



Ever since the beginning, 87 years ago today, *Marie Claire France* has been a voice for women's rights and has inspired readers throughout the decades with its in-depth articles and beautiful fashion stories featuring iconic photographers such as Helmut Newton, Sarah Moon and Peter Lindbergh. *Marie Claire* manages to capture the fine line between a reality check and a daydream in a realistic yet perfect way and is therefore the best guide you can have in the universes of empowering stories, fashion, beauty, art, culture and travel. I am very proud to take on the position of editor-in-chief of the Belgian edition of *Marie Claire*, as we are blessed with a fabulous portfolio of amazing designers, artists, and lifestyle destinations. I have had the honor to work for the title since 2018 and in line with my previous role as fashion director I plan to stay closely involved in the creative process and overall look & feel of the fashion pages.

My focus will be on highlighting local talent and experiences without losing sight of the amazing things the world has to offer outside of our small but interesting country.

As print is still the haute couture-division of the media industry, I want to focus on longread articles about fascinating people, history, heritage and inspiring premium fashion and travel features. While online is our ready-to-wear sister who is always looking to discover news and inspiration in the moment.

Marie Claire is a premium lifestyle and luxury title with a realistic view on the world that represents the woman that we want to be, and that I want to know.

Editor-in-chief, Elspeth Jenkins





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 / AFFLUENT

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

MAGAZINE

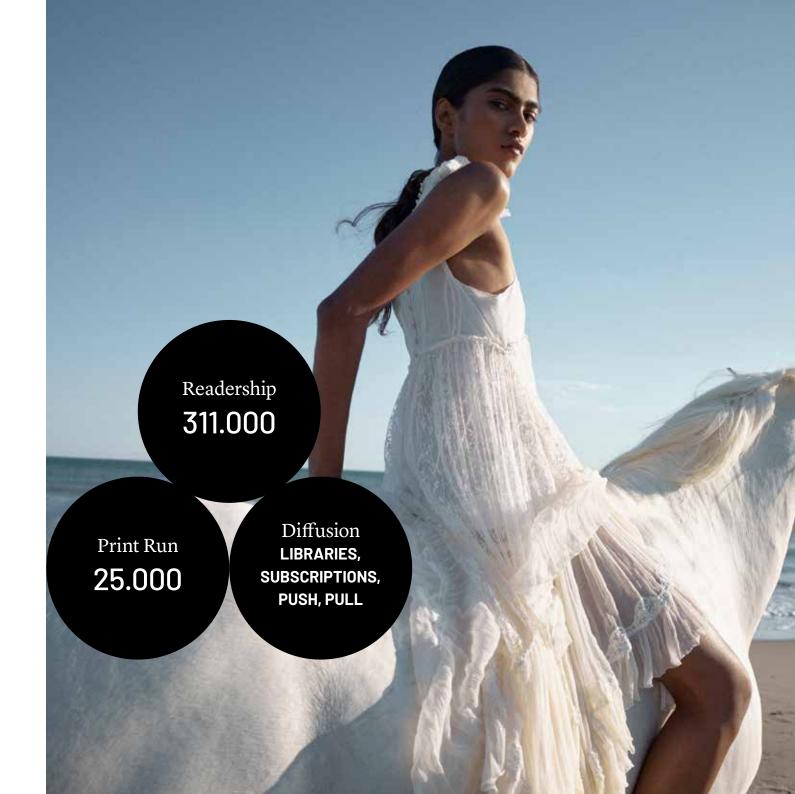
8 TIMES A YEAR

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





MULTI CHANNEL

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

Sessions/month

367.972

FR: 21.147 NL: 346.825

Users/month

313.250

FR: 18.271 NL: 294.979

Page views/month

441.354

FR: 36.153 NL: 405.201

MOBILE: 80% DESKTOP: 13,5% TABLET: 6,5%

> FR **27,7** K **NL 8,8 K**

FR 19,8 K **NL 12,4 K**

NEWSLETTER

Subscribers: 5.046 FR - 1.750 NL - 6.796 TOTAL Opening rate: 7,4% FR - 11% NL - 9,2% TOTAL

NEWSLETTER PARTNER

Subscribers: 5.167 FR - 2.231 NL - 7.398 TOTAL Opening rate: 7,2% FR - 11,6% NL - 9,4% TOTAL



THE MARIE CLAIRE TEAM

Elspeth works together with a team of experts:



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CHEF DIGITAL FR &

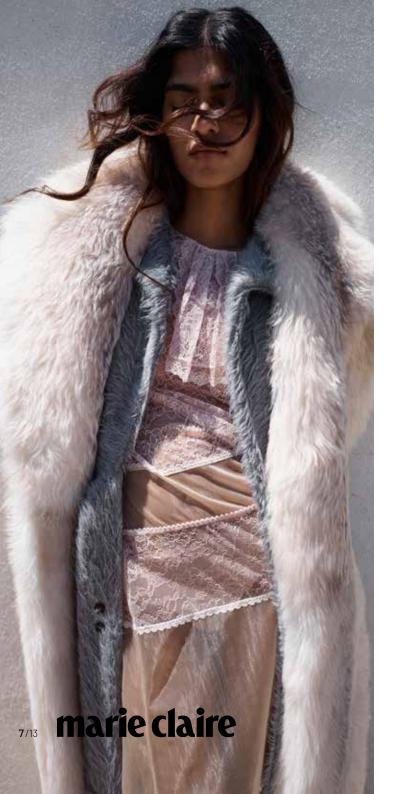
PRINT COORDINATOR FR



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HEAD OF CULTURE Joëlle Lehrer



EDITORIAL THEMES 2026

ISSUE	ON STAND DATE	2026 EDITORIAL THEMES
FEBRUARY	30/01/2026	COCOON
MARCH	27/02/2026	FASHION
APRIL	27/03/ 2026	ACCESSORIES
MAY / JUNE	02/05/ 2026	BEAUTY - TRAVEL
JULY / AUGUST	26/06/ 2026	SUMMER
SEPTEMBER	28/08/ 2026	FASHION
OCTOBER / NOVEMBER	25/09/ 2026	ACCESSORIES - BEAUTY - DECO
DECEMBER / JANUARY	27/11/ 2026	JEWELRY - PARTY - TRAVEL



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

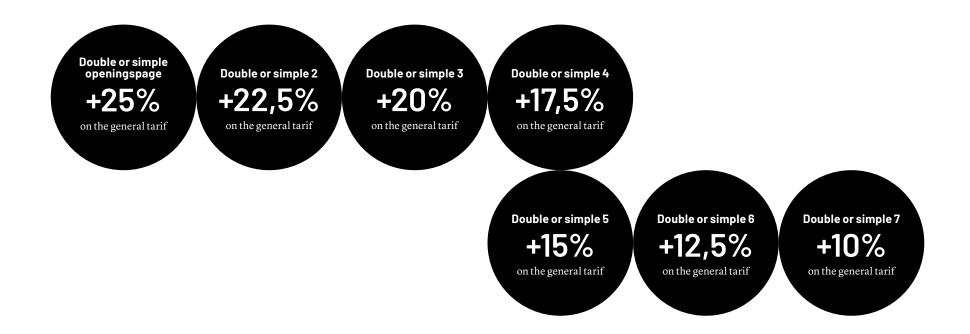
marie claire

^{* +} 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).

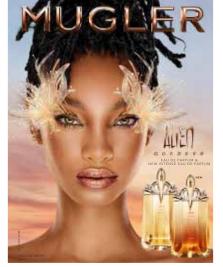


OTHER PREFERRED POSITIONS

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







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€



The I wijkt af van die klassieke codes door haar rock-identiteit en gedurfde ijnen", zo omschrijft Marianne Dreuille, directeur collecties bij IKKS, die nieuwe il-bag van het Franse modehuis. Een paar van de belangrijkste features: een grafische trapeziumvorm, schouderriem met XXIchakels, gewatteer de textuur in lamsleer en typische chevronsluiting. Een echte nummer één. Kaste a productie Timon Van Machaken fote Vinta-Kalstewn.

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.







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TECHNICAL DETAILS

PDF HD 215 x 270 mm + 5 mm for cut

DELIVERY ADDRESS

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MATERIAL NEEDED 4 weeks before the publication day

