marie claire is a world wide icon epitomising style and substance, with fashion and beauty that embrace everything from catwalk high street.

“Marie Claire is a compelling media destination that combines provocative features and outstanding fashion to inspire every woman who wants to think smart and look amazing.”
Reach: 1 Brand – 15 platforms – 2.5 million

3,747 Tablet subscribers

Most successful reader events

802,000 Readership

200,047 Circulation

15 million Global PV’s

2.1 million Mobile PVs

1,347,035 Facebook

171,399 Twitter

96,650 Daily Newsletter subscribers

Source – Ominture Feb 2013 & Cheetah Mail Jan 2014
ABC JD13 & NRS Jan – Dec 2013
Audience: The ‘New Type A’ Woman

Fun.... Smart... Stylish
Compassionate
Ambitious... Intelligent...Successful

Age 20 – 40 women (36 average*)

36% AB (283,000*) More than.....

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elle</td>
<td>266,000</td>
</tr>
<tr>
<td>Red</td>
<td>225,000</td>
</tr>
<tr>
<td>Grazia</td>
<td>194,000</td>
</tr>
<tr>
<td>InStyle</td>
<td>139,000</td>
</tr>
<tr>
<td>Vanity Fair</td>
<td>83,000</td>
</tr>
<tr>
<td>Harpers</td>
<td>83,000</td>
</tr>
</tbody>
</table>

31% Solus readership (248,000)

66% ABC1 (525,000)

65% working women

50%* chief income earner

Source – TGI J13J14*: NRS JJ14
Audience: An important woman to talk to...

- Affluent... Early adopter... Influencer... Self expression.

- Marie Claire women spent £149 million on womenswear in the last 12 months.

- Marie Claire women spent £162 million on footwear and accessories in the last 12 months.

- **Recession proofed** her career: 507,190 women working and aspiring to reach their dream job – *MarieClaire@Work*

- **300,000** Marie Claire readers agree to spending a lot on clothes; **583,000** Marie Claire readers (75%) really enjoy shopping for clothes.

Source – TGI J13J14
Award Winning Title: Best Women’s Magazine

TRISH HALPIN WINS BSME EDITOR OF THE YEAR

I’m delighted to announce that Trish Halpin, Editor in Chief of Marie Claire, has won the coveted 2013 BSME Editor of the Year award in the Women’s Brand – Monthly category.

In Marie Claire’s 25th birthday year we continue to go from strength to strength. With the enormous success we’ve had, particularly over the past couple of years, it’s wonderful to get such high-profile recognition of the brand’s strength across all our platforms. Please join us in congratulating Trish and her team. We look forward to sharing our success with you in 2014.

Justine Soutball
Publishing Director
Marie Claire
Marie Claire is the only Fashion magazine to win the coveted **Amnesty International Award twice** for its excellence in human rights reporting.
DECEMBER

We're spellbound by Scarlett Johansson, bewitched by the opulence of vintage florals and drawn to the dark side of black party pieces. Welcome to the season of magic and sparkle.
Main Fashion: Luxury focus

- Increase of fashion editorial ratio
- Higher profile contributors
- Greater investment for location shoots
- Fashion unrestricted
Main Fashion: Luxury focus
Luxury Fashion focus: Leading photographers - Rankin

These days, Dame Vivienne Westwood is much more than merely the godmother of punk and punk's adoptive political patron. Check out her write-up for today's show, showcasing a picture of UK singer and Whig kitchen heroine, Billy Bragg. And then there are her passionate views on climate revolution. "We have to get on the streets - make money, make trouble - to change the oil big problem," she says. At 72, she still has it in her. We love how, whatever the event or occasion, she is always in her trademark瑟瑟瑟瑟. And don't forget, every woman should have a great suit. It's always:"She is her human-interest photo and often Ma collection. She conformed them in the generation's pattern. Later on, she still wears Sadie Williams and Vivienne Westwood. Her suits. The shine, cheer, and passion up a definition that something. Thanks woman in love. Her work. Christian emotion with the human's heart. Not a suit. Sadie Williams: Mariko Miyatake, author. Lies and Vivienne Westwood. A catalogue. Sadie Williams and Vivienne Westwood. A catalogue. Sadie Williams and Vivienne Westwood. A catalogue. Sadie Williams and Vivienne Westwood. A catalogue.
Luxury Fashion focus: Features

Unique approach

Collaboration with the key luxury fashion houses

High brow fashion interests
Luxury Fashion focus: Kenzo – Fashion muse
Dedication to shopping: Straight into Style

- Inspiration from the latest trends
- Luxury, Bridge brands and High street
- Greater investment in front of book shoots
Dedication to shopping: Trends
Dedication to shopping: 101 ideas
Dedication to shopping: Accessories
Dedication to shopping: Get it before it goes....
Speak VOLUMES

Make your beauty style heard, with eyes that say it loud and proud and hair where only XXL will do. Plus, it’s time to get sniffy, with scents of serious style.

Photos by: JASON HETHERINGTON
OUR INSIGHT

Skincare is at the crux of our readers beauty regimes. It is the backbone of feeling good and it provides the blank canvas to experiment with trend, colour and styles. If your skin glows, you do too.

As a result, our readers invest heavily in skincare products; they are happy to pay a premium for products that deliver and they act as both influencers and advocates of a brand they believe in.
The Marie Claire Audience

She is Passionate about beauty, looking good is of paramount importance

Our readers focus on healthy, beautiful hair means they want to know all about the latest colour innovations and salon techniques

They make the time and investment for regular upkeep

Product reviews and expert advice influence her purchasing decisions and she is 35 times more likely than average consumer to buy something that has been recommended by an expert

Hair is always front of mind when surfing the net for ideas. Whether its cuts, style, fringes...

Marie Claire ranks number 1 for natural search on Google
Number 1 brand dedicated to Beauty
Practical, inspirational shoots

WHAT’S YOUR PARTY STYLE?

When you’re invited to a Christmas party — from society soirées to chic rooftop, make sure your hair shines for the night.

THE HAIR

Updo or precision waver? Give your hair a high-impact, slightly dishevelled look — but ensure the style is not too toilet seat. For a soft wave, use a 1-inch iron on the model’s side part to loosen the waves. For precision, comb the hair using a mirror. Sweep the waves to the outside of the hair to create a sleek look. Secure hair up or down using grips or hairpins.

THE HAIR

Wear it high and tight, springing the hair out with a soft touch — with a touch of spice. Cleverly a loose, voluminous top. Alopecia, plasma, and pomade are the perfect accessories. Spray the top of the hair and comb through the hair up to 4 inches. Create a sleek look with a well-applied hair spray. The key is in the style, not the product. Add a bit of texture to create an effortless, yet polished look.

RSVP TO...

a deb ball

RSVP TO...

the invite-only do

RSVP TO...

a Hoxton house party

THE HAIR

It may have taken you three agonies but, a clear choice. Choose the deb above, with a paillette or a gemstone. To avoid the men’s too much, but must look relaxed. Frippery, frills, and tessels are must. For a look that’s truly chic, let the hair be kept simple, or have a soft pin-up look, complemented with some wavy, Eighties waves.

RSVP TO...

the invite-only do

THE HAIR

It’s all about the good hair — and giving a new name to the old ball. The waves are not too loose, but must look relaxed. Frippery, frills, and tessels are must. For a look that’s truly chic, let the hair be kept simple, or have a soft pin-up look, complemented with some wavy, Eighties waves.

RSVP TO...

a Hoxton house party

THE HAIR

With hair, it’s all about the model, springing the waves out with a soft touch — with a touch of spice. Cleverly a loose, voluminous top. Alopecia, plasma, and pomade are the perfect accessories. Spray the top of the hair and comb through the hair up to 4 inches. Create a sleek look with a well-applied hair spray. The key is in the style, not the product. Add a bit of texture to create an effortless, yet polished look.
More Beauty Franchises Than Any Other Title
A good beauty regime is at the heart of the Marie Claire consumers lifestyle. It is the backbone of feeling good and it provides the blank canvas to experiment with trend, colour and styles. If your skin glows, you do too.

As a result, our readers invest heavily in all beauty products from skincare; colour, fragrance and hair care; they are happy to pay a premium for products that deliver and they act as both influencers and advocates of a brand they believe in.

60 plus pages of beauty editorial in the issue!
Marie Claire’s Hair Specials – January issue

- The ultimate guide to trends, tips and ideas for the year ahead.
- On sale first week in December, just in time to get glamorous and beautiful for the festive season!

48 pages dedicated to HAIR!
Digital – Hair Content

Hair content on Marie Claire MOS: **1.1 million page views per month**

Hair content on Marie Claire Desktop: **1.2 million page views per month**

Hair content on Marie Claire Tablet: **755,000 page views per month**
DELUXE LIFESTYLE

FOOD + INTERIORS + GOING OUT + TRAVEL

Deluxe

TIME to...
SAY BONJOUR
To eclectic interiors with a touch of French fancy
MAKE A DATE
With the chicest advent calendar around
SEEK COLD COMFORT
In the seductively snowy Alaskan wilderness
Deluxe: Interiors

- Over 52% of Marie Claire readers say that magazines give them ideas to improve their home (higher than Cosmo, Glamour, Vogue & Elle)

- 390,000 Marie Claire readers are looking for new ideas to improve their home (higher than Red)

- 113,000 Marie Claire readers agree the Kitchen is the most important room in her home (higher than Red)

- Marie Claire readers are tempted to buy products they have seen advertised

Source – TGI J13J14
Deluxe: Food & Drink

- 579,000 Marie Claire readers like trying new food products (higher than Red, Elle & Harpers)

- 71% Marie Claire readers like to try new recipes (higher than other competitor titles)

- 325,000 Marie Claire readers are tempted to buy products they have seen advertised (higher than Red, Elle & Harpers)

- Marie Claire readers spent £65 million on kitchen appliances in the last 12 months (higher than Red & Harpers)

- 439,000 Marie Claire readers enjoy entertaining at home (higher than Red & Harpers)
Magazines are a key source of inspiration.

Marie Claire readers are twice as likely than the average woman to agree that magazines influence their choice of holiday.

(Source: TGI J13J14)
Marie Claire travel pages offer inspirational ideas and practical advice for women who want style in every area of their life.
### Editorial Calendar 2015

<table>
<thead>
<tr>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SS15 Trend Report</td>
<td>SS15 Fashion Issue</td>
<td>The SS15 Accessories Issue</td>
<td>Marie Claire @Work special</td>
</tr>
<tr>
<td>Kids Fashion Special</td>
<td></td>
<td></td>
<td>Watches &amp; Jewellery Report</td>
</tr>
<tr>
<td>Denim Special</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weddings Special</td>
<td>The British &amp; Culture Issue</td>
<td>Kids Fashion Special</td>
<td>AW15 Fashion Issue</td>
</tr>
<tr>
<td>The Summer Issue</td>
<td>Resort Collection</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
<th>JANUARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘Smart’ Issue</td>
<td>Marie Claire @Work special</td>
<td>Marie Claire Christmas Issue</td>
<td>The Hair Special</td>
</tr>
<tr>
<td>The AW15 Accessories Special</td>
<td>Watches</td>
<td>Party Season wear</td>
<td>Resort Collection</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jewellery Special</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MC @ The Top Awards</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

marieclaire