marie claire

MEDIA KIT



marie claire

MARIE CLAIRE SHOWS, MORE THAN EVER, THAT IT IS THE REFERENCE BRAND FOR UNDERSTANDING THE DIVERSE WORLD WE LIVE IN TODAY. IT KNOWS THAT CONSUMPTION MUST HAVE PURPOSE, THAT IT IS NECESSARY TO EMPOWER THE WOMEN AROUND IT AND THAT THERE IS NO EQUALITY WITHOUT DIVERSITY – IN GENDER, RACE, SEXUAL ORIENTATION. IN ADDITION TO GIVING A VOICE TO CHARACTERS THAT INSPIRE AND TO PARTNER BRANDS THAT SHARE THE SAME MISSION, MARIE CLAIRE HAS HER OWN VOICE.

SHE ENCOURAGES WOMEN TO PLAY THEIR ROLE WITHOUT JUDGMENT, ANTICIPATES TRENDS AND CONSISTENTLY ADVOCATES CAUSES IN HER MULTIPLATFORM CONTENT PRODUCTION



DISRUPTIVE

FROM ITS ORIGIN

CREATED IN FRANCE IN 1937.

NAME INSPIRED BY MARIE-CLAIRE MENÈS FRANCE, JOURNALIST AND POLITICAL ACTIVIST WHO BATTLED FOR HUMAN RIGHTS AND ESPECIALLY WOMEN'S RIGHTS.
IT 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 AND, IN BRAZIL, IT HAS ALWAYS HELPED THE DESIGNS OF WOMEN WHO WORK OUT AND WHO LIKE FASHION AND DISCUSSING INTELLIGENT ISSUES WITH THE SAME PASSION













CONTENT

THE COVERS ARE INTENDED FOR INSPIRING AND ENGAGED WOMEN WITH CONTEMPORARY DISCUSSIONS.

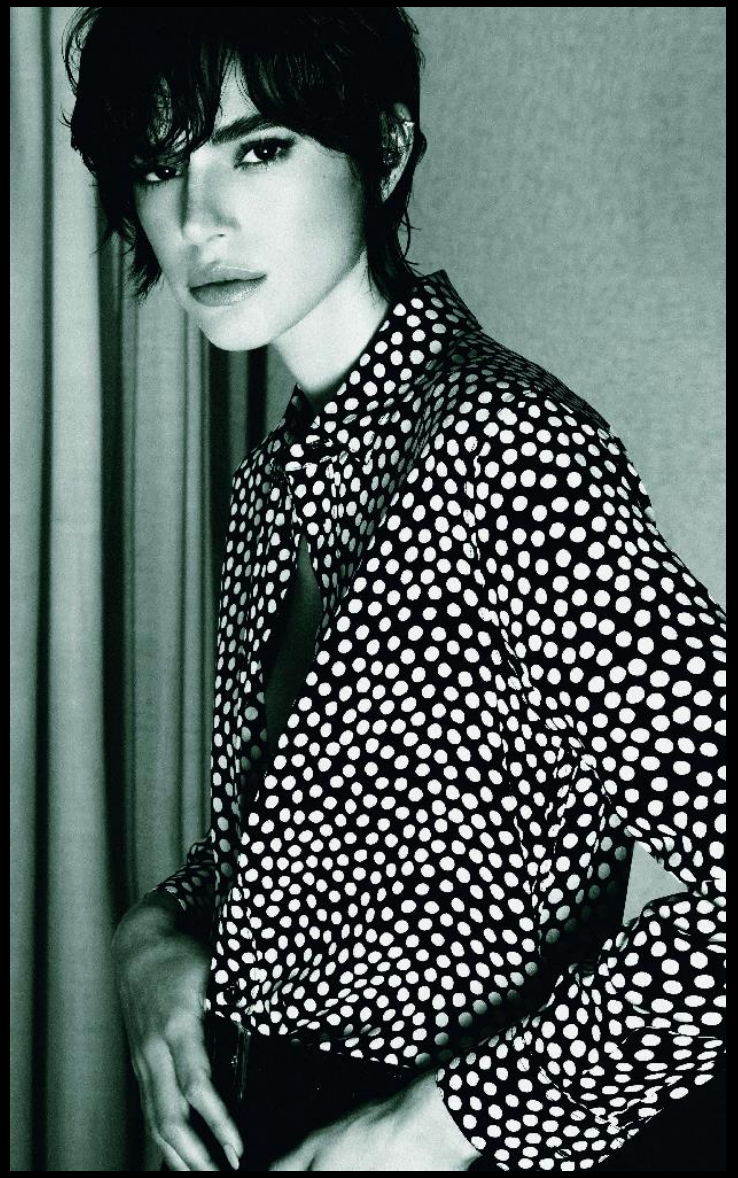
ON THE SITE, WE HAVE A LARGE TEAM OF COLUMNISTS, FROM BUSINESS WOMEN TO ACTIVISTS, ALL INTERESTED IN BUILDING A BETTER WORLD FOR WOMEN.

THE REPORTS ARE IN THIS DIRECTION, THROWING LIGHT ON TOPICS THAT ARE IMPORTANT TO WOMEN, IN ADDITION TO THE ALREADY RECOGNIZED COVERAGE OF INTERNATIONAL FASHION, ALWAYS DICTATING TRENDS

DIFFERENTIAL

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 IS DIFFERENT THROUGH THE REPORTS AND DEEP DISCUSSIONS



ITS DIFFERENTIAL IS REAFFIRMED THROUGH DIFFERENT JOURNALISM AND RELEVANCE AWARDS IN THE FASHION EDITORIAL MARKET



READERS

YOUNG PEOPLE SEEK REFERENCES, OLDER PEOPLE 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 CONNECTED WITH TRENDS, WHICH ADAPT TO THEIR DAY TO DAY WITH A LOT OF PERSONALITY. THESE ARE WOMEN WHO AMBITION A SUCCESSFUL CAREER AND FIND IN MARIE CLAIRE THE INSPIRATION AND ADVICE FROM SOME OF THE MOST IMPORTANT FEMALE LEADERSHIPS IN THE WORLD. THESE ARE WOMEN WHO SHARE THE DESIRE TO BECOME A MOTHER AND, THEREFORE, ARE INTERESTED IN KNOWING THE MOST MODERN METHODS FOR CHOOSING THE BEST MOMENT TO REALIZE THIS DREAM. OR THEY HAVE NO CONNECTION WITH MATERNITY AND KNOW THAT, IN MARIE CLAIRE, THEY WILL NEVER BE CHARGED TO FULFILL THIS ROLE. MARIE CLAIRE'S READERS ARE HAPPY WOMEN WITH THEIR BODIES, THEIR HAIR, THEIR SKIN COLOR AND, ON OUR CHANNELS, SEE THEMSELVES REPRESENTED IN ALL THEIR DIVERSITY AND COMPLEXITY. THEY ARE WOMEN OF THEIR TIME, WHO DATE WOMEN AND MEN, EXPERIENCE NEW FORMATS OF PLEASURE AND RELATIONSHIPS, LIKE TO ADVENTURE THROUGHOUT THE WORLD AND RESPECT OPINIONS, AT THE SAME TIME THAT THEY FIRMLY DEFEND THEIR POINT OF VIEW. MARIE CLAIRE'S READERS KNOW HOW CHIC, REALLY CHIC, IS TO BE SMART



AUDIENCE



516K readers
54,788 circulation

3.5 MM unique visitors
7.3MM pageviews

NEWSLETTER
20 thousand submissions (Oct/22)

840 K	893 K	119 K	76 K	55 K
followers	followers	followers	followers	followers

Source: Kantar Ibope Media – TG BR 2022 R1 - People: Readers Magazine: Read in print in the last 6 months + digital edition (no overlay) // Comscore Multi-Plataform October 2022 // IVC: August 2022 (print + digital) // Analytics Social Networks October 2022 (data with overlap between networks).

AUDIENCE PROFILE



MAGAZINE

77% women
23% men

70% AB | 23% C

29% 25 to 34 years old

19% up to 24 years old
25% 35 to 44 years old
16% 45 to 54 years old
11% 55+ years old

SITE

55% women
45% men

45% AB | 45% C

27% 35 to 44 years old

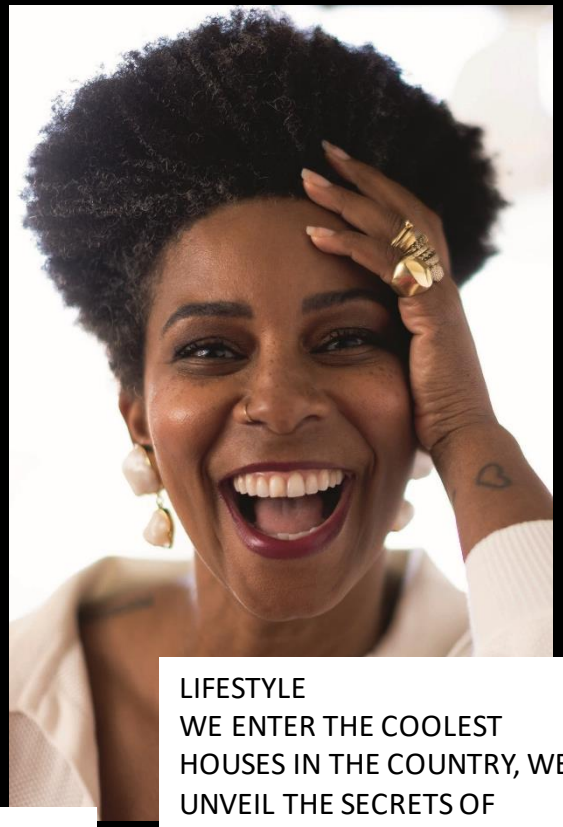
9% up to 24 years
21% 25 to 34 years old
18% 45 to 54 years old
25% 55+ years old

Source: Magazine Profile >> Kantar Ibope Media – TG BR 2022 R1 - People: Print read in the last 6 months + digital edition (no overlapping); Website Profile >> Kantar Ibope Media – TGI: Clickstream MP TG BR 2022 R1 – Personas.

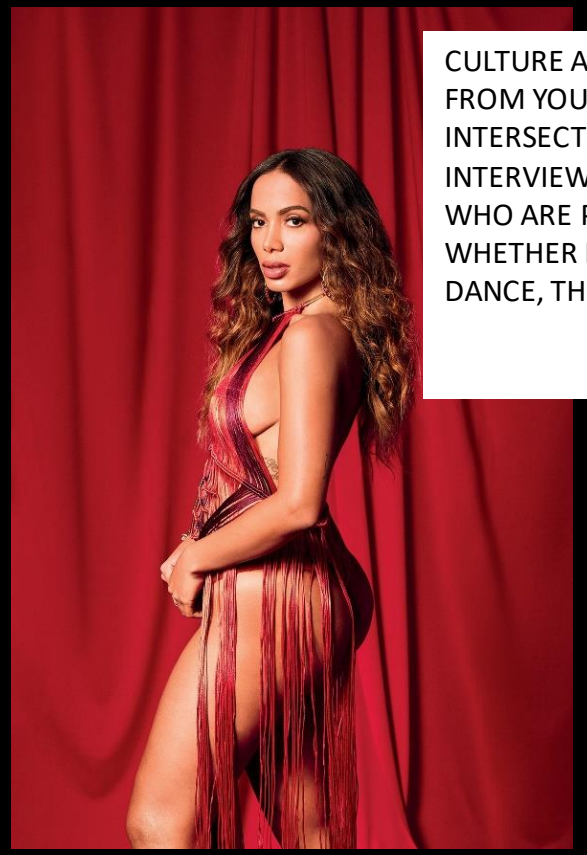
SECTIONS



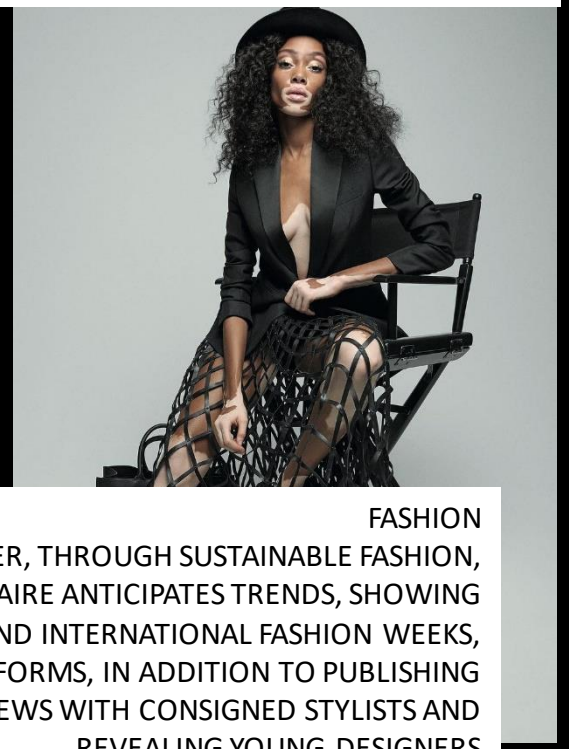
BEAUTY
WE ARE CLOSELY FOLLOWING CHANGES IN AESTHETIC STANDARDS AND PUT OUR BROAD VIEWS ON ALL TYPES OF BEAUTY. WE BELIEVE THAT A DIVERSE WORLD IS MUCH MORE BEAUTIFUL



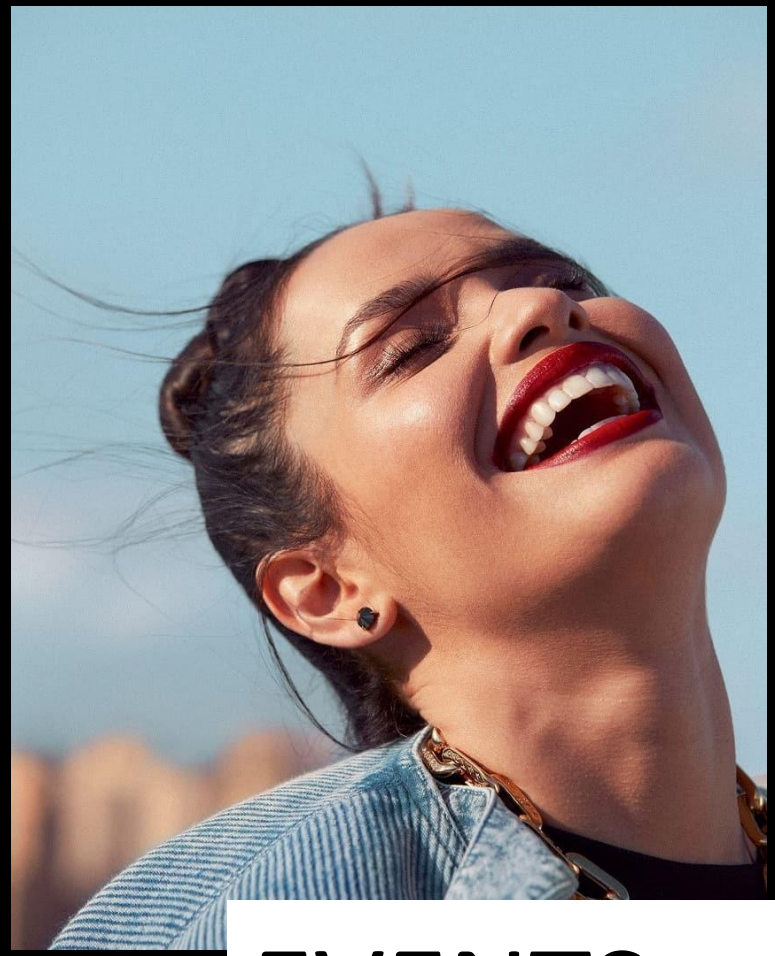
LIFESTYLE
WE ENTER THE COOLEST HOUSES IN THE COUNTRY, WE UNVEIL THE SECRETS OF GASTRONOMY, WE DIVE INTO THE LIFESTYLE OF PEOPLE WHO LIVE IN DIFFERENT CITIES AROUND THE WORLD

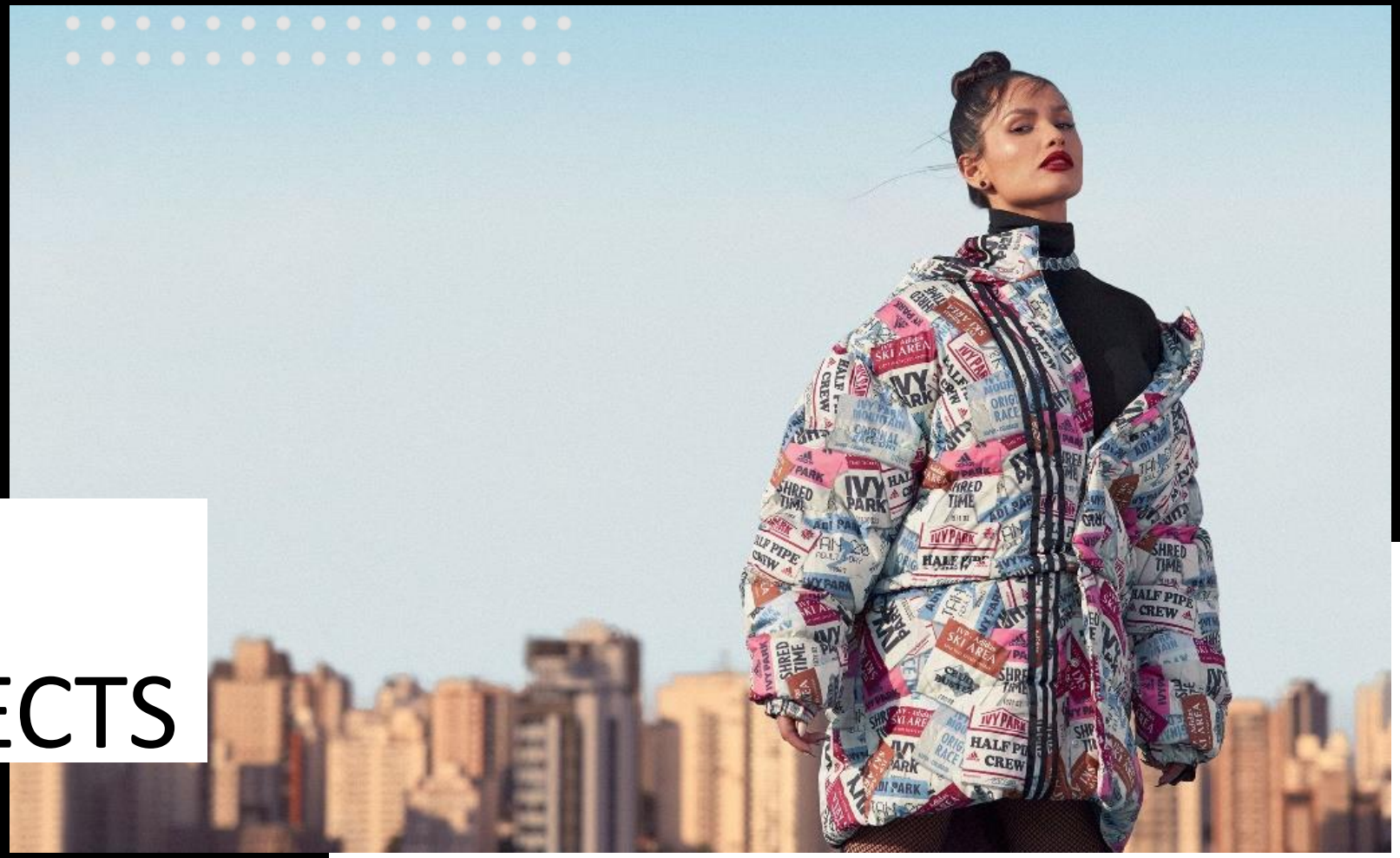


CULTURE AND ENTERTAINMENT
FROM YOUNG ARTISTS TO ESTABLISHED STARS, OUR INTERSECTIONAL COVERAGE BRINGS TOGETHER INTERVIEWS, PROFILES AND REPORTS ON WOMEN WHO ARE PROTAGONISTS IN ALL ARTS FIELDS, WHETHER LITERATURE, MUSIC, SERIES, CINEMA, DANCE, THEATER AND VISUAL ARTS



FASHION
FROM HAUTE COURSE TO PRÊT-À-PORTER, THROUGH SUSTAINABLE FASHION, SLOW AND FAST FASHION, MARIE CLAIRE ANTICIPATES TRENDS, SHOWING BACKSTAGE SCENES FROM NATIONAL AND INTERNATIONAL FASHION WEEKS, WITH HOT COVERAGE ON ALL OUR PLATFORMS, IN ADDITION TO PUBLISHING EXCLUSIVE PROFILES AND INTERVIEWS WITH CONSIGNED STYLISTS AND REVEALING YOUNG DESIGNERS

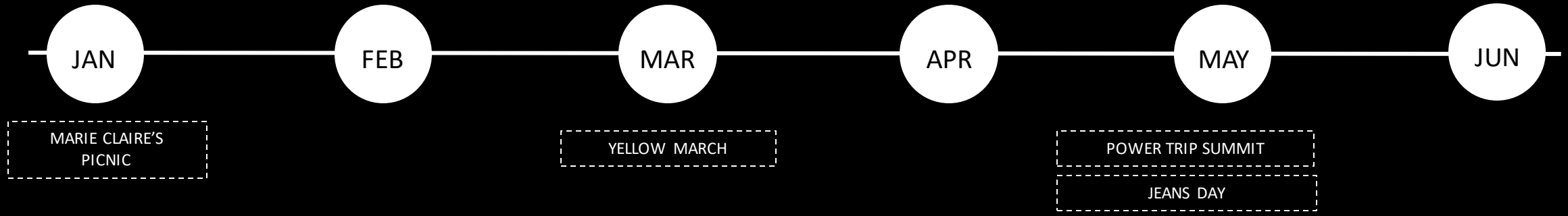




EVENTS AND PROJECTS

MARIE CLAIRE CALENDAR

2023

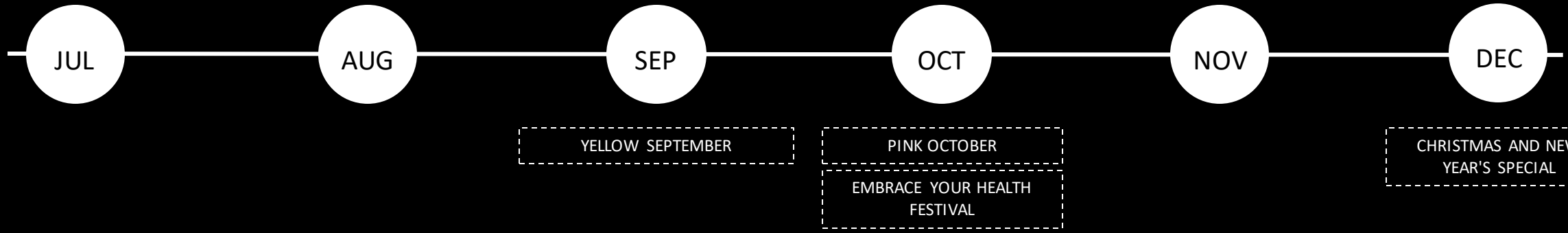


TIMELESS - ACCORDING TO COMMERCIAL FEASIBILITY

BEAUTY EVERYTHING
THEMATIC SPECIALS: SPECIAL JEWELRY, BRIDE
MARIE CLAIRE TALKS
WOMEN'S HEALTH CALENDAR

MARIE CLAIRE CALENDAR

2023



TIMELESS - ACCORDING TO COMMERCIAL FEASIBILITY

- BEAUTY EVERYTHING
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MARIE CLAIRE'S PICNIC

Thinking of providing moments of relaxation and conversations between friends, Marie Claire will invite a select group of friends, influencers and partner artists of the brand, to participate in a meeting in the form of a petit committee picnic.





YELLOW MARCH

MARCH IS WORLD ENDOMETRIOSIS AWARENESS MONTH. IT IS ESTIMATED THAT, WORLDWIDE, 176 MILLION WOMEN SUFFER FROM ENDOMETRIOSIS. ALTHOUGH MANY ARE AFFECTED, KNOWING THE DIAGNOSIS IS STILL A CHALLENGE.

MARIE CLAIRE WILL PROMOTE A TALK TO SPEAK OPENLY ABOUT THE SUBJECT. WE WILL BRING A SPECIALIST IN THE SUBJECT AND AN INFLUENCER TO RAISE THE POPULATION'S AWARENESS ABOUT THE DISEASE, SYMPTOMS, RISKS AND TREATMENT.



POWER TRIP SUMMIT

THE LARGEST FEMALE LEADERSHIP EVENT IN THE COUNTRY THAT GATHERS INFLUENTIAL WOMEN TO DISCUSS ABOUT MANAGEMENT, EMPOWERMENT AND FEMINISM.

JEANS DAY

PRESENT IN EVERYONE'S DAY TO DAY, THE GOOD OLD JEANS PROVIDE VERSATILITY AND PRACTICALITY. ON MAY 20, THE FASHION INDUSTRY CELEBRATES WORLD JEANS DAY.

PARTNERS HAVE THE POSSIBILITY OF PROMOTING THEIR COLLECTIONS AND INITIATIVES ON THIS SPECIAL DATE, THROUGH DIGITAL CONTENT ON THE WEBSITE, INSTAZINE, REELS OR EVEN A WHOLE DIGITAL EDITION FOCUSED ON JEANS, WITH PERSONALITIES AND INFLUENCERS.



YELLOW SEPTEMBER

YELLOW SEPTEMBER IS A BRAZILIAN SUICIDE PREVENTION CAMPAIGN STARTED IN 2015. THE MONTH WAS CHOSEN BECAUSE SINCE 2003, SEPTEMBER 10 IS THE WORLD SUICIDE PREVENTION DAY.

MARIE CLAIRE IS CONCERNED ABOUT THE LIVES OF HER READERS AND THEREFORE WILL RAISE THE FLAG OF AWARENESS ABOUT SUICIDE WITH A CONTENT PROJECT AROUND THE CAUSE

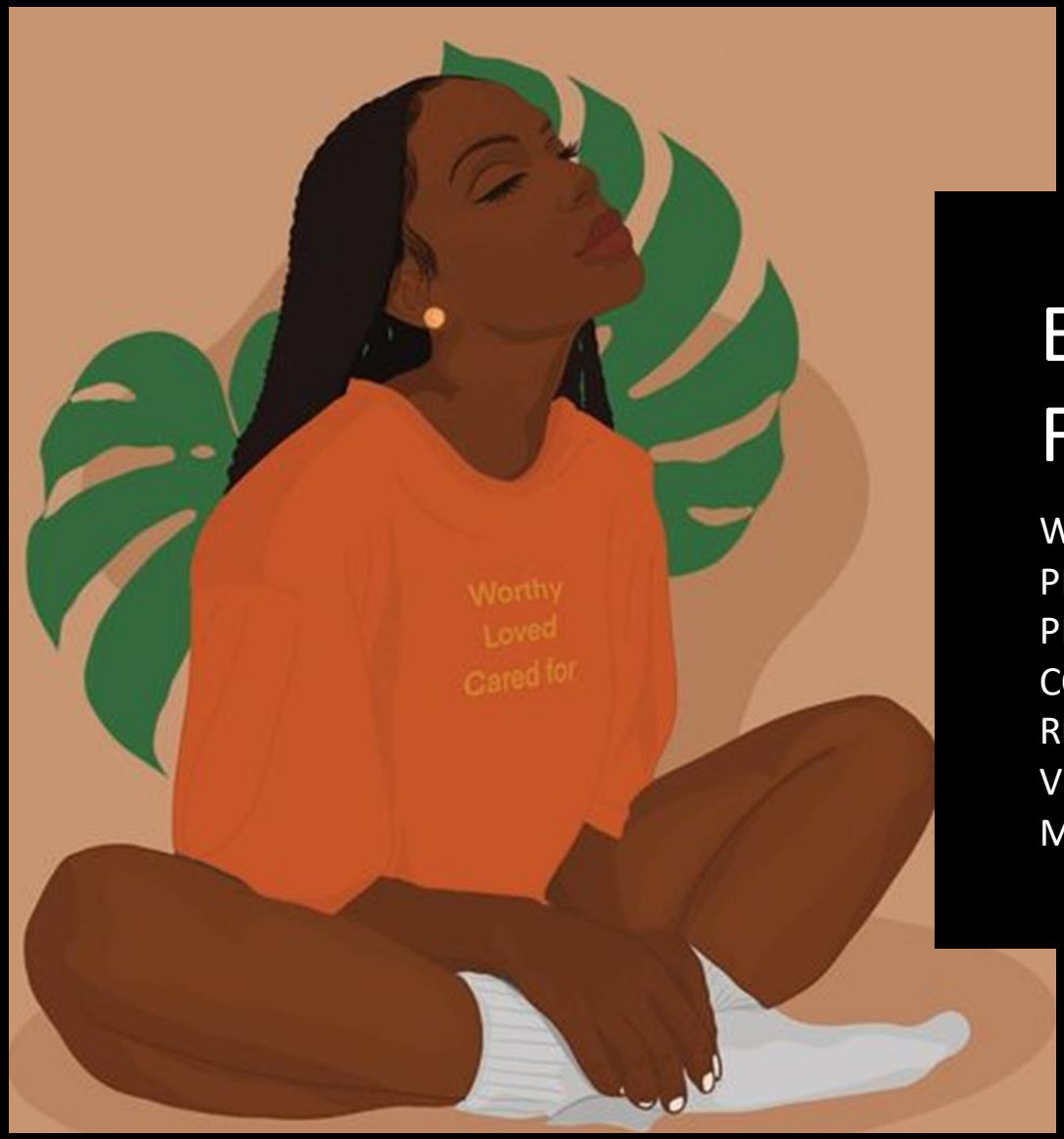


PINK OCTOBER

OCTOBER PINK IS AN INTERNATIONAL MOBILIZATION MOVEMENT AGAINST BREAST CANCER CREATED IN THE 1990'S. SINCE THEN, ACTIONS HAVE BEEN CARRIED OUT ALL OVER THE WORLD WITH THE OBJECTIVE OF RAISING PEOPLE'S AWARENESS REGARDING BREAST CANCER PREVENTION THROUGH EARLY DIAGNOSIS AND TREATMENT IMMEDIATELY, AVOIDING DEATHS FROM THE DISEASE.

MARIE CLAIRE IS CONCERNED ABOUT WOMEN AND THEREFORE WILL CARRY THE BREAST CANCER AWARENESS FLAG WITH A CONTENT PROJECT AROUND THE CAUSE.





EMBRACE YOUR HEALTH FESTIVAL

WITH THE OBJECTIVE OF DRAWING ATTENTION AND PROMOTING SOCIETY AWARENESS OF THE DIFFERENT PROBLEMS RELATED TO WOMEN'S HEALTH AND LIVING CONDITIONS, ESPECIALLY IN THE FIELD OF SEXUAL AND REPRODUCTIVE RIGHTS, MARIE CLAIRE HAS PREPARED A VERY SPECIAL EVENT, WITH LOTS OF INFORMATION AND MUSIC

BEAUTY EVERYTHING

SPACE INSIDE MARIE CLAIRE WHERE YOU CAN FIND REVIEWS OF BEAUTY PUBLISHED DAILY AND BASED ON EDITORIAL BACKGROUND AND REAL TESTS CARRIED OUT BY A DIVERSE TEAM OF EMPLOYEES EXPERT AND PASSIONATE ABOUT BEAUTY



MARIE CLAIRE TALKS

MARIE CLAIRE PROMOTES A CYCLE OF DEBATES WITH SPECIAL GUESTS TO TALK ABOUT POINTS THAT ARE RAISING IN SOCIETY WITH SIMULTANEOUS TRANSMISSION ON THE TITLE'S ONLINE PLATFORMS.

FUTURE OF FASHION: TECHNOLOGY IN FASHION, SOLIDARITY FASHION AND SUSTAINABILITY AND ETHICS IN PRODUCTION

BLACK ENTREPRENEURSHIP: DEBATES ON REPRESENTATIVITY, INEQUALITY, ENTREPRENEURSHIP AND INNOVATION

BEAUTY MARKET: WOMEN'S RELATIONSHIP WITH BEAUTY, ACCEPTANCE, FEMALE EMPOWERMENT AND NEW PRODUCTS





THEMATIC SPECIALS

SOME SPECIAL DATES ARE OPPORTUNITIES FOR BRANDS TO TALK WITH OUR AUDIENCE. THROUGH CUSTOMIZED PROJECTS OR SPONSORSHIP OF EDITORIAL INITIATIVES, WE CAN DEVELOP COVERAGES IN THE MAGAZINE, ARTICLES
AND CUSTOMIZED INTERVIEWS, LIVE LIVES, CHANNELS ON THE WEBSITE, PODCASTS AND POSTS ON SOCIAL NETWORKS TALKING ABOUT DIFFERENT DATES:

- MOTHERS DAY
- VALENTINE'S DAY
- SPECIAL JEWELS
- BRIDES
- SEX DAY
- CHRISTMAS AND NEW YEAR'S TURN

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, MOVEMENTS ON SOCIAL NETWORKS TO TALK ABOUT THE MAIN

MARCH:
CERVICAL CANCER PREVENTION MONTH
ENDOMETRIOSIS AWARENESS MONTH

MAY:
5/8 - DAY TO COMBAT ENDOMETRIOSIS
5/28 - MENSTRUAL HYGIENE DAY AND SKIN CANCER PREVENTION MONTH

AUGUST:
8/29 - DAY AGAINST SMOKING

SEPTEMBER:
9/26 - WORLD UNPLANNED PREGNANCY DAY

OCTOBER:
BREAST CANCER MONTH



SPECIAL DATES

EDITORIAL SPECIAL ON COMMEMORATIVE DATES WITH DELIVERY ON THE WEBSITE AND ON SOCIAL NETWORKS. POSSIBILITY OF CUSTOMIZED PROJECTS AROUND THE DATE ON DEMAND FOR THE PARTNER.

01/06 - GRATITUDE DAY
01/18 - LAUGHTER DAY
01/30 - HEALTH DAY
02/02 - YEMANJA DAY
07/25 - BLACK LATIN AMERICAN CARIBBEAN WOMEN'S DAY
01/08 - INTERNATIONAL BREASTFEEDING DAY
08/13 - FATHER'S DAY
08/15 - BACHELOR'S DAY
08/26 - CROWN PRIDE DAY
08/26 - INTERNATIONAL WOMEN'S EQUALITY DAY
08/29 - LIPSTICK DAY
08/30 - NATIONAL MULTIPLE SCLEROSIS AWARENESS DAY
05/09 - AMAZON DAY
09/06 - SEX DAY
09/10 - WORLD SUICIDE PREVENTION DAY
09/15 - CLIMATE DAY
09/21 - DAY OF THE NATIONAL FIGHT FOR PEOPLE WITH DISABILITIES
09/22 - BRAZILIAN YOUTH DAY - AND BEGINNING OF SPRING
10/01 - NATIONAL ELDERLY DAY AND INTERNATIONAL ELDERLY AGE DAY
10/10 - MENTAL HEALTH DAY
NOVEMBER - MONTH OF COMBATING RACISM / BLACK AWARENESS
01/11 - WORLD VEGANISM DAY
11/20 - NATIONAL BLACK AWARENESS DAY
11/25 - INTERNATIONAL DAY FOR NON-VIOLENCE AGAINST WOMEN
12/20 - SOLIDARITY DAY



DIFFERENTIATED DIGITAL FORMATS (DIG COVER)

TOGETHER WITH THE BRAND, WE HAVE THE POSSIBILITY OF PRODUCING A DIGITAL COVER OF MARIE CLAIRE, USING A BRAND SPEAKING GIRL OR A CHARACTER DEFINED IN COMMON AGREEMENT WITH THE PARTNER.

ALL CONTENT WILL BE REVERSED ON MARIE CLAIRE'S DIGITAL PLATFORMS (SITE AND SOCIAL MEDIA).

CUSTOMIZED PROJECTS

MARIE CLAIRE HAS EXPERTISE IN TALKING ABOUT VARIOUS SUBJECTS AND BASED ON THE PARTNER'S INTEREST, WE CAN DEVELOP SPECIFIC PROJECTS IN VARIOUS FORMATS: BRANDED CONTENT, COVERAGE OF CUSTOMIZED EVENTS, LIVE LIVES, CONTENT HUB, WEBSERIES, EDITORIAL SPONSORSHIP, SERIES ON SOCIAL NETWORKS, EMAIL MARKETING, VIDEOS AND MUCH MORE



marie claire

MEDIA KIT

