

A woman with long dark hair is standing on a beach, looking down. She is wearing a long-sleeved, high-necked, red dress with a mesh-like texture and numerous long, thin red fringes hanging from it. The background features a calm body of water with a purple hue, likely a lagoon or salt flat, under a clear blue sky. The overall scene is bright and serene.

**MEDIA KIT
BELGIUM
2026**

marie claire



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

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 / 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

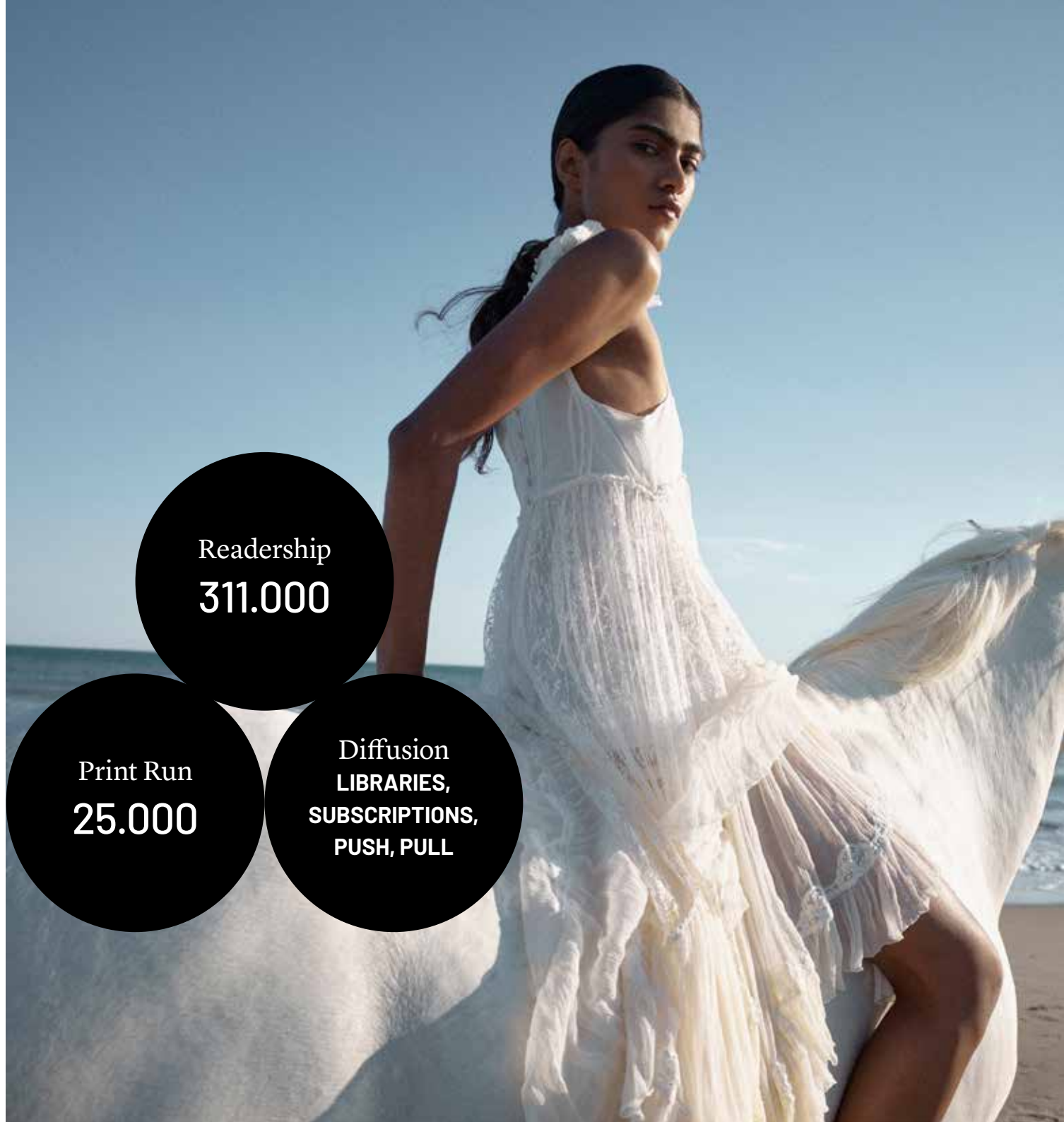
Marie Claire provides a stylish and intelligent point of view on contemporary subjects. Marie Claire stands out in the Belgian market as a high-end, authoritative, aspirational brand with a strong identity. Published in French and Flemish, Marie Claire Belgium reaches a national and international audience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

Readership
311.000

Print Run
25.000

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

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MULTI CHANNEL

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

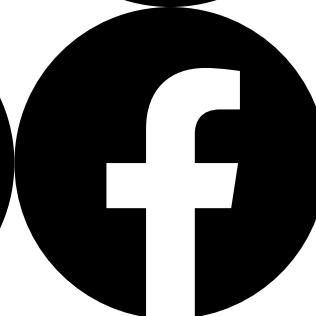
Minutes/visit
+/-1:13

Sessions/month
367.972
FR: 21.147
NL: 346.825

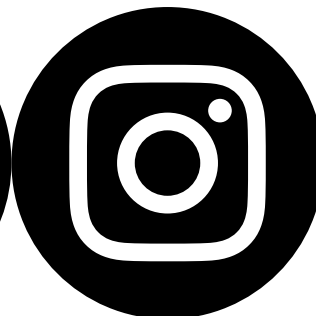
Users/month
313.250
FR: 18.271
NL: 294.979

Page views/month
441.354
FR: 36.153
NL: 405.201

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



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



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

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**

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EDITORIAL PILLARS

FASHION

BEAUTY

EMPOWERMENT

JEWELLERY

WATCHES

WINDOW ON THE WORLD

CULTURE

DESIGN

SOCIETY

TRAVEL

marie claire

THE MARIE CLAIRE TEAM

Elsbeth works together with a team of experts:

**FASHION & BEAUTY
COORDINATOR**
Kim De Craene



**CHEF DIGITAL FR &
PRINT COORDINATOR FR**
Malvine Sevrin



HEAD OF CULTURE
Joëlle Lehrer



CHEF DIGITAL NL
Lisa Aelvoet



ART DIRECTOR
Sophie Brevers



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

CLASSIC ADVERTISING PRINT

2/1 page
270 x 414 mm*
22.260 €

1/1 page
270 x 207 mm*
11.130 €

1/2 page
270 x 103,5 mm*
135 x 207 mm*
6.680 €

C2
270 x 207 mm*
18.900 €

C3
270 x 207 mm*
13.360 €

C4
270 x 207 mm*
22.260 €

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

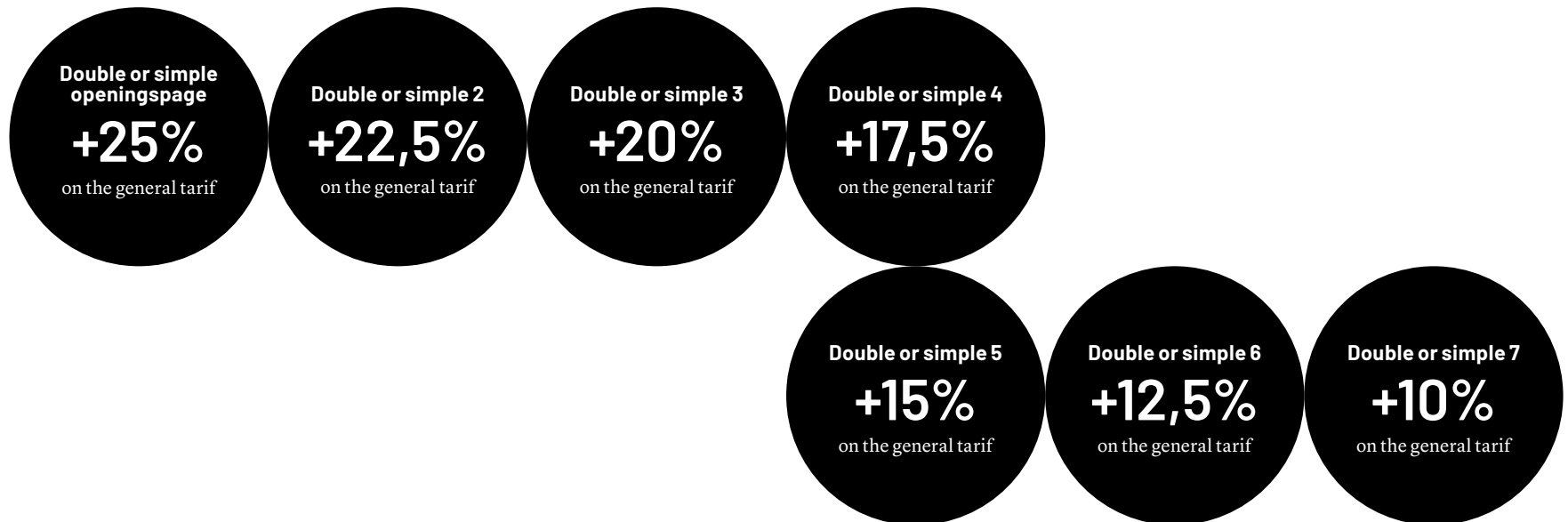
* + forsee 5 mm on each side

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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

zalando
Livraison gratuite
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 Retour gratuit sous 100 jours

**UN CADEAU
POUR VOUS**
20 € DE RÉDUCTION*

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 s'oppose également de nombreuses manières 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 BOUTEILLES
Les bouteilles de parfum en verre sont disponibles en trois formats : 270 x 414 mm*, 270 x 207 mm* et 270 x 103,5 mm*. Elles sont conçues pour être utilisées dans votre intérieur et sont disponibles en trois formats : 270 x 414 mm*, 270 x 207 mm* et 270 x 103,5 mm*.

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BRANDED CONTENT

2/1
270 x 414 mm*
22.260 €
+ 1.500 €
technical costs

1/1
270 x 207 mm*
11.130 €
+ 800 €
technical costs

1/2
270 x 103,5 mm*
135 x 207 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 Grouwla, directeur collecties bij IKKS, de nieuwe 1-bag van het Franse modehuis. Een paar van de belangrijkste features: een grafische trapeziumvorm, schouderriem met XXL-schakels, gewatteerde textuur in lamsleer en typische chevronslijting. Een echte nummer één.

Titel en productie: Timon Van Hecke/le Lou Wille-Veldman

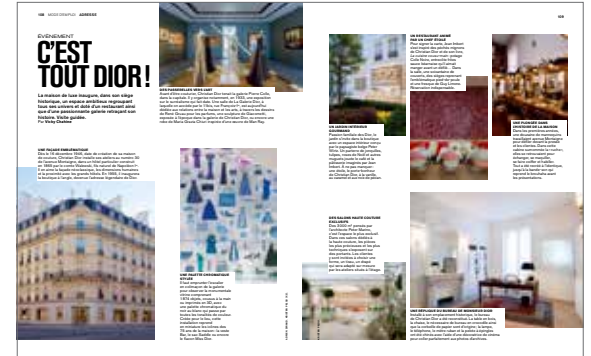
Rate for one edition (FR or NL): -40% discount on the media rate.
For any other formula, please contact us.

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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

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TECHNICAL DETAILS

PDF HD 207 x 270 mm + 5 mm for cut

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MATERIAL NEEDED 4 weeks before the publication day



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