



marie claire BRASIL

MEDIA KIT

Marie Claire shows, more than ever, that it is the benchmark brand for understanding the diverse world we live in today.

You know that consumption needs to have a purpose, that it's necessary to empower the women around you, and that there is no equality without diversity – in terms of gender, race, sexual orientation. In addition to giving a voice to inspiring characters and partner brands that share the same mission, **Marie Claire** has its own voice.

It encourages women to take on their role without judgment, anticipates trends, and consistently advocates for causes in its multi-platform content production.



Disruptive...

... since its inception

Founded in France in 1937.

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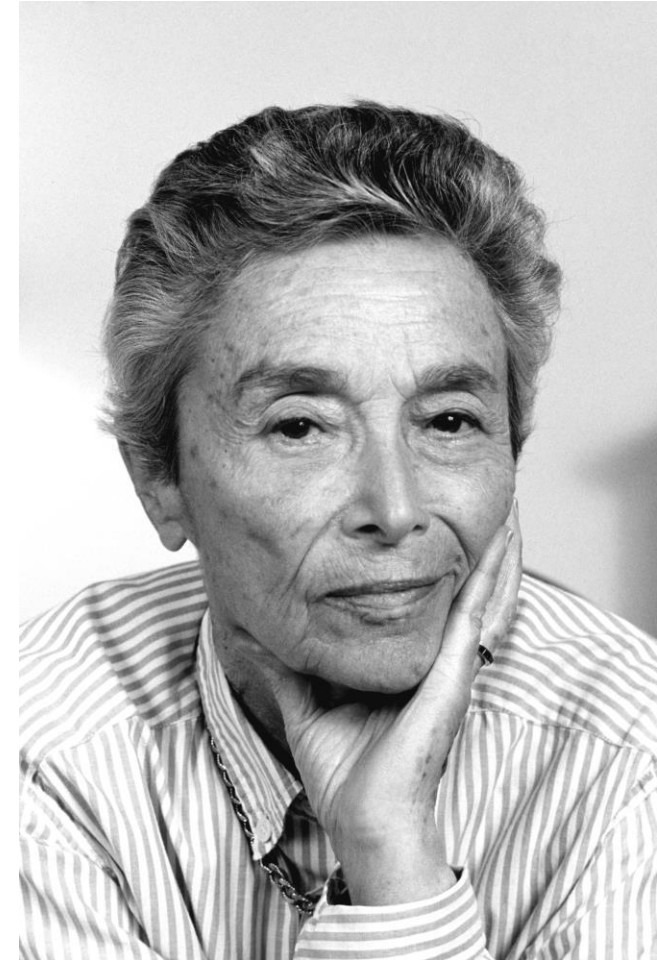
The name was inspired by Marie-Claire Mendès France, a journalist and political activist who fought for human rights, particularly those of women.

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It revolutionized the graphic concept of women's magazines.

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Marie Claire was born as a feminist brand, interested in adding contemporary discussions to traditional fashion magazines, and in Brazil, it has always met the desires of women who work outside the home, who enjoy fashion, and who passionately engage in intelligent conversations.





Our covers are dedicated to inspiring and engaged women in contemporary discussions.

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

Our articles align with this mission, shedding light on important topics for women, in addition to our well-recognized coverage of international fashion, always setting trends.

Content

Diffe- ren- tiator

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

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



Its differentiator is reaffirmed through numerous journalism awards and relevance in the fashion editorial market.



Audience



1 MM readers
40.772 circulation



2,9 MM unique visitors
5,3 MM pageviews



NEWSLETTER
10.428 sends (Aug/23)



841 K
followers



890 K
followers



117 K
followers



76 K
followers



57 K
followers

Readers

Younger women seek references, while older ones share experiences.



Marie Claire readers are women who appreciate fashion and, as conscious consumers, know when it's worth investing in a unique and timeless piece, but they also stay in touch with trends, adapting them to their daily lives with great personality.

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These are women who aspire to successful careers and find inspiration and advice from some of the world's most important female leaders in *Marie Claire*. They are women who share the desire to be mothers and therefore have an interest in knowing the most modern methods to choose the best time to fulfill this dream. Or they have no connection to motherhood and know that in *Marie Claire*, they will never be pressured to fulfill this role.

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Marie Claire readers are women who are happy with their bodies, their hair, their skin color, and on our channels, they see themselves represented in all their diversity and complexity. They are women of their time, who date women, men, explore new forms of pleasure and relationships, enjoy venturing into the world, and respect opinions, while firmly defending their own point of view.

Marie Claire readers know that true chicness is being intelligent.



Audience Profile

Magazine

82% women

76% AB | **23%** C

29% aged 25 to 34 years

14% aged 24 or younger
25% aged 35 to 44
17% aged 45 to 54
15% aged 55+

Website

59% women

47% AB | **45%** C

31% aged 35 to 44 years

11% aged 24 or younger
18% aged 25 to 34
16% aged 45 to 54
24% aged 55+



Beauty

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



Lifestyle

We enter the coolest homes in the country, unravel the secrets of gastronomy, and immerse ourselves in the lifestyles of people living in different cities around the world.



Fashion

From haute couture to ready-to-wear, including sustainable fashion, slow and fast fashion. **Marie Claire** anticipates trends, presenting behind-the-scenes looks at national and international fashion weeks, with hot coverage on all our platforms. We also publish exclusive profiles and interviews with renowned designers and reveal young creators.

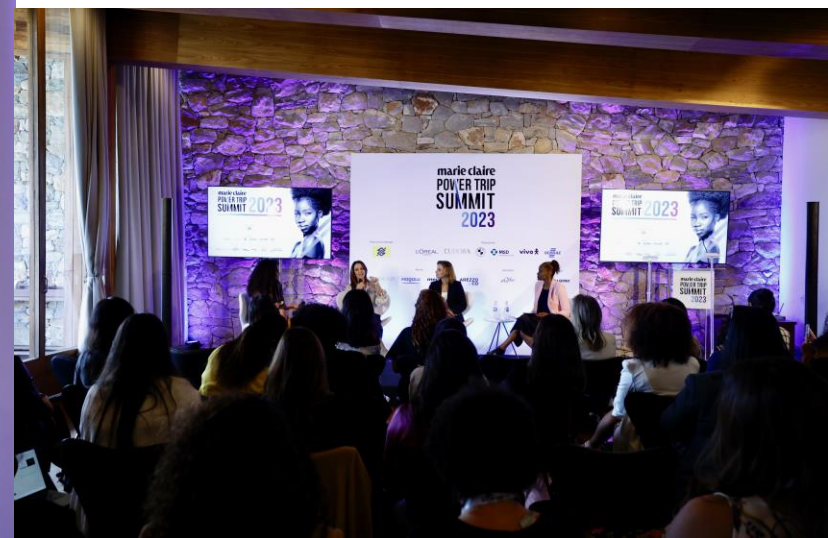


Culture

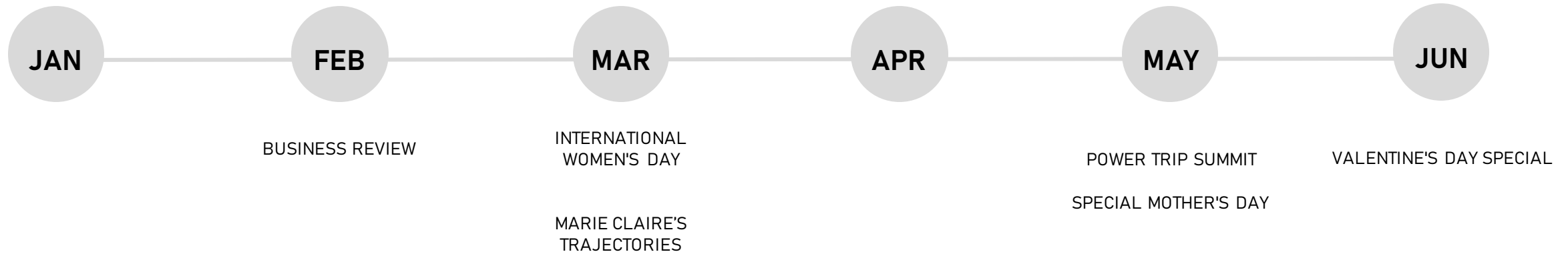
From young artists to established stars, our intersectional coverage brings together interviews, profiles, and reports of women who are leading in all fields of the arts, whether in literature, music, series, cinema, dance, theater, or visual arts.

Editorial Sections

Events and Projects



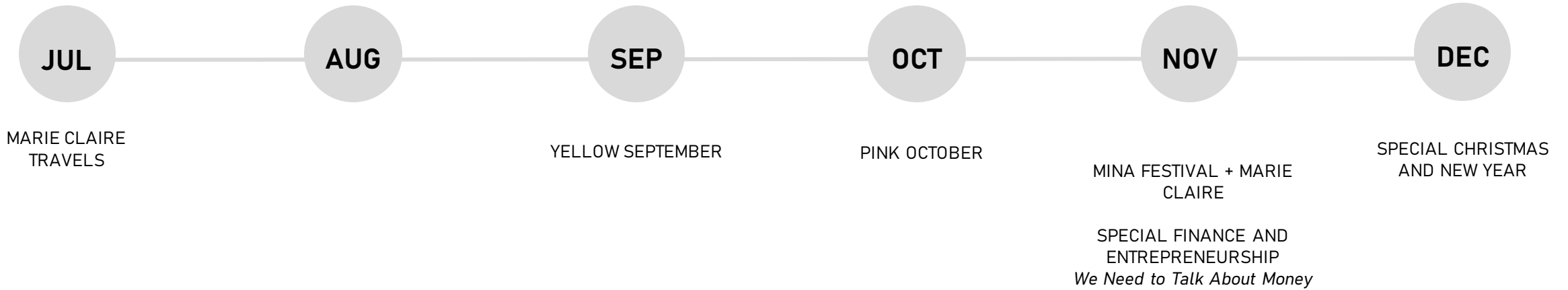
CALENDAR **marie claire**^{BRASIL} 2024



TIMELESS - ACCORDING TO COMMERCIAL FEASIBILITY

MARIE CLAIRE TALKS
WOMEN'S HEALTH CALENDAR
EVERYTHING BEAUTY
THEMATIC SPECIALS
SPECIAL DIGITAL FORMATS (DIGITAL COVER AND MARIE CLAIRE STORIES)

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Business Review

Marie Claire believes that women are a fundamental part of our economy and the health of our country. To inspire them, we present an exclusive and multi-platform project across different industries, showcasing what they do to maintain a culture of innovation.

For this purpose, we invite your brand to be a protagonist in the Marie Claire Business Reviews alongside us.

Within the pages of Marie Claire, in the Business Reviews section, the most influential women in Brazil share insights about business and career in this new era of creative production. Each edition of Marie Claire features a profile of a prominent female leader in the nation, narrating her accomplishments, her most significant challenges, and the winning strategies that can inspire individuals and businesses to work better, all with the support of our partnering brand.

Marie Claire Trajectories

Marie Claire is a symbol of female empowerment and promotion of gender equality in Brazil. With decades-long history of celebrating women's achievements, we are excited to present a proposal for the "**Marie Claire Trajectories**" award, in an event that brings together influential leaders in the fields of business, culture, beauty, fashion, politics, science, health, and technology.

This award will highlight inspiring stories and extraordinary accomplishments of the women who shape our nation, serving as a platform to inspire and empower the next generations of female leaders. These are women who have contributed to making Brazil a better country.

Objectives:

- **Celebrate women's achievements:** Recognize and honor women who have made significant contributions in various fields, from business to science, culture, and activism.
- **Promote gender equality:** Strengthen Marie Claire's commitment to promoting gender equality and inspire positive changes in society.
- **Engage the community:** Create a supportive and inspirational community for women and girls, encouraging them to pursue their dreams and goals.



Power Trip Summit

The largest women's leadership event in the country, bringing together influential women to discuss management, empowerment, and feminism.



Mother's Day Special

Inspiring Stories of Entrepreneurial Mothers:

- **Content:** Interviews and profiles of successful entrepreneurial mothers, highlighting their journeys, challenges, and tips for other mothers interested in entrepreneurship.
- **Partner Benefit:** Association with inspiring stories and female entrepreneurship.

Personalized Gifts Guide for Mothers:

- **Content:** A curated guide of unique and personalized gifts for Mother's Day, with a focus on products from partner companies.
- **Partner Benefit:** Product highlights in the gift guide, targeted reach to potential buyers.

Influential Mothers in Everyday Life:

- **Content:** Collaboration with influential mothers to share how they balance their lives, career, and motherhood.
- **Partner Benefit:** Association with popular influencers, promotion of products related to motherhood and lifestyle.



Mother's Day Special

The Importance of Maternal Mental Health:

- **Content:** Articles and testimonials on the significance of maternal mental health and how to address the emotional challenges of motherhood.
- **Partner Benefit:** Support for mental health awareness, an opportunity to collaborate with support organizations.

Self-esteem and Beauty Tips for Mothers:

- **Content:** Articles and beauty tutorials that boost mothers' self-esteem.
- **Partner Benefit:** An opportunity to showcase beauty and personal care products.

Each of these proposals can be tailored to the sponsor's specific needs and interests, creating a personalized editorial partnership to celebrate Mother's Day.





Valentine's Day Special

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 loves and promotes an inclusive message to connect people on a deep emotional level.

Objectives:

Promote diversity in love: Highlight relationships of all kinds, 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 broader audience, and engage new customers.

Marie Claire Travels

In this special content feature, we aim to inspire, inform, and empower women who desire to travel solo. We will cover various aspects related to solo travel, from safe destinations and practical tips to inspiring stories of women who have embarked on incredible solo journeys. Our goal is to help readers gain confidence to explore the world on their own, promoting independence and self-discovery.

Proposed Content:

- **Safe Destinations for Female Travelers:** Recommended global destinations with information on safety, culture, and attractions.
- **Planning Tips:** A comprehensive guide on how to plan a solo trip, including reservations, budgeting, travel insurance, and essential documents.
- **Inspiring Travel Stories:** Profiles of women who have traveled alone and shared their experiences and insights.
- **Safety Tips:** Practical advice on how to stay safe during the journey, including precautionary measures and emergency resources.
- **Interviews with Experts:** Conversations with travel experts, psychologists, and authors discussing the journey of the independent female traveler.

The special content can include articles, essays, interviews, inspiring photos, and infographics, providing an engaging and informative reading experience in the magazine, on the website, and on social media platforms.





Fashion Collections Special

The September Issue is the most important edition of the year for the fashion industry. It's the time when summer collections are launched, and we feature highlights from the biggest fashion weeks in the world, such as New York, London, Milan, and Paris.

Our business associates can join us and take advantage of all the momentum that the month of September generates. This includes custom photoshoots, digital covers, special formats in the magazine, as well as talks and curated fashion shows hosted by **Marie Claire**.



Yellow September

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

Marie Claire cares about the lives of its readers and, therefore, will raise awareness about suicide with a content project centered around the cause.



Pink October

Pink October is an international movement to mobilize against breast cancer created in the 1990s. Since then, actions have been taken worldwide with the aim of raising awareness about breast cancer prevention through early diagnosis and immediate treatment, preventing deaths from the disease.

Marie Claire cares about women and, therefore, will raise awareness about breast cancer with a content project centered around the cause.

Mina Festival + Marie Claire

For **Marie Claire and Mina**, well-being isn't just about fitness routines or weight loss recipes. Well-being is about feeling good in a complete sense. It's about destigmatizing mental health in our culture. It's about breaking free from the mold of patriarchal medicine. It's about considering the emotional and psychological impacts of something that seems very physical. It's about openly discussing (still) taboo topics like sexual pleasure and menopause. Let's explore the body-brand paradox and identify what it takes to genuinely feel better. This is the celebration of a new wave of well-being, and we're thrilled that the tides are changing.

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





We Need to Talk About Money

Discussing money goes beyond financial independence; it's also a form of empowerment and autonomy for women.

That's why **Marie Claire** has prepared a comprehensive special on finance, careers, and entrepreneurship, featuring special articles and a series of reports to be published in the magazine, on the website, and on social media over the next 8 months.

Your brand can take ownership of this topic and host a talk for guests, as well as be the sponsor for all the content in the magazine, website, and social media platforms.

Digital Cover (April): Camila Coutinho

The entrepreneur and one of the most successful influencers in the country will be featured on the digital cover and in a report about her ventures and businesses.

Marie Claire Invests:

A series of reports in both print and digital formats detailing investments and best practices to make money grow, to be published in each edition of the magazine over the next 8 months.

Special Reader Stories:

Fascinating and intriguing tales of women who either gained or lost significant sums of money and managed to rebuild their lives. Or those who became wealthy and built substantial fortunes.

Work:

The journey of an executive managing billion-dollar businesses in Brazil.

Social Media:

The content produced will be translated for our social media channels (Twitter, Facebook, Instagram, LinkedIn, and TikTok) in image and video formats. We will create an exclusive visual identity for the special.

Some of the personalities consulted or featured in the articles:

- Cristina Junqueira (Co-founder of Nu Bank)
- Nath Finanças (Finance influencer)
- Nathalia Arcuri (Me Poupe)
- Laura Carvalho (Economist)
- Camila Farani (Angel investor and Shark Tank judge)

Beauty Everything

A space within **Marie Claire** where you'll find daily beauty reviews, all backed by editorial expertise and real-world testing by a diverse team of beauty enthusiasts and experts.

Opportunities:

- Product descriptions
- New launches
- Live events
- Channel sponsorship
- Thematic weeks (hair, lipstick, skincare, hair dye, etc.)





Thematic Specials

Some special dates provide opportunities for brands to engage with our audience. Through customized projects or sponsorship of editorial initiatives, we can develop coverage in the magazine, custom articles and interviews, live events, website channels, podcasts, and *social media* posts discussing various occasions:

- Mother's Day
- Valentine's Day
- Jewelry Special
- Brides
- International Sex Day
- Christmas and New Year

Marie Claire Talks

An exclusive and customized chat for brands to connect with a selected audience and discuss the most important topics in the women's universe.

In the form of a brunch, debate, or roundtable, **Marie Claire Talks** develops and discusses topics of common interest to our readers and brands. Partners also have the opportunity to engage in discussions about:

- **The Future of Fashion:** Technology in fashion, sustainable and ethical production, and fashion solidarity.
- **Black Entrepreneurship:** Debates on representation, inequality, entrepreneurship, and innovation.
- **The Beauty Market:** Women's relationship with beauty, self-acceptance, female empowerment, and new products.

Women's Health Calendar

Following special themes related to the women's health calendar, **Marie Claire** offers a portfolio of opportunities with articles, live events, podcasts, meetings, and social media activities to address 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-themed)
- **APRIL:** 04/30 - National Women's Day
- **MAY:** Skin Cancer Prevention Month | 05/08 - Endometriosis Awareness Day | 05/28 - International Day for Women's Health
- **AUGUST:** 08/29 - Anti-Smoking Day
- **SEPTEMBER:** 09/26 - World Unplanned Pregnancy Day

Special Dates

Editorial specials on commemorative dates with delivery on the website and social media.
Customized projects around the date are possible on demand for partners.

JANUARY 6TH - GRATITUDE DAY

JANUARY 18TH - LAUGHTER DAY

JANUARY 30TH - NOSTALGIA DAY

FEBRUARY 2ND - IEMANJÁ DAY

JULY 25TH - AFRO-LATIN AMERICAN AND CARIBBEAN WOMEN'S DAY

AUGUST 1ST - INTERNATIONAL BREASTFEEDING DAY

AUGUST 13TH - FATHER'S DAY

AUGUST 15TH - SINGLES' DAY

AUGUST 26TH - KINKY HAIR PRIDE DAY

AUGUST 26TH - INTERNATIONAL WOMEN'S EQUALITY DAY

AUGUST 29TH - LIPSTICK DAY

AUGUST 30TH - NATIONAL MULTIPLE SCLEROSIS AWARENESS DAY

SEPTEMBER 5TH - AMAZON DAY

SEPTEMBER 6TH - SEX DAY

SEPTEMBER 10TH - WORLD SUICIDE PREVENTION DAY

SEPTEMBER 15TH - CLIMATE DAY

SEPTEMBER 21ST - NATIONAL DAY OF PEOPLE WITH DISABILITIES

SEPTEMBER 22ND - BRAZILIAN YOUTH DAY AND THE BEGINNING OF SPRING

OCTOBER 1ST - NATIONAL ELDERLY DAY AND INTERNATIONAL DAY OF OLDER PERSONS

OCTOBER 10TH - MENTAL HEALTH DAY

NOVEMBER - MONTH OF COMBATING RACISM/BLACK CONSCIOUSNESS

NOVEMBER 1ST - WORLD VEGANISM DAY

NOVEMBER 20TH - NATIONAL BLACK AWARENESS DAY

NOVEMBER 25TH - INTERNATIONAL DAY FOR THE ELIMINATION OF VIOLENCE AGAINST WOMEN

DECEMBER 20TH - SOLIDARITY DAY



Differentiated Digital Formats

Digital Cover

Together with the brand, we have the possibility of producing a digital cover for Marie Claire, featuring a brand ambassador or a character agreed upon in common with the partner.

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



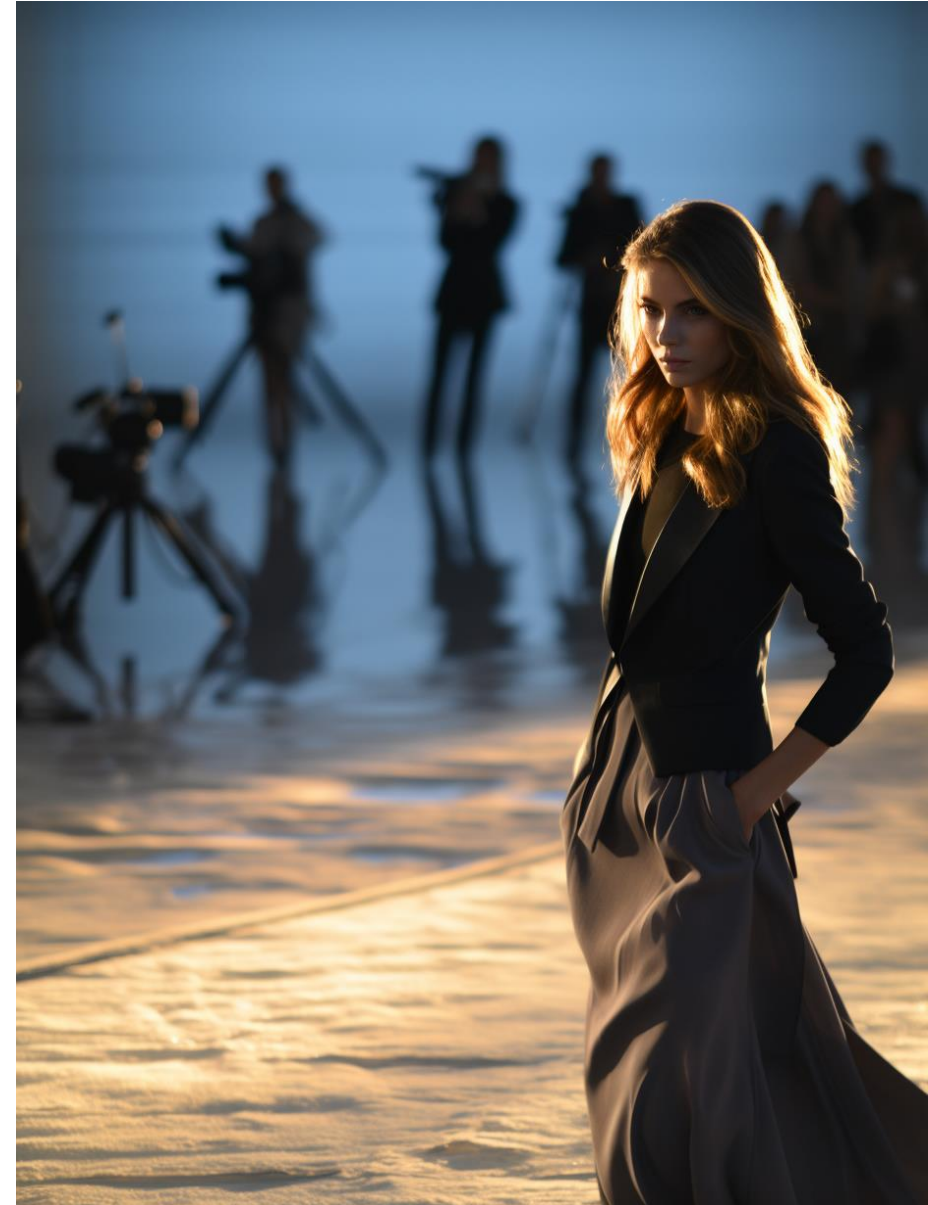
Distinguished Digital Formats

Marie Claire Stories

Stories and brief reports presented on Marie Claire's Instagram and/or TikTok captivate the user and provide room for comprehensive information in concise texts, with an attractive design and use of impactful and shareable photos/illustrations and videos.

Customized Projects

Marie Claire has expertise in addressing various topics, and based on the partner's interests, we can develop specific projects in various formats: branded content, custom event coverage, live events, content hubs, web series, editorial sponsorships, social media series, email marketing, videos, and much more.



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