

marie claire

RATE CARD 2018

Issue	Release date	Deadline material
02 - February 2018	11-01-18	20-12-17
03 - March 2018	08-02-18	18-01-18
04 - April 2018	08-03-18	15-02-18
05 - May 2018	12-04-18	22-03-18
06 - June 2018	11-05-18	19-04-18
07 - July 2018	07-06-18	17-05-18
08 - August 2018	12-07-18	21-06-18
09 - September 2018	09-08-18	19-07-18
10 - October 2018	13-09-18	23-08-18
11 - November 2018	11-10-18	20-09-18
12 - December 2018	08-11-18	18-10-18
01 - January 2019	13-12-18	22-11-18

TECHNICAL DATA

Sheetmirror:	230,0 x 275,0 mm
Printing process:	Offset
Paper type:	100 gram (inner work)
Raster:	70 (inner work)
Finishing:	Boundlessly knitted
Advertisement material digital files in the file format Certified PDF MagazinAds_IV4 (CMYK). Deliver advertisements with crop marks on sheetmirrorformat.	

FORMATS AND DIMENSIONS IN MM

Format	width x height
2/1 page	2 x 1/1 page*
1/1 page	230,0 x 275,0

*deliver 2 x 1/1 page in separate files

Reach: 105.000 Circulation: 23.948

GENERAL INFORMATION

Marie Claire	
Published by:	Pijper Media B.V.
Publisher:	Anton Pijper
Release frequency:	12 times a year
Release day:	Thursday
Advertisement exploitation:	Pijper Media B.V. Teleportboulevard 124 1043 EJ Amsterdam
Phone:	088 654 4004
E-mail:	sales@pijpermedia.nl
Subscription price for a year:	€59,40
Subscription price for 6 months:	€29,70
Price single number:	€5,50
Deadline for submission:	3 weeks before release
Cancellation term:	5 weeks (contract stays maintained)

CONTACT DETAILS

Sales: Ajo van Vulpen: 06 22031740 | ajo.vanvulpen@pijpermedia.nl
Sales: Nouchka Jonker: 06 24900327 | nouchka.jonker@pijpermedia.nl
Sales international: Conny Hofmans | conny.hofmans@sanoma.com

DELIVER MATERIAL

Marie Claire
materiaal@pijpermedia.nl
Teleportboulevard 124
1043 EJ Amsterdam
Phone: (088)-6544005
E-mail: sales@pijpermedia.nl

ADVERTISEMENT RATES

Price per placement in euro's exclusive of VAT

Format	Full colour
2/1 page	€ 15.752,71
1/1 page	€ 7.876,36
1/2L page	€ 4.962,10
1/2S page	€ 4.962,10
1/4L page	€ 2.520,43
1/4S page	€ 2.520,43

ALLOWANCE

Marie Claire Promotion Page

Cover 2/3	20%
Cover 3	20%
Cover 4	25%
Other placement wishes	15%

MARIECLAIRE.NL

Unique visitors:	147.009
Pageviews:	291.813
Newsletter members:	25.000+
Facebook:	23.591
Instagram:	13.650
Twitter:	22.293

ADVERTISEMENT RATES MARIECLAIRE.NL

Sponsored Story:	€3.000
Advertorial:	€1.750
Advertorial in newsletter:	€1.550
Win action:	€2.000
Social only:	€1.000

TERMS AND CONDITIONS

All orders are closed and executed in accordance with the Rules of Advertising of the ROTA Foundation, filed at the Registrar's Office and at the Chambers of Commerce. Special functions are awarded after consultation. Sur-charges are calculated on the gross price per placement. Rates plus propositions on request.