



marie claire BRASIL

MIDIA KIT



THE BRAND



Marie Claire is a content platform aimed at defending women's rights and pleasures.

In addition to giving voice to inspiring characters and partner brands that share the same mission, Marie Claire is committed to empowering women, providing content that inspires trust, independence, and self-expression, in its multi-platform content production.



CONTENT



The covers are dedicated to inspiring women engaged in contemporary discussions.

On the website, we rely on a great team of entrepreneur and activist columnists, all interested in building a better world for women.



The stories shed light on important subjects for women, in addition to the well-known coverage of international fashion.



Disruptive...

...Since its creation.

Created in 1937 in France.

.....

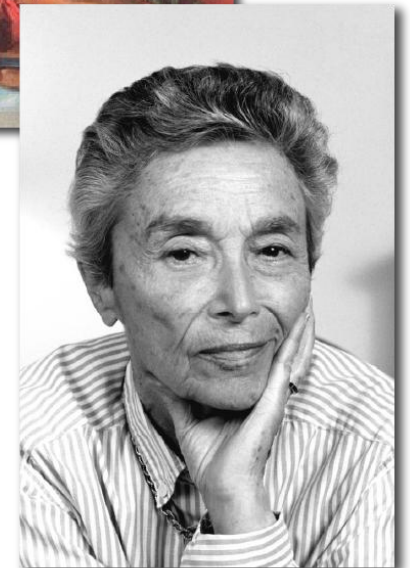
Name inspired by Marie-Claire Mendès France, a journalist and political activist that fought for human rights, especially those of women.

.....

She revolutionized the graphic concept of women's magazines.

.....

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



Marie-Claire
Mendès France



Differential

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

.....

Always recognized as the brand with the best journalism among the women's magazines, it stands out due to its stories and deep discussions.

.....

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

Audience



MAGAZINE

449K readers¹
34,791 circulation²



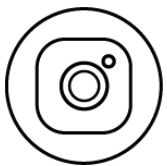
WEBSITE

4.1 MM unique visitors^{3*}
6.4 MM Page views^{3**}



NEWSLETTER

12,662 subscriptions (Aug/25)
8.9 MM Page views^{3**}



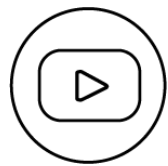
891K
followers



897K
followers



113K
followers



77K
followers



58K
followers



181K
followers



22K
followers



7K
followers



Readers

*The younger audience seeks references,
the older one shares experiences.*

Marie Claire readers are women who enjoy fashion and, as conscious consumers, they know when it is worth investing in an exclusive and timeless piece, but they are also up-to-date with trends, which they adapt to their daily lives with lots of personality.

.....

They are women who aspire to successful careers 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 of becoming mothers and, therefore, are interested in learning about the latest methods to choose the best moment to make this dream a reality. Or they do not feel any connection to motherhood at all and know that, in Marie Claire, they will never be asked to fulfill this role.

.....

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

.....

They are women of their time, who date women, men, and who experience new ways of pleasure and relationship; they enjoy venturing into the world and respect opinions, while also strongly defending their point-of-view.



Audience profile

MAGAZINE¹

76% Women

73% AB | **20%** C

38% 35 to 44 years

3% up to 24 years

27% 25 to 34 years

19% 45 to 54 years

13% 55+ years

WEBSITE²

60% Women

44% AB | **43%** C

37% 45 to 54 years

4% up to 24 years

17% 25 to 34 years

20% 35 to 44 years

21% 55+ years

Editorials



Beauty

We are closely following the changes in aesthetic standards and we take a broad view of all forms of beauty. We believe a diverse world is much more beautiful.



Lifestyle

We enter the coolest houses in Brazil, uncover gastronomy secrets, dive into the lifestyle of people who live in different cities in the world.



Fashion

From haute couture to prêt-à-porter, including sustainable fashion, slow fashion, and fast fashion, Marie Claire anticipates trends, showing the backstage of national and international fashion weeks, with super-exclusive coverage across all our platforms, in addition to publishing exclusive profiles and interviews with well-renowned stylists and discovering young creators.



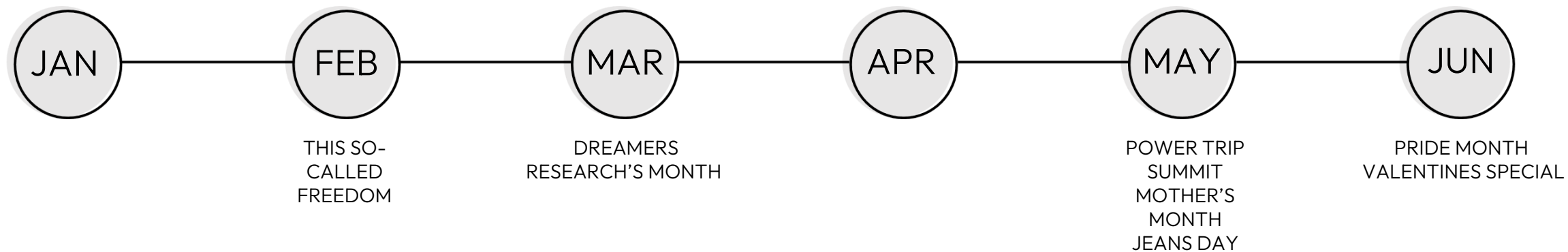
Culture

From young artists to prominent stars, our intersectional coverage gathers interviews, profiles, and stories about women who are protagonists in all fields of art, whether it be literature, music, TV show, cinema, dance, theater, or visual arts.



Events
and projects

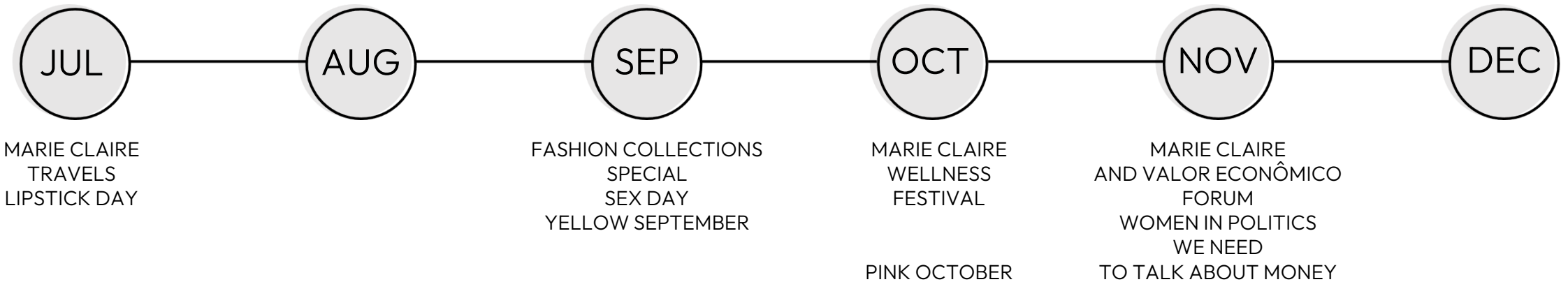
CALENDAR **marie claire**^{BRASIL} 2026



NO FIXED DATE - AS PER COMMERCIAL VIABILITY

BUSINESS REVIEW	THEMATIC SPECIALS
WOMEN PLATFORM	MARIE CLAIRE TALKS
BEAUTY EVERYTHING	WOMEN HEALTH CALENDAR

CALENDAR **marie claire** BRASIL 2026



NO FIXED DATE - AS PER COMMERCIAL VIABILITY

BUSINESS REVIEW	THEMATIC SPECIALS
WOMEN PLATFORM	MARIE CLAIRE TALKS
BEAUTY EVERYTHING	WOMEN HEALTH CALENDAR



THIS SO-CALLED FREEDOM

A podcast show with Sarah Oliveira, in which she interviews women who reevaluated their way of living and relating to others, inspired by excerpts from movies, books, and songs.

In every episode, a deep interview with a famous personality and testimonies from anonymous women with different jobs, who highlight turning points in their lives and reveal excerpts from songs, books, movies, soap operas, that helped them face moments of fear, challenge, courage, and freedom.

*FEBRUARY THROUGH
OCTOBER*

Business Review

Marie Claire believes that women are a fundamental part of our economy and the country's health. In order to inspire them, it introduces an exclusive multi-platform project in different industries and what they do to keep an ongoing innovation culture. For that, we invite your brand to be the protagonist of Marie Claire Business Reviews alongside us.

Inside the Marie Claire magazine, in the sponsored section Business Reviews, the leading figures in Brazil talk about business and career, in this new era of creative production. In each issue, Marie Claire showcases the profile of a prominent national female leader, narrating her achievements, her greatest challenges, and the winning strategies that may inspire people and companies to work better, all of this brought by our partner brand.



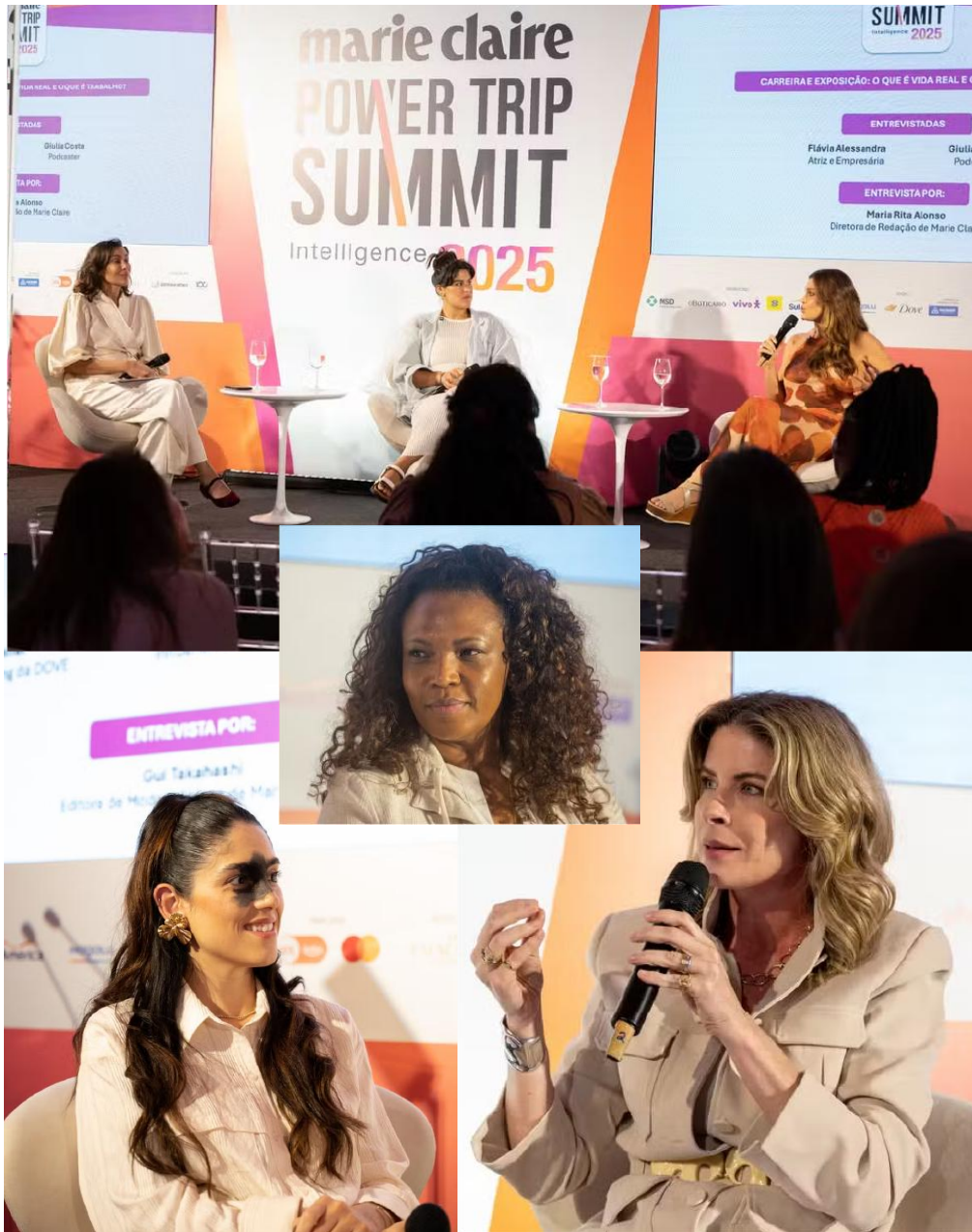
SONHADORAS

Uma investigação sobre o vínculo das mulheres com o futuro



Women's Month Dreamers Research

It is a new project to uncover the current relationship between Brazilian women and their dreams and, thus, fuel the female future with hope and new desires. By means of a wide and profound investigation, we will understand how Brazilian women think, feel, and live their dreams. Looking at this relationship with the theme over time, we will uncover how the bond with dreams has been changing.



Power Trip Summit

The biggest female leadership event in Brazil, which gathers influential women to discuss topics of management, empowerment, and feminism.

Mother's Month

During mother's month, Marie Claire prepares a series of special content for the audience. Each one of these proposals can be adapted to the needs and specific interests of the sponsor, creating a customized editorial partnership to celebrate Mother's Day.

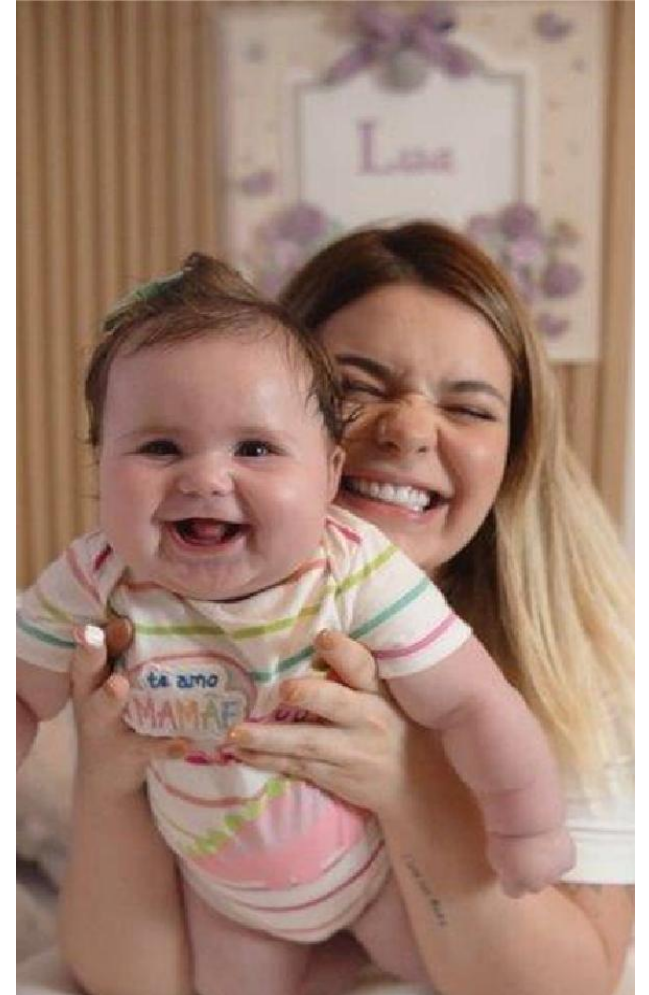
Inspiring Stories of Entrepreneur Mothers: Interviews and profiles of successful entrepreneur mothers, highlighting their journeys, challenges and tips for other mothers who wish to start a business.

Customized Gift Guide for Mothers: A curated guide of exclusive and customized gifts for Mother's Day, with emphasis on products from partner companies;

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

Importance of Maternal Mental Health: Articles and testimonies about the importance of mental health for mothers and how to face the emotional challenges of motherhood.

Tips for Self-Esteem and Beauty for Mothers: Articles and beauty tutorials that highlight mothers' self-esteem.



Valentines Special

The Valentines Day celebration is a unique opportunity for brands to promote values of inclusion, diversity, and love in all its shapes. Our proposal is to create memorable content that emphasizes diverse love and promotes an inclusive message to connect people in a deeper emotional level.

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

Emotionally connect: Create content that resonates with consumers' feelings and values, strengthening the relationship between them and the brand;

Increase brand visibility: Attract media attention, reach a wider public and attract new clients.



SEPTEMBER



Fashion Collection Special

September Issue is the most important issue of the year for the fashion market. At this time of year, the summer collections are launched and we have the highlights from the biggest fashion weeks of the world, such as New York, London, Milan, and Paris.

The partner can join us and enjoy all movement the month of September brings. With customized shootings, digital cover, dust jacket, and special formats in the magazine and even talks and runways made with Marie Claire's curatorship.



Yellow September

Yellow September is a Brazilian campaign for suicide prevention started in 2015. The month was chosen because since 2003, September 10th is the world suicide prevention day.

Marie Claire, committed to its readers' wellness and mental health joins this important cause. We intend to create a safe space for dialogues and somehow encourage those who need to ask for help. We are dedicated to create and share relevant information, inspiring stories and useful resources to increase awareness about suicide and offer emotional support.



Marie Claire Festival

For Marie Claire, wellness is not only about fitness routine or recipes to lose weight. Wellness is about feeling good in the full sense. About destigmatizing mental health in our culture. About breaking the mold of patriarchal medicine. About considering the emotional and psychological impacts of something that seems very physical. About openly talking about issues that are (still) taboo, such as sexual pleasure and menopause.

We will explore the body-brand paradox and identify what to do so we can really feel better. This celebration is a new wellness wave and we are thrilled that the tides are changing.

All of this in an event that will gather around 400 women in an immersion day with talks, experiences, workshops, tastings and experiences in São Paulo.



Forum Women in Politics

The presence of women in Brazilian politics is still disproportional to their representativity in society, despite the progress achieved throughout the past decades. Over half of the Brazilian population (51.13%) is female - They represent 53% of the electorate - However, they occupy less than 15% of elected offices.

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

The sponsor will have content to encourage female leadership and inspire new generations to engage in building a fairer and more egalitarian Brazil, in addition to the possibility of developing a branded talk and multi-platform content.

We Need to Talk About Money

Talking about money goes beyond financial independence; it is also a path for empowerment and autonomy for women.

That is why, Marie Claire prepared a large finances, career and entrepreneurship special, with special articles and a series of stories that will be published in the magazine, the website, and social media during the next 8 months.

The brand can take the lead on the issue and host a talk for guests, in addition to signing the offering of all content in the magazine, website, and social media.

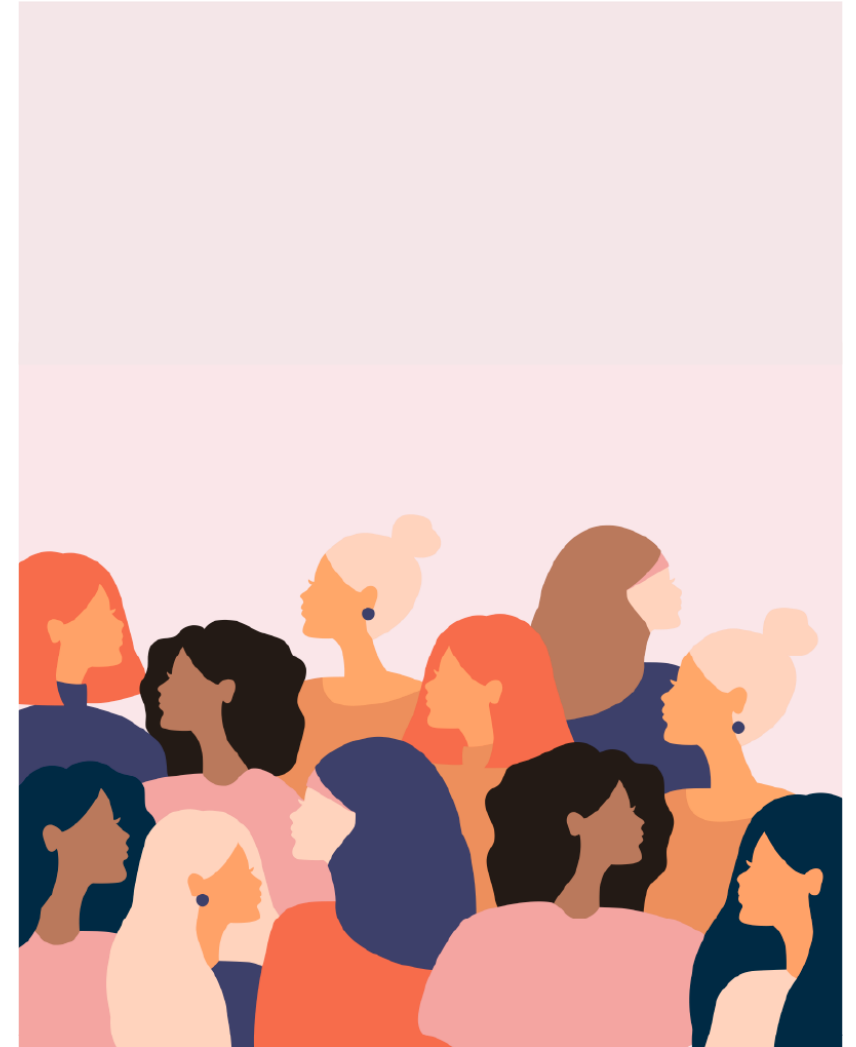


Women Platform

It will be our content platform about the most important topics of the female universe, gathering some of the main title of Editora Globo, led by those who hold authority on the subjects: Marie Claire, Vogue, Glamour, Ela and Crescer, joined by Valor Econômico, O Globo and CBN.

We will unite the main women's titles with the largest and most well-renowned business and journalism vehicles in the country, in order to reinforce female presence in the many sectors that move and debate the future we want for the country's next generations.

The content will be found in several channels: Website, digital cover and social media, videocast, videos, radio bulletins, newspaper supplement and in-person talk.





Beauty Everything

Space inside Marie Claire, where one finds the beauty reviews published daily and based on real editorial background and tests made by a diverse team of expert employees, passionate about beauty.

Opportunities:

- Products description
- Launches
- Live
- Channel sponsorship
- Thematic weeks (hair, lipstick, skin, dye etc.).



Thematic Specials

Some special dates are opportunities for brands to talk with our audience. Via customized projects or sponsorship of editorial initiatives, we can develop coverages in the magazine, articles, and customized interviews, lives, channels on the website, podcasts and social media posts talking about different dates:

- Pride Month;
- Jewelry special;
- Jeans Day;
- Brides;
- Lipstick Day;
- Sex Day;
- Christmas and New Year.

Among other dates of interest for the partner.

Marie Claire Talks

An exclusive and customized conversation for brands to get in contact with a selected group and discuss the most important issues of the female universe.

Whether in the form of a brunch, a debate, or a roundtable, the Marie Claire Talks develops and discusses topics of mutual interest to our readers and the brands. The partner also has the possibility of taking the lead on discussions such as:

Future of fashion: technology in fashion, solidarity fashion, and sustainability and ethics in production;

Black entrepreneurship: debates about representativity, inequality, entrepreneurship, and innovation;

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





Pink October

Pink October is an international movement of mobilization against breast cancer created in the 90s. Since then, initiatives are carried out worldwide aiming to raise awareness in relation to breast cancer prevention by means of early diagnosis and immediate treatment, preventing deaths from the disease.

Marie Claire is concerned about women, that is why it will carry the flag of awareness for breast cancer with content about the cause.

Women Health Calendar

Following special agendas related to the women health calendar, Marie Claire has a portfolio of opportunities with articles, lives, podcasts, meetings and movement in social media to talk about the key issues related to female health:

FEBRUARY: Feb. 4 - World Cancer Day
Feb. 5 - National mammography day

MARCH: Cervical Cancer Prevention Month and Endometriosis Awareness Month (yellow and lilac March)

APRIL: Apr. 30 - National women's day

MAY: Skin Cancer Prevention Month
May 8 - Day of Action Against Endometriosis
May 28 - International Day of Action for Women's Health

AUGUST: Aug. 29 - Day Against Smoking

SEP: Sep. 26 - World Unplanned Pregnancy Day



Different digital formats

DIGITAL COVER

Alongside the brand, we have the possibility of producing a Marie Claire digital cover, using the brand's poster girl or a character defined in mutual agreement with the partner.

All content will be reverberated in the Marie Claire digital platforms (website and social media).



Different digital formats

Marie Claire Stories

Stories and small articles posted on Marie Claire's Instagram and/or TikTok accounts hook the user and make room for the complete information, in concise texts, with attractive design and use of pictures/illustrations and impacting and shareable videos.

Customized projects

Marie Claire is an expert in talking about many subjects and based on the partner's interest, we can develop specific projects in different formats: branded content, coverage of customized events, lives, content hub, webseries, editorials sponsorship, series in social media, e-mail marketing, videos and much more.





marie claire BRASIL

MIDIA KIT