

marie claire

RATE CARD 2019

Marie Claire	Release date	Deadline material
02 - February 2018	09-01-19	19-12-18
03 - March 2018	06-02-19	23-01-19
04 - April 2018	06-03-19	20-02-19
05 - May 2019	10-04-19	27-03-19
06 - June 2019	08-05-19	24-04-19
07 - July 2019	05-06-19	22-05-19
08 - August 2019	10-07-19	26-06-19
09 - September 2019	07-08-19	24-07-19
10 - October 2019	11-09-19	28-08-19
11 - November 2019	09-10-19	25-09-19
12 - December 2019	06-11-19	23-10-19
01 - January 2020	11-12-19	27-11-19

Marie Claire Maison	Release date	Deadline material
01 - 2019	02-04-19	14-03-19
02 - 2019	24-09-19	05-09-19

Reach: 94.000 Circulation: 23.426

GENERAL INFORMATION

Marie Claire	
Published by:	Pijper Media B.V.
Publisher:	Anton Pijper
Release frequency:	12 times a year
Release day:	Wednesday
Advertisement exploitation:	Pijper Media B.V. Teleportboulevard 124 1043 EJ Amsterdam
Phone:	088 654 4001
E-mail:	sales@pijpermedia.nl
Subscription price for a year:	€69,50
Subscription price for 6 months:	€34,75
Price single number:	€5,75
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)-6544001
E-mail: sales@pijpermedia.nl

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
Advertisementmaterial 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

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:	250.000
Pageviews:	+600.000
Newsletter members:	+19.000
Facebook:	24.000
Instagram:	15.100
Twitter:	22.000

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.