



marie claire

Marie Claire, the Brazilian version of the famous French publication, brings the best in fashion, beauty, health and culinary arts as well as impact reports on behavior, sex and social questions. **Marie Claire** is one of the most recognized women's publications. Almost 90% of the readers use beauty products and points out magazine reading as their preferred leisure time.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	Fashion
PUBLISHER	Editora Globo
ESTABLISHED	1991
FREQUENCY	Monthly
CIRCULATION	171,641 Nationwide
AD CLOSE	4-Week

READERSHIP

GENDER	
Male	8.0%
Female	92.0%
AGE	
10-17	5.0%
18-24	11.0%
25-34	21.0%
35-44	21.0%
45-54	19.0%
55+	23.0%
EDUCATION	
Middle School	17.0%
High School	45.0%
College	37.0%
SOCIOECONOMIC CLASS	
Upper	16.0%
Upper Middle	53.0%
Middle	28.0%
Lower	3.0%

2015 FULL COLOR DISCOUNTED RATE CARD

AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
2-PAGE SPREAD	39.6 cm x 25.4 cm 15-9/16" x 10"	41.6 cm x 27.4 cm 16-3/8" x 10-13/16"	\$107,460.00
FULL PAGE	18.8 cm x 25.4 cm 7-3/8" x 10"	20.8 cm x 27.4 cm 8-3/16" x 10-13/16"	\$53,730.00
2/3 PAGE VERTICAL	12.7 cm x 25.4 cm 5" x 10"	13.7 cm x 27.4 cm 5-3/8" x 10-13/16"	\$48,600.00
1/2 PAGE HORIZONTAL	18.8 cm x 12.7 cm 7-3/8" x 5"	20.8 cm x 13.7 cm 8-3/16" x 5-3/8"	\$39,300.00
1/3 PAGE VERTICAL	6 cm x 25.4 cm 2-3/8" x 10"	7 cm x 27.4 cm 2-3/4" x 10-13/16"	\$30,250.00

FULL COLOR INSIDE COVERS +20%. FULL COLOR BACK COVER +40%
**Bleed Ads: Increase 5 mm (3/16") minimum on each side for bleeding*
VOLUME & FREQUENCY DISCOUNTS AVAILABLE

DIGITAL PRODUCTION REQUIREMENTS

Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM.
 Media: Macintosh or PC. Hard proof required for quality control.
Complete Digital File Instructions Available for Production



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