



**MEDIA KIT  
BELGIUM  
2024**

**marie claire**



## ENHANCED PREMIUM NEW LOOK

---

From the first French edition in 1937, Marie Claire has been a magazine that writes about high-end fashion and beauty in a serious way, and this premium focus with always a journalistic angle is something I was keen to highlight in my second year as editor-in-chief. We therefore unveiled a new cleaner and sharper visual identity at the end of 2023 to position ourselves even more as a luxury magazine in the market. Jewellery and watches have now also become a regular feature, and we pay even more attention to the world of art and culture. I engaged the best specialised journalists for this so that the quality of the articles is as premium as our enhanced new look.

A handwritten signature in black ink, reading 'Timon'.

**Editor-in-chief, Timon Van Mechelen**

Timon Van Mechelen's first issue was the September 2022 magazine.

# marie claire



## **GLOBAL FACTS**

Marie Claire has **16 MILLION READERS**

Marie Claire is represented in **29 MARKETS** and is related to **90 MILLION WOMEN** all over the world

Marie Claire has a record number of **49 MILLION UNIQUE USERS**

## **AUDIENCE**

**STYLISH / INTELLIGENT / INFLUENTIAL / WELL-OFF**

Women 28+

Professionals

Living in green suburbs or in a big city in Belgium

Social class A, B1, B2

Committed to their personal development and to the world around them

Aware of fashion and beauty trends

Highly interested in accessories and traveling

Stylish at home, at work, even during holidays

## MULTI CHANNEL

Marie Claire Belgium is a crossmedial brand that reaches women always and everywhere.

### **Magazine**

9 times a year

### **marieclaire.be**

Every day fashion, news, hotspots and more

### **Social media**

Instagram, Facebook, YouTube



UNIQUE VISITORS / MONTH  
+/- 250.000



FR 27k  
NL 8,7k



FR 16,7k  
NL 9,9k

**marie claire**



# **MAGAZINE**

**9 TIMES A YEAR**

Marie Claire provides a stylish and intelligent point of view on contemporary subjects. Marie Claire stands out in the Belgian market as a high-end, authoritative, aspirational brand with a strong identity. Published in French and Flemish, Marie Claire Belgium reaches a national and international audience of well-educated, worldly, professional, and influential women, across print and digital.

**marie claire**



Total Reach  
**568.372**

Print Run  
**25.000**

Diffusion  
**LIBRARIES,  
SUBSCRIPTIONS,  
PUSH, PULL**

# EDITORIAL PILLARS

FASHION

BEAUTY

EMPOWERMENT

JEWELLERY

WATCHES

WINDOW ON THE WORLD

CULTURE

DESIGN

SOCIETY

TRAVEL

marie claire

6/13

## THE MARIE CLAIRE TEAM

Timon Van Mechelen has gathered a team of experts around him.

FASHION & STYLE  
DIRECTOR

Elspeth Jenkins



BEAUTY & LIFESTYLE  
EDITOR

Kim De Craene



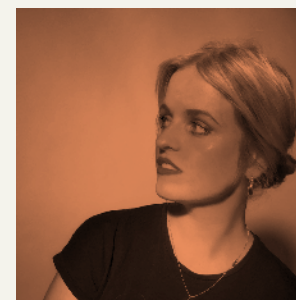
CHEF DIGITAL FR &  
PRINT COORDINATOR FR

Malvine Sevrin



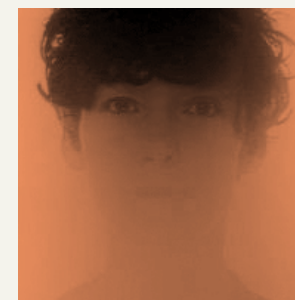
HEAD OF CULTURE

Joëlle Lehrer



CHEF DIGITAL NL

Margo Verhasselt



ART DIRECTOR

Sophie Brevers



## EDITORIAL THEMES

# 2024

ISSUE	ON STAND DATE	2024 EDITORIAL THEMES	
FEBRUARY	26/01/2024	FASHION – Lingerie BEAUTY – Special beauty	JEWELLERY/WATCHES DECO/LIFESTYLE
MARCH	23/02/2024	FASHION – Special mode (Spring-Summer 2024) BEAUTY – Love your age	SOCIETY – Women's Day JEWELLERY/WATCHES
APRIL	29/03/2024	FASHION – Special accessories BEAUTY – Prix d'Excellence de la Beauté	JEWELLERY/WATCHES
MAY - JUNE	26/04/2024	FASHION – Spring, wedding & sustainability	BEAUTY – Body JEWELLERY/WATCHES
JULY - AUGUST	28/06/2024	FASHION – Special swimwear & sunglasses BEAUTY – Sun / Hair	TRAVEL JEWELLERY/WATCHES
SEPTEMBER	30/08/2024	FASHION – Special mode (Fall-Winter 2024-2025)	BEAUTY – Make-up JEWELLERY/WATCHES
OCTOBER	27/09/2024	FASHION – Haute joaillerie BEAUTY – Skincare	JEWELLERY/WATCHES
NOVEMBER	25/10/2024	FASHION – Bags & shoes BEAUTY – Hair	JEWELLERY/WATCHES
DECEMBER - JANUARY	29/11/2024	SPECIAL CHRISTMAS – Gifts FASHION AND BEAUTY – Party	SPECIAL WELLNESS JEWELLERY/WATCHES



## CLASSIC ADVERTISING PRINT

**2/1 page**  
270 x 430 mm\*  
**22.260 €**

**1/1 page**  
270 x 215 mm\*  
**11.130 €**

**1/2 page**  
270 x 105 mm\*  
132 x 215 mm\*  
**6.680 €**

**C2**  
270 x 215 mm\*  
**18.900 €**

**C3**  
270 x 215 mm\*  
**13.360 €**

**C4**  
270 x 215 mm\*  
**22.260 €**

**Tarif for one edition (FR or NL): -40% on the general tarif.**  
**For any other formula, please contact us.**

\* + forsee 5 mm on each side



# PREFERENTIAL POSITIONS

## THE FIRST ADS IN THE MAGAZINE

The 12 first positions (these are not the first twelve pages).



## OTHER PREFERRED POSITIONS

for all other preferred positions in the first half of the magazine:  
+ 10% on the general tarif.



## SPECIAL FORMULAS

Insert  
2 pages

**150€/1000**

+ technical costs

Insert  
4 pages

**170€/1000**

+ technical costs

Insert  
6 pages

**220€/1000**

+ technical costs

Insert  
8 pages

**240€/1000**

+ technical costs

Glued card

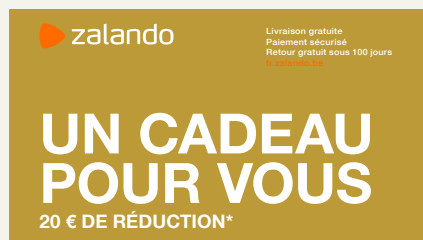
**127€/1000**

+ technical costs

Glued sample

**127€/1000**

+ technical costs



**marie claire**

For any other creative idea, please contact us.

# L'ÉTÉ À LA MAISON

Nous associons généralement les parfums d'intérieur à l'automne et à l'hiver, mais la Private Collection de Rituals comprend également de nombreuses variétés qui évoquent l'été, synonyme de détente et de bien-être rafraîchissant. Marie Claire vous aide à profiter pleinement des fragrances estivales à la maison.



**LES ESSENTIELS**  
Les parfums essentiels de Marie Claire sont une collection de produits de soins personnels et de décoration d'intérieur. Ils sont conçus pour créer une atmosphère relaxante et rafraîchissante à la maison. Les produits sont disponibles en différentes tailles et prix, pour répondre à vos besoins.

**LES ESSENTIELS**  
Les parfums essentiels de Marie Claire sont une collection de produits de soins personnels et de décoration d'intérieur. Ils sont conçus pour créer une atmosphère relaxante et rafraîchissante à la maison. Les produits sont disponibles en différentes tailles et prix, pour répondre à vos besoins.

**LES ESSENTIELS**  
Les parfums essentiels de Marie Claire sont une collection de produits de soins personnels et de décoration d'intérieur. Ils sont conçus pour créer une atmosphère relaxante et rafraîchissante à la maison. Les produits sont disponibles en différentes tailles et prix, pour répondre à vos besoins.



# BRANDED CONTENT

2/1

270 x 430 mm\*

22.260 €

+ 1.500 €  
technical costs

1/1

270 x 215 mm\*

11.130 €

+ 800 €  
technical costs

1/2

270 x 105 mm\*  
132 x 215 mm\*

6.680 €



**IDEE-FIXE**  
**THE ONE**

"The 1 wijkt af van de klassieke codes door haar rock-identiteit en gedurfde lijnen", zo omschrijft Parianne Grouille, directeur collecties bij JKS, de nieuwe it-bag van het Franse modehuis. Een paar van de belangrijkste features: een grafische trapeziëvorm, schouderriem met XXL-schakels, gewatteerde textuur in lamsleer en typische chevronslijting. Een echte nummer één.

Tekst en productie: Timen Van Hecke/Leica Foto: Wille-Kalender

Rate for one edition (FR or NL): -40% discount on the media rate.  
For any other formula, please contact us.

\* + forsee 5 mm on each side

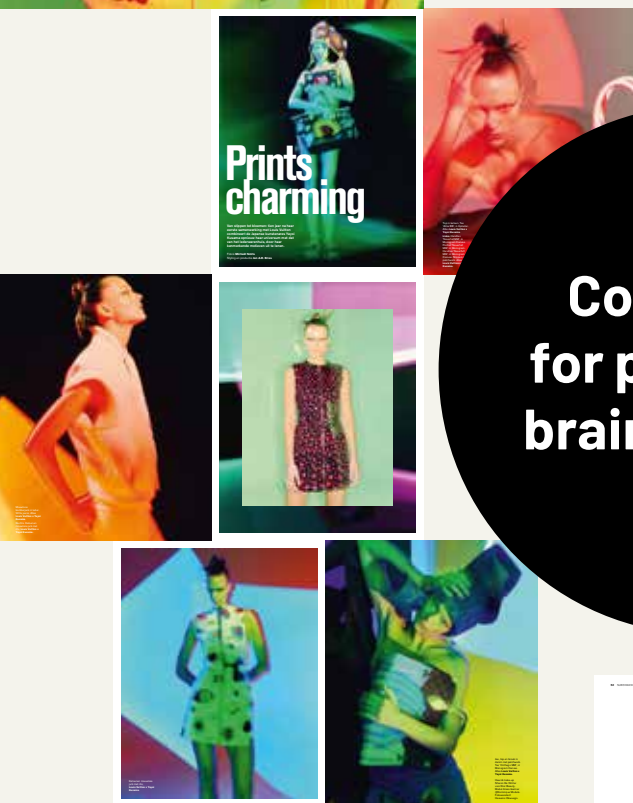




## CREATIVE COLLABORATIONS

Creative collabs give advertisers the space to create campaigns that closely match Marie Claire's DNA, executed by the magazine's editors. Our team can suggest creative concepts such as photo shoots, reports or events.

Contact us  
for prices and  
brainstorming





## CONTACT OUR TEAM

### EDITOR-IN-CHIEF

**TIMON VAN MECHELEN**

tvm@marieclaire.be

### SALES DIRECTOR

**PHILIPPE DE JONGHE**

+32 475 23 48 40

pdj@venturesmedia.be

### SALES & CREATIVE

#### PARTNERSHIP MANAGERS

**JOHANNA WEBB**

+ 32 486 83 13 22

jwe@venturesmedia.be

**KELLY GIELIS**

+32 487 01 10 44

kgi@venturesmedia.be

**ALEXIA NEEFS**

+32 477 37 98 09

alexia.neefs@  
venturesmedia.be

### CHIEF MARKETING OFFICER

**LORE MOSSELMANS**

lmo@venturesmedia.be

### COO

**FLORIAN DE WASSEIGE**

+32 472 737476

fdw@venturesmedia.be

### CEO

**BERNARD DE WASSEIGE**

### BASTILLE VENTURE

#### CAPITAL SA / NV

Lasne Business Park

Chaussée de Louvain, 431d

B1380 Lasne

+32 2 379 29 90



## TECHNICAL DETAILS

**PDF HD** 215 x 270 mm + 5 mm for cut

### DELIVERY ADDRESS

**VALÉRIE DE JONGHE** +32 2 379 29 90

support.ad@venturesmedia.be

**MATERIAL NEEDED** 4 weeks before the publication day

# marie claire