

RATE CARD 2024

Valid from 01.03.2024

# marie claire

GERMANY





Marie Claire has high brand recognition and a positive influence.



Nicola Le Vourch  
Editor-in-Chief



When I started working on this relaunch, I fell in love with the concept of Marie Claire. Delving into this brand's legacy, values and aesthetic has been like meeting an extraordinarily charismatic woman. She fascinated me with her exciting stories, casually elegant look and knowledge of the latest art and culture. She is approachable, authentic and feminine. She's a conversation starter, leading to exciting debates and conversations with friends, colleagues and family.

MARIE CLAIRE offers inspiration to multidimensional women. Women who are as involved in their careers as they are in their private lives. Women who are courageous, who care about fairness, solidarity and progress. Through upscale, sophisticated reports, beautiful imagery, first-class fashion photography and news from the world of beauty and culture, we will bring Marie Claire's unique perspective to German women. We know that they will resonate with our magazine's feminine and genuine perspective just as much as we do.



**PUBLISHER**

Marie Claire Verlag GmbH  
 Gautinger Str. 13  
 82061 Neuried  
 Management  
 Tess Buchele, Nicola Le Vourch

**EDITORIAL OFFICE**

Phone +49. 89. 520 38 752  
 redaktion@marieclaire.de

**ADVERTISING**

Phone +49. 89. 520 38 751  
 advertising@marieclaire.de

**DISTRIBUTION**

Press Up GmbH, Hamburg

**DISTRIBUTION CHANNELS**

Available throughout Germany as well as in Austria and the German-speaking part of Switzerland in retail, at train station bookstores, and airports. In Germany, also available through selected museum shops, theme-specific special distribution channels such as women's business networks or hotels, as well as through subscriptions and direct single sales via the website.

**MAGAZINE & READERSHIP**

« *I prefer reading longer articles  
 on paper rather than on a screen.* »

75% of press buyers say they prefer reading  
 longer articles on paper than on a screen.

Marie Claire is made for ambitious, intelligent women who are actively engaged in life. They cannot be defined by their age and share the same outlook on life. They are open-minded, interested, love life just as much as beautiful things, and recognize their value.

**Cover price:** 9 Euro

**Frequency of publication:** seasonal  
 (available for 6 to 10 weeks in stores)

**Format:** Coffee Table Book Size (220 x 275 mm)

**Volume:** at least 160 pages

**Binding:** high-quality adhesive binding

**Print run:** at least 50,000 copies





Portraits of strong women as well as special living and travel features

## PUBLICATION DATES

Issue	Publication Date	Advertising Deadline & Cancellation	Deadline Artwork	Deadline Special Advertising Deadline & Cancellation
				Deadline for Cover Pages, Ad Specials, and Preferred Placements
1/24 First Issue	28.09.2024	20.08.2024	02.09.2024	01.07.2024
1/25 Spring	29.03.2025	14.02.2025	28.02.2025	17.01.2025
2/25 Fall	27.09.2025	14.08.2025	29.08.2025	17.07.2025
3/25 Christmas	08.11.2025	26.09.2025	10.10.2025	29.08.2025

Starting in 2026, seasonal 4 times a year (spring, summer, fall, winter)

The details of the first day of sale are non-binding. If other dates have been agreed upon in writing, the dates mentioned above (including all dates for supplements) are void. The publisher reserves the right to make technically necessary changes in production, processing, and publication format in all issues, provided that the change is not substantial and is reasonable for the advertiser. The timeline for promotions depends on the number of pages and must be requested separately. Late delivery of print materials can affect placement and print quality, which does not entitle to complaints.

## ADVERTISING FORMATS AND RATES

Page	Format Width x Height (mm)	Advertsing rate for 4c
1/1	220 x 275	€ 28,000
2/1	440 x 275	€ 56,000
1/2 hoch	105 x 275	€ 16,500

### Top Preferred Placements (TPP)

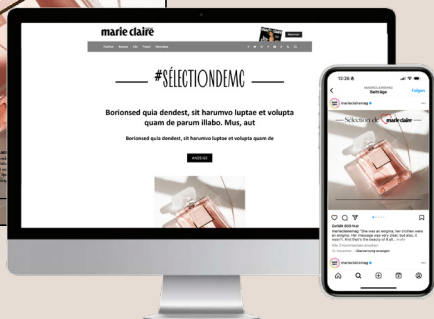
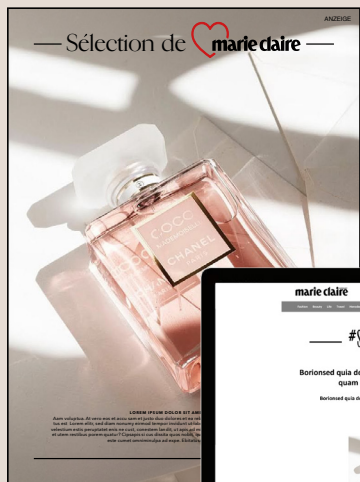
Opening Spread	2nd cover page + Page 3	€ 68,000
Cover pages	Back Cover Page (OBC)	€ 39,000
4-page Cover Gatefold plus €8,500 production costs	2nd cover page + Page 3	€ 123,200
2/1 Opening Insert Fashion Section	after Opening Mode	€ 68,000
2/1 Opening Insert Beauty Section	after Opening Beauty	€ 68,000

The publisher reserves the right to cancel the reservation of cover pages if a CoverGate-Fold booking exists.

Prices for inserts and supplements are available upon request.

All prices are in Euros, excluding VAT.

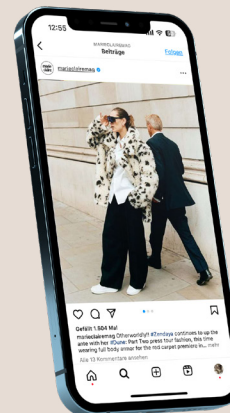
Luxury Content Production,  
Advertorials, and Natives



Print – the  
Haute Couture  
of Media

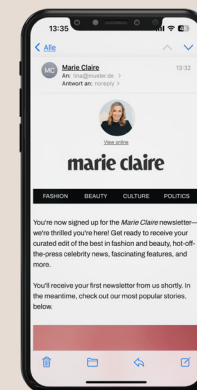


Events - small, exquisite events  
and master classes



Instagram,  
LinkedIn, and  
WhatsApp  
(from 06/01/24)

360 DEGREE OFFERS



Editor-in-Chief's  
Newsletter  
(from 10/01/24)

marieclaire.de  
Online presence  
with daily posts  
in the categories  
Life, Fashion,  
Beauty, Travel



marieclaire.de (from 06/01/24)



## PRINT

Marie Claire takes care of the creative implementation of your advertorials (layout, text, editing, and reproduction).

Format	Production Costs	Advertising Rates
2/1	€ 2,800	see page 7
1/1	€ 1,900	see page 7

## DIGITAL [www.marieclaire.de](http://www.marieclaire.de)

A: Classic Advertorial + Social Media (2 Posts/Stories)  
6 weeks € 7,000

B: Classic Advertorial + Social Media (2 Videos/Stories)  
6 weeks € 10,000

All prices are in Euros, excluding VAT.

## ADVERTORIALS AND DIGITAL APPEARANCES

### Special Feature **SÉLECTION DE MARIE CLAIRE**

1/1 Print Branded Advertorial including  
Photo Shoot in the print edition

+ Online article on  
[www.marieclaire.de](http://www.marieclaire.de)  
for 6 weeks

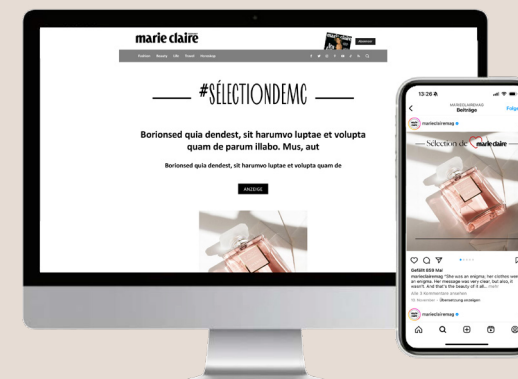
+ Online giveaway

+ 1x Insta Post/Story

Creation + Production  
costs included



€ 35,000



Magazine Format: W 220 x H 275 mm  
Trim: 3 mm bleed all around  
Creep: 3 mm from the spine on each side  
Binding: Perfect binding

### Printing Profiles (ICC Profiles)

Cover Paper: PSUncoated ISO 12647  
Content Paper: PSO\_LWC\_improved  
Delivery: PDF-X3 or PDF-X4

### Contact for Print Materials

Magazine Services GbR  
Alexander Weißenböck  
Image Processing & Production  
  
Phone +49. 89. 25 00 76 550  
alexander.weissenboeck@magazine-services.de

### General Terms and Conditions

All advertising orders are executed exclusively in accordance with the General Terms and Conditions of the publisher. These, as well as the exact advertising formats and printing specifications, can be found from page 11 or from 06/01/24 at [www.marieclaire.de](http://www.marieclaire.de)

### Payment Terms

Invoicing is done with the publication date of the booked issue and is payable 14 days from the invoice date without deductions.

### Bank Details

Marie Claire Verlag GmbH IBAN  
DE88700202700043250469 BIC  
HYVEDEMMXXX HypoVereinsbank (Unicredit)  
  
HRB 291037

## GENERAL TERMS AND CONDITIONS

§ 1 Applicability of the General Terms and Conditions: The following provisions apply to contracts with Marie Claire Verlag GmbH, Gautinger Straße 13, 82061 Neuried (hereinafter referred to as „Publisher“) for the creation and/or publication of one or more advertisements, including advertorial advertisements (hereinafter collectively referred to as „Advertisements“), in magazines/mailings by the Publisher (hereinafter referred to as „Advertisement Order“).

§ 2 Placement of Advertisements, Publication or Dispatch Date: Unless the Publisher has expressly assured the client in writing of a specific advertisement placement at the time of order placement, there is no claim to placement in specific locations of the magazine. The Publisher assumes no liability for the adherence to an agreed placement if the client delivers the print materials after the deadline set in the price list valid at the conclusion of the Advertisement Order (hereinafter referred to as „Price List“) and adherence to the placement is no longer possible or only possible with unreasonable effort for the Publisher. Publisher's statements regarding the publication or dispatch date are non-binding, unless expressly stated or agreed otherwise. The Publisher reserves the right to make the publication of the first issue dependent on a minimum advertising volume of thirteen paid advertising pages. Non-appearance will be immediately communicated to the client. In the event of non-appearance of the first issue, the client will be refunded the already paid advertisement price. Further claims, especially for damages, are not entitled to the client against the Publisher.

§ 3 Rejection and Labeling of Advertisements: The Publisher reserves the right to refuse the execution of advertisement orders due to the content, origin, or technical form of the advertisements according to uniform, objectively justified principles of the Publisher, if the advertisements, in the Publisher's dutiful discretion, violate laws, governmental regulations, or good morals, or if their publication is unreasonable for the Publisher. The refusal will be communicated to the client immediately. Advertisements that are not clearly recognizable as such due to their editorial design will be labeled as such by the Publisher with the word „Advertisement“.

§ 4 Client's Responsibility for Content and Legality of the Advertisement, Indemnification, Advertisements for Medicinal and Healing Products: The client is solely responsible for the content and legal permissibility of the text and image materials provided for the insertion. It is the client's responsibility to indemnify the Publisher from claims by third parties arising from the execution of the Advertisement Order against the Publisher, and to compensate the Publisher for the damage arising from the assertion of such claims, unless the client is not responsible for the emergence of third-party claims or the damage incurred by the Publisher. The Publisher is not obligated to check advertisement orders for the infringement of third-party rights. The Publisher is entitled to make the placement of advertisements for medicinal and healing products dependent on a written assurance from the client regarding the legal permissibility of the advertising and/or to have the advertising

template reviewed by an expert body for legal permissibility at the client's expense with the client's consent.

§ 5 Granting of Rights, Use of Advertorial Advertisements by the Client: In addition to publication in the print issue, the Publisher is entitled to include the advertisement in an electronic issue of the magazine (e.g., as a facsimile, e-paper, magazine preview, e-book edition, in an online archive, on CD-ROM or DVD, in a non-protected format). In individual cases, the Publisher will remove the advertisement from the electronic issue at the request of the client, if legitimate interests require it (e.g., if the client has legally committed to a third party to refrain from placing the advertisement or has been legally ordered to cease). The advertorial advertisements produced by the Publisher may only appear in titles of the Publisher. Use in other magazines is expressly excluded. With the Publisher's agreement and written consent, the advertorial advertisement or excerpts thereof can be used in internal company brochures, for trade fairs or window decorations, etc. If the advertorial advertisement or excerpts thereof are reused in the form of POS material, the client must additionally pay a fee for the photographer and model.

§ 6 Client's Obligations, Print Materials, Proofs, Changes, Creation, and Modification of Print Materials and Proofs by the Publisher, Exclusion of Warranty for Defects: The client is solely responsible for the timely delivery of the advertisement text and the flawless condition of the print materials according to the specifications set out in the media data. When delivering the data, a color-binding proof according to the standards announced by the Publisher must also be submitted. The client is also responsible for the delivery of the print materials within the deadlines set in the Price List, for advertorial advertisements for the briefing, possibly including the delivery of image and press material, for coordination with the Publisher after receiving the layout and text suggestion, and for the final layout approval within the deadlines specified in the offer. After these deadlines, changes, especially regarding size, format, and colors, are no longer possible. The Publisher only creates and modifies print materials or creates proofs exceptionally and only for a separate charge. The Publisher guarantees the technically flawless reproduction of the advertisement within the industry-standard tolerances, as far as the submitted print materials allow. In the event of complaints regarding color, a reference proof created by the Publisher according to the standards announced in the Price List serves as the basis for an optical and metrological evaluation. The Publisher's warranty for defects in print quality is excluded if it is based on defects in the print template that only become apparent during reproduction or printing. The warranty for defects due to color deviations is also excluded if they are based on the fact that the client did not submit the required proof or did not submit it according to the announced standards. The Publisher's warranty is also excluded if an inadequate print result is based on a late delivery of the print materials.



## GENERAL TERMS AND CONDITIONS

§ 7 Late Publication: If the legal requirements are met, the client can withdraw from the contract in the event of a delayed publication of an advertisement. Withdraw from the contract, unless the delay is not the Publisher's responsibility. The Publisher's liability for damages due to a delayed publication is governed by § 9.

§ 8 Warranty for Defects, Complaint Period: If the published advertisement shows defects attributable to the Publisher, the client is entitled to a reduction of the advertisement price. Complaints must be made within four weeks of the appearance of the advertisement, unless they are hidden defects. Claims for damages and reimbursement of expenses due to defects are entitled to the client only to the extent that the Publisher's liability is not excluded or limited according to § 9. Other claims due to defects regulated in this § 8 are excluded.

§ 9 Liability: The Publisher is liable without limitation for damages caused by the Publisher or its agents if they were caused intentionally or through gross negligence. For slight negligence in breaching a primary performance obligation or a secondary obligation, the breach of which endangers the purpose of the contract or whose fulfillment enables the proper execution of the contract at all and on the adherence of which the client could rely (hereinafter „significant secondary obligation“), the Publisher's liability is limited to foreseeable, contract-typical damages known at the time of contract conclusion. The Publisher is not liable for slight negligence in breaching duties that are not significant secondary obligations. Liability for maliciously concealing defects, for assuming a quality guarantee, and liability for claims under the Product Liability Act or for claims due to injury to life, body, or health remains unaffected. This does not involve a change in the burden of proof to the detriment of the client.

§ 10 Prices: Unless otherwise agreed, the prices result from the price list valid at the time of contract conclusion. They are determined based on the format chosen by the client, which must correspond to one of the formats indicated in the price list. For promotion advertisements, prices also result from the production costs specified in the order confirmation.

§ 11 Maturity, Payment Period: The advertisement price becomes due at the time of the advertisement closing date mentioned in the price list. Publisher's invoices are to be paid within the period indicated in the price list valid at the time of contract conclusion, starting from the invoice date, unless a different payment period or prepayment has been agreed in individual cases.

§ 12 Delay in Payment, Risk of Counterperformance Due to the Client's Lack of Performance: In case of delay in payment or deferral, interest at the rate of 8 percentage points above the respective base interest rate and collection costs will be charged. The Publisher's rights to claim further damages remain unaffected. In case of delay in payment, the Publisher can, without prejudice to other rights, postpone the execution of the advertisement order until payment is made. If it becomes apparent

after the conclusion of the contract that the Publisher's claim to counterperformance is jeopardized by the client's lack of performance, the Publisher is entitled to refuse performance until the client has effected the counterperformance or provided security. The Publisher can set a reasonable period within which the client, at their discretion, has to effect the counterperformance or provide security concurrently against performance. After the expiration of this period, the Publisher is entitled to withdraw from the contract and/or to claim damages or reimbursement of expenses, if the legal requirements are met.

§ 13 Advertisement Proofs: The Publisher delivers an advertisement proof upon request. Depending on the type and scope of the advertisement order, advertisement clippings, proof pages, or complete proof numbers are delivered. If a proof cannot be delivered, a legally binding certificate from the Publisher about the publication and distribution of the advertisement will replace it.

§ 14 Reduction of Advertisement Price: If the client orders discount-eligible advertisements, a claim for a reduction of the advertisement price exists under the following conditions in case of a shortfall in the guaranteed circulation: a) Guaranteed circulation for the purposes of this § 14 is the circulation designated as „guaranteed circulation“ in the currently valid advertisement price list or otherwise publicly determined by the Publisher. b) A prerequisite for a claim for reduction is that the circulation of the booked issue falls short of the guaranteed circulation. c) Unless otherwise agreed, the basis for calculating the price reduction is the advertisement order per (individual) company. The amount of the price reduction is calculated from the percentage deviation between the guaranteed circulation and the actual circulation. The amount of the actual circulation is determined according to the distribution documents of the Deutsche Post. A claim for reduction exists only if the calculated price reduction amounts to at least €2,500.00. Reduction claims are excluded if the Publisher has given the client timely notice of the decrease in circulation so that they could withdraw from the contract before the publication of the advertisement. The reduction amount is granted as a natural credit at the end of the campaign based on the client net considering any granted agency remuneration. If this is no longer possible, a payout will be made. d) Possible claims for damages or statutory defect claims remain unaffected by the foregoing provisions in this § 14.

§ 19 Duty to Retain: The obligation to retain print materials ends three months after the appearance of the advertisement. Print materials are returned to the client at their expense only upon special request.

§ 20 Place of Fulfillment, Jurisdiction, Applicable Law: The place of fulfillment is Neuried if the client is a merchant. The jurisdiction is Munich if the client is a merchant or a legal entity of public law or does not have a general jurisdiction in Germany. However, the Publisher is also entitled to sue the client at any other legal jurisdiction. German law applies.

**Marie Claire Verlag GmbH**  
Germany

**Media Contact**

Publisher  
Tess Buchele  
advertising@marieclaire.de  
+49 89 520 38 751

Media Representative Italy  
Studio Villa  
studio.villa@studiovilla.com  
+39 02 311 662

Media Representative France  
Studio Riboud  
mriboud@studio-riboud.com  
+33.142.563.336