

marie claire

RATE CARD 2020

| Marie Claire | Release date | Deadline material |
|----------------------|------------------|-------------------|
| 03 - March 2020 | February 5-2020 | January 15-2020 |
| 04 - April 2020 | March 4-2020 | February 12-2020 |
| 05 - May 2020 | April 8-2020 | March 18-2020 |
| 06 - June 2020 | May 6-2020 | April 15-2020 |
| 07/08 - July 2020 | June 3-2020 | May 13-2020 |
| 09 - September 2020 | August 5-2020 | July 15-2020 |
| 10 - October 2020 | September 9-2020 | August 19-2020 |
| 11 - November 2020 | October 7-2020 | September 16-2020 |
| 12 - December 2020 | November 4-2020 | October 14-2020 |
| 01/02 - January 2021 | December 9-2020 | November 18-2020 |

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: 94.000 Circulation: 21.277

GENERAL INFORMATION

| | |
|----------------------------------|--|
| Marie Claire | |
| Published by: | Pijper Media B.V. |
| Publisher: | Anton Pijper |
| Release frequency: | 10 times a year |
| Release day: | Wednesday |
| Advertisement exploitation: | Pijper Media B.V. Teleportboulevard 124 1043 EJ Amsterdam (+31) (0)88-6544001 sales@pijpermedia.nl |
| Phone: | |
| E-mail: | |
| Subscription price for a year: | € 62,50 |
| Subscription price for 6 months: | € 31,25 |
| 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: (+31) (0)6-22031740
ajo.vanvulpen@pijpermedia.nl
Sales: Nouchka Jonker: (+31) (0)6-24900327
nouchka.jonker@pijpermedia.nl
Sales international: Conny Hofmans
conny.hofmans@sanoma.com

DELIVER MATERIAL

Marie Claire
Teleportboulevard 124
1043 EJ Amsterdam
The Netherlands
Phone: (+31) (0)88-6544001
E-mail: materiaal@pijpermedia.nl

ADVERTISEMENT RATES

Price per placement in euro's exclusive of VAT

| | |
|-----------|-------------|
| Format | Full colour |
| 2/1 page | € 11.000 |
| 1/1 page | € 5.500 |
| 1/2L page | € 2.750 |
| 1/2S page | € 2.750 |
| 1/4L page | € 1.375 |
| 1/4S page | € 1.375 |

ALLOWANCE

Marie Claire Promotion Page

| | |
|---------------------------|-----|
| Cover 2/3 | 20% |
| Cover 3 | 20% |
| Cover 4 | 25% |
| Other placement wishes | 15% |
| Allowance for advertorial | 10% |

MARIECLAIRE.NL

| | |
|---------------------|------------|
| Unique visitors: | 420.000 |
| Pageviews: | +1.000.000 |
| Newsletter members: | +19.000 |
| Facebook: | 24.000 |
| Instagram: | 15.400 |
| Twitter: | 21.000 |

ADVERTISEMENT RATES MARIECLAIRE.NL

| | |
|----------------------------|---------|
| Sponsored Story: | € 3.500 |
| Advertorial: | € 2.250 |
| 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.