






marie claire MALAYSIA

THINK SMART, LOOK AMAZING

A **BluInc** Magazine

 www.facebook.com/MarieClaireMalaysia

 [instagram.com/marieclairemalaysia](https://www.instagram.com/marieclairemalaysia)

 twitter.com/MarieClaire_MY

marieclaire.com.my

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FASHION, BEAUTY & LIFESTYLE

ABOUT MARIECLAIRE.COM.MY

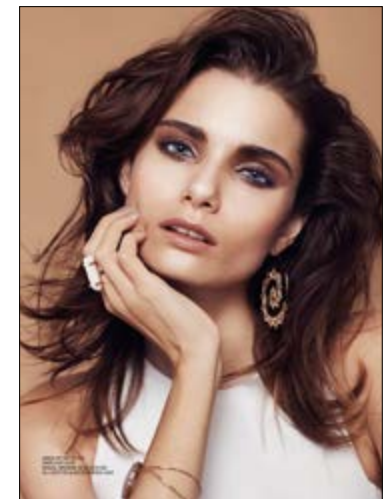
Marie Claire Malaysia offers its style-loving and affluent viewers exquisite all-day, all-night experiences in luxury fashion, trending beauty and access to quality global reporting and high-powered celebrities. This distinctive mixture of high style and character, substance and depth has captivated loyal Marie Claire fans aged 25 and above, with its unique wit and point of view.

Here's a breakdown of the unparalleled content that our viewers simply can't get enough of:

FASHION A bold view and real time updates of fashion world happenings, and fashionistas and insiders of the moment. Plus, fly-on-wall observations of fashion's follies and foibles.



BEAUTY Trending beauty is reported on with depth and humour, in unique Marie Claire tradition. Iconic products, of-the-moment must-haves, beauty investments and new tips and techniques are the cornerstones of this extensive, trend- and personality-filled section.



LIFESTYLE We offer our sophisticated viewers a wealth of exclusive experiences and points of view for every mood – from tongue-in-cheek opinion pieces on the local celebrity life, to introspective musings on the benefits of living a stress-free week.

Marie Claire Malaysia traffic has grown exponentially by 63% pageviews in the span of a year (currently at 23,500 pageviews). Its Instagram followers are actively growing and now number 13.2 followers while its Facebook fan growth is on an upward trend at 13K likes.

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DIGITAL AUDIENCE

- High online usage of fashion, beauty, current affairs entertainment and lifestyle
- Influencers, who are likely to be first with new technology
- Frequently discovering content on Facebook, Instagram, Twitter and social networks
- Avid video consumers
- Confident, frequent online shopper



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ONLINE DEMOGRAPHICS

14%

18 - 24 years old

52%

25 - 34 years old

24%

35 - 44 years old

10%

45 years onwards

• Female **96%** Male **4%**

• Kuala Lumpur **27%** • Selangor **45%** • Northern Region:
Penang, Perak, Kedah **13%** • Southern Region: Melaka, Johor **4%**
• Negeri Sembilan **2%** • East Malaysia: Sabah, Sarawak **6%**





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SOCIAL MEDIA

WEBSITE

Unique visitor **8,229**
Page views **22,013**

Facebook - **12,980** fans
Instagram - **9,353** followers
Twitter - **787** followers

TIME SPENT ONLINE

Between 3 - 5 hours **41%**
More than 6 hours **43%**

Shop online **91%**
Purchase clothes **75%**
Purchase bags **52%**
Purchase skincare **40%**
Purchase Cosmetics and Fragrance **42%**
Purchase Accessories & Jewellery **39%**
Purchase Shoes **38%**
Purchase Household products **40%**

TIME SPENT ON YOUTUBE WATCHING VIDEOS

More than once a day **35%**
Between 4 - 6 times per week **25%**
2 - 4 videos at one time **51%**
5 - 10 videos at one time

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ADVERTISING OPTION

AD Inventory	AD Spec	Home		Other Section	
		One Month	Two Weeks	One Month	Two Weeks
Super Leaderboard	728 x 90	8,000	6,400	8,000	6,400
Skinner	1580 x 700	7,000	5,600	7,000	5,600
MREC	300 X 250	6,000	4,800	6,000	4,800
100% SOV		27,000	21,600	27,000	21,600

The collage displays three types of ad placements on the Marie Claire website:

- LEADERBOARD:** A horizontal banner at the top of the homepage with a red border.
- MEDIUM RECTANGLE:** A vertical ad on the right side of the homepage and another on a 'LATEST STORIES' page, both with red borders.
- SKINNING:** A vertical ad on the right side of the homepage, partially overlapping the medium rectangle, with a red border.





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CONTENT DEVELOPMENT RATE

TYPE	COST
Customised Content Development: Laid out within an advertorial format between 300 - 800 words. Cost includes conceptualization, copy, and layout, and exposure cost.	RM 5,500 - RM1,000 production cost - RM4,500 media cost
Sponsored Content: Editorial content (more lifestyle related) with tips and pointers for which the brand's product information is included to support the bigger story idea. This includes up to 3 image bank images.	RM 6,600 - RM1,600 production cost - RM5,000 media cost
Video Development: Conceptualization and production of a video up to 90 seconds. Cost includes conceptualization, shoot, talent fee, hair and make up, and post production	RM 13,000
E- Newsletter: An opportunity for a brand to leverage on Marie Claire's existing readers' database with special content curated by Marie Claire editorial team.	RM 15,000

DIGITAL/TABLET (PREMIUM/ADD-ON OPPORTUNITIES)

**Advertisers can enhance their existing ads in the digital copy by embedding video content*

DIGITAL ENHANCEMENT (APPLICABLE FOR PRINT ADVERTISERS)	RATE PER MONTH
1st Enhancement on ad	RM2,000
2nd Enhancement onwards	Additional RM1,000
HTML A1 INSERTS (AD WILL APPEAR IN DIGITAL COPY ONLY)	RATE PER MONTH
Media Cost	RM3,500
Production Cost	To be separately, subject to creative execution

ADVERTISING FEATURES:

- Roadblock features; 100% SOV (Share of Voice)
- Rich Media (Interactive/HTML 5/ Video; Third Party Codes from APPROVED Ad Networks (Sizmek/Innity/DFP
- Including HTML5 Rich Media/ Interactive/ Animated/ Videos ad setup is chargeable

TERMS:

- Rates quoted are before GST
- Agency commission is applicable on media only
- Online advertorial: Replicated content from a print advertorial into a single article
- Online ad unit (A1 insert) to be utilised within two months of production for ADVERTISING

GUIDELINES & SPECIFICATIONS:

- PRINT & DIGITAL: <http://www.bluinc.com.my/marieclaire>



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