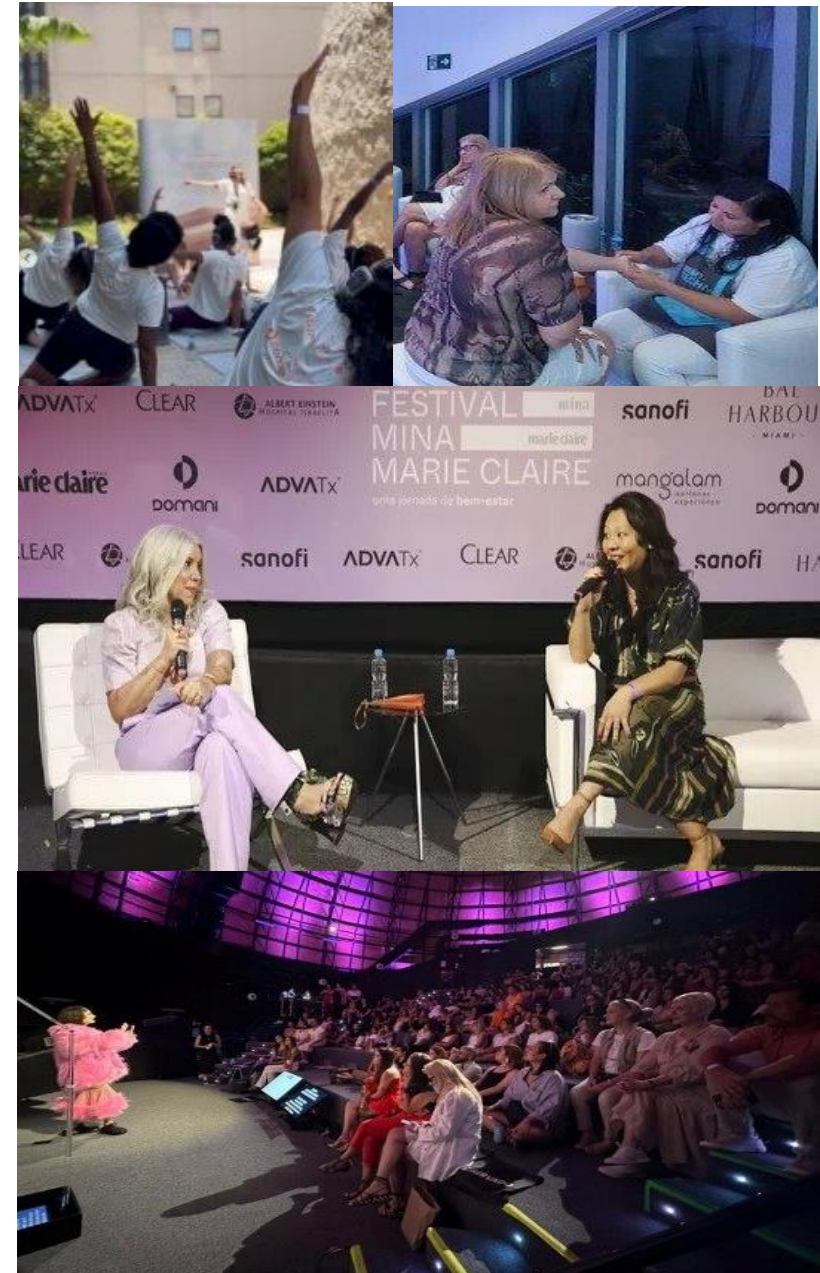


Marie Claire Festival

For Marie Claire, wellness is not about fitness routine or recipes to lose weight. Wellness is about being well in it's full sense. On destigmatizing mental health in our culture. It's about breaking free from the mold of patriarchal medicine. About considering the emotional impacts and psychological impacts of something that seems very physical. About talking openly of things that are (still) taboo issues like sexual pleasure and menopause. Let's explore the body-brand paradox and identify what to do to really feel better.

This is the celebration of a new wave of wellness and we are very happy that the tides are changing.

All this in an event that will bring together about 400 women in a day of immersion with talks, workshops, tastings and experiences in São Paulo.





Forum Women in Politics

The presence of women in Brazilian politics is still disproportionate to their representation in society, despite advances made over the last decades. More than half of Brazil's population (51.13%) is female. – They represent 53% of the electorate. – However, they occupy less than 15% of elective positions.

Together with Valor Econômico, we will promote a Forum to facilitate debates, share experiences and highlight the importance of women's participation in all spheres of national politics.

The sponsor will have the opportunity to support content that fosters female leadership and inspires future generations to engage in building a more just and equal Brazil. Additionally, there will be the potential for developing branded talks and multi-platform content.



We Need to Talk About Money

Talking about money goes beyond financial independence and is also a form of empowerment and autonomy for women.

For this reason, **Marie Claire** has prepared a great finance, career and entrepreneurship special, with special articles and a series of reports that will be published in the magazine, on the website and on social networks over the next 8 months.

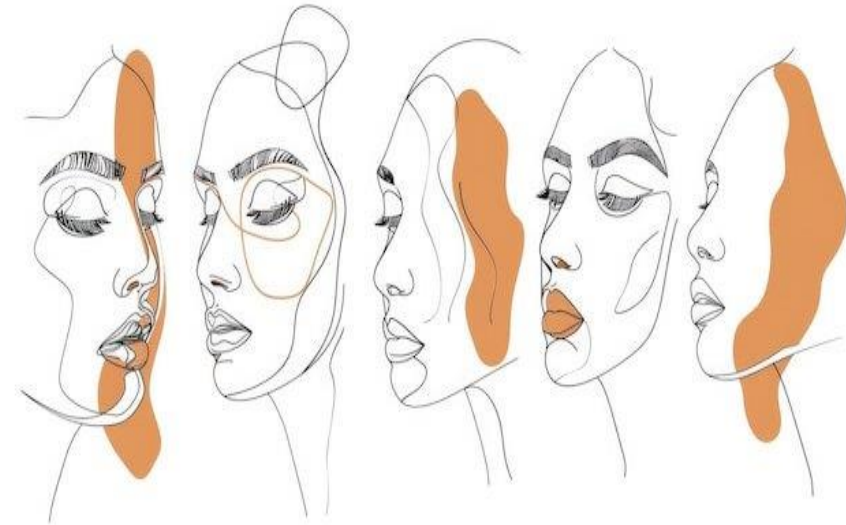
The brand can take ownership of the agenda and promote a talk to guests, in addition to signing the offer of all content in the magazine, website and social networks.

Women's Platform

This will be our content platform for the most important topics in the female universe, bringing together some of the top titles from Editora Globo, led by those with a voice in the conversation: Marie Claire, Vogue, Glamour, Ela, and Crescer, alongside Valor Econômico, O Globo, and CBN.

We aim to unite the top women's publications with the most respected business and journalism outlets in the country to reinforce female presence in the diverse sectors that shape and discuss the future we envision for the next generations of Brazil.

The content will be available across various channels: A dedicated site channel, digital cover, social media, videocast, videos, radio bulletins, newspaper supplements, and live talks.





Thematic specials

Special dates offer opportunities for brands to connect with our audience. Through customized projects or sponsorship of editorial initiatives, we can develop magazine coverage, customized articles and interviews, lives, website channels, podcasts and *social media posts* talking about different dates:

- • LGBTQIAPN+ Pride Month;
- • Special on jewelry;
- • Denim Day;
- • Weddings;
- • Lipstick Day;
- • Sex Day;
- • Christmas and New Year's.

And other dates of interest to partners.

Marie Claire Talks

Marie Claire Talks offers an exclusive and tailored space for brands to engage with a select audience and discuss the most important aspects of the female universe.

In brunch, debate, or roundtable formats, Marie Claire Talks develops and explores themes of common interest to our readers and brands. Partners can also take ownership of discussions such as:

The Future of Fashion: technology in fashion, sustainable fashion, and ethics in production;

Black Entrepreneurship: debates on representation, inequality, entrepreneurship, and innovation;

Beauty Market: women's relationship with beauty, acceptance, female empowerment, and new products.





Pink October

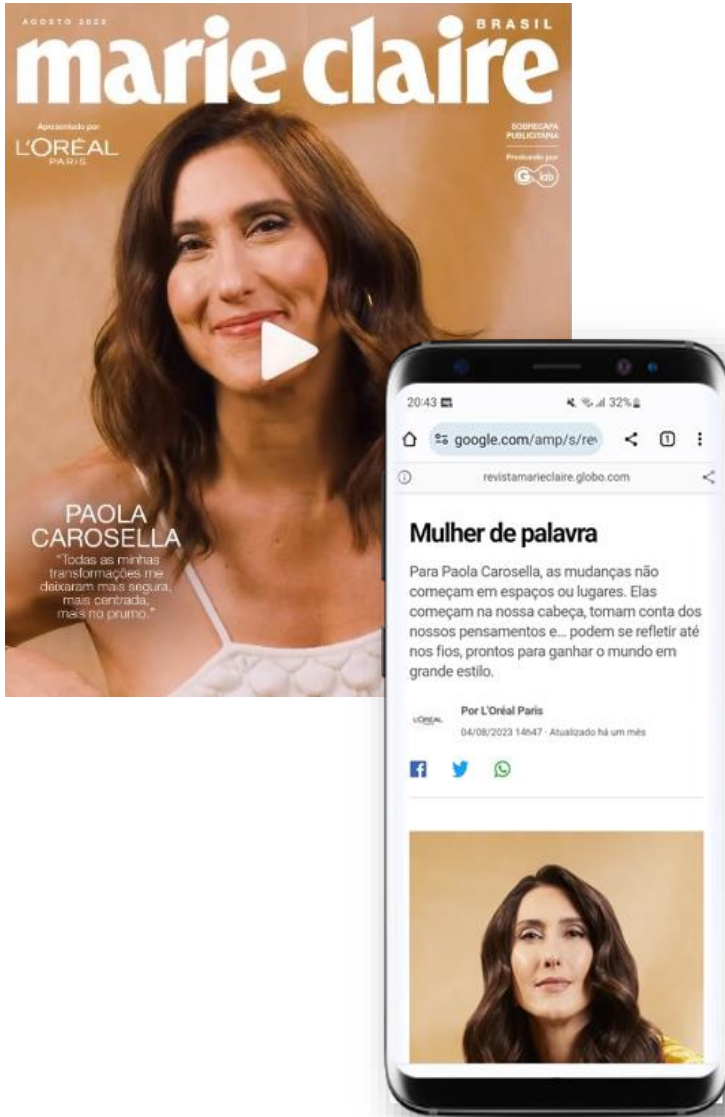
Pink October is an international breast cancer awareness movement that began in the 1990s. Since then, actions have been carried out worldwide to raise awareness about the importance of breast cancer prevention through early diagnosis and prompt treatment to prevent deaths from the disease.

Marie Claire, concerned about women's health, will lead a content project promoting breast cancer awareness.

Women's Health Calendar

Following special guidelines related to the women's health calendar, **Marie Claire** has a portfolio of opportunities with articles, lives, podcasts, meetings, movement on social networks to talk about the main issues related to women's health:

- **FEBRUARY:** 02/04 – World Cancer Day | 02/05 – National Mammography Day;
- **MARCH:** Cervical Cancer Prevention Month and Endometriosis Awareness Month (Yellow and Lilac March)
- **APRIL:** 04/30 – National Women's Day
- **MAY:** Skin Cancer Prevention Month | 05/08 – Endometriosis Awareness Day | 05/28 – International Women's Health Day
- **AUGUST:** 08/29 – Day Against Smoking
- **SEPTEMBER:** 09/26 – World Unplanned Pregnancy Day



Different digital formats

Digital Cover

In partnership with the brand, we can create a **Marie Claire** digital cover featuring a brand ambassador or a character mutually agreed upon with the partner.

All content will be amplified on *Marie Claire*'s digital platforms (website and social media).



Different digital formats

Marie Claire Stories

Stories and mini-reports presented on Marie Claire's Instagram and/or TikTok capture users' attention, giving some space to concise information with attractive design, impactful and shareable photos/illustrations, and videos

Customized Projects

Marie Claire has *expertise* in talking about various subjects and from the interest of the partner, we can develop specific projects in various formats: branded content, coverage of customized events, lives, content hub, webseries, editorial sponsorship, social media series, email marketing, videos and more



A fashion magazine cover for Marie Claire Brazil. The background is a solid deep red. A woman with short brown hair is the central figure, wearing a black long-sleeved top and a grey knee-length skirt. She is captured in a dynamic pose, leaning back with her head tilted and eyes closed, as if dancing or falling. Her right leg is bent and raised, and her left leg is extended. She is wearing black high-heeled shoes with thin straps. To the left, the lower half of another person is visible, wearing a white tank top and black leggings. The magazine title 'marie claire' is printed in white lowercase letters on the right side, with 'BRASIL' in smaller uppercase letters above the 'e' in 'claire'.

marie claire BRASIL