



“VOICE THAT CHANGES THE **SOCIETY** AND THE **WORLD**”

**Women’s voice**  
on the side of women



**An intelligent view**  
of the world

**Art, Movie & Culture**  
around the world



## THE LATEST FASHION TREND

- ✓ Introduce World's fashion news and trend
- ✓ Fashion guidebook to trend followers

# Pray for Türkiye

자연재해가 남긴 고통은 오직 살아남은 사람들이 느낄 수 있고, 우리는 그들의 일과 마음을 순간의 차용하지 못한다. 지금 우리가 할 일은 재앙의 손길을 기록하고 기억하는 것이다. 어떠한 지진이 인간 수를 늘리는 조급함도 배어질 수 있기에...  
 작가 에민 오지멘(Emin Özmen)이 기록한 고통의 순간들  
 Photographer EMIN ÖZMEN  
 2023. 02.28. 10:00

## ART & SOCIAL ISSUE

- ✓ Focused on world's social issue including gender free, poverty, and environment
- ✓ Support Korean arts such as:
  - Art Exhibition (KIAF, FRIEZE SEOUL)
  - Film Industry (Marie Claire Film Festival, Busan International Film Festival)

# Marie Claire Specialized FOR



## WOMEN'S BEAUTY TREND

- ✓ Update Korea's latest beauty trend & products
- ✓ Prix d'Excellence de la Beaute(PEB)



## DIGITAL CONTENTS

- ✓ +20 Web Contents uploaded on Marie Claire Korea's official website (per day)
- ✓ Digital membership « Miss Marie »



**520,000**  
Copies  
Per year (avg.)

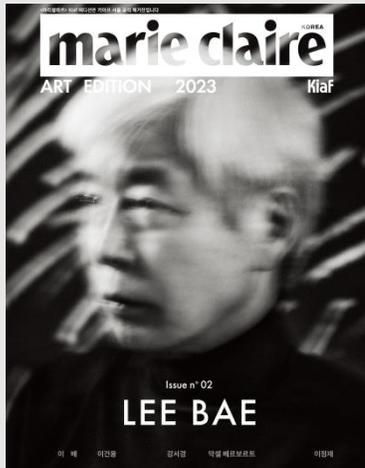


About

# ART & MOVIE

Every year, Marie Claire focused on art by participating art edition with the most current artists & movie

- Marie Claire Film Festival (MCFF) <> MCFF edition
  - ✓ Film Festival Event – including opening Ceremony
- KIAF SEOUL edition <> display at the exhibition
- Busan International Film Festival (BIFF) <> BIFF Edition
  - ✓ ASIA STAR AWARDS with BIFF & Chanel



**Marie Claire**  
 “DIFFERENTIATION”  
**SPECIAL EDITION**

About

# People

By publishing special edition on fashion trend, men & wedding, focused on specialized topic and give subscribers different Ideas of fashion, beauty, etc.

- Marie Claire Fashion trend book
- MC Likes (Men)
- Marie Claire Wedding



Focused on deliver Marie Claire Korea's  
**“Value and Awareness”**  
to audience

**Marie Claire**  
**MARKETING**



# “HAPPY MARIE BIRTHDAY”

## Marie Claire Korea’s 30<sup>th</sup> anniversary

Everyone deserves to celebrate their birth

is the key message that Marie Claire Korea wants to express on 30th anniversary.

-30th anniversary logo on magazine cover on every issue in 2023

-On March issue, special cover with 17 celebrities & 16 brands for celebration

-Digital pop-up event at Sungsu-dong, Seoul (Feb 28th to Mar 12th)

-CSR activities (Donation) to Unicef & Save the Children



# MARIE CLAIRE FILM FESTIVAL

## 10<sup>th</sup> anniversary celebration & film screening

### 10<sup>th</sup> Marie Claire Film Festival

- Officially registered in Korean Film festival (A non-competitive film festival, open to all themes and genres)
- Compose programs from the perspective of Marie Claire readers, not only the cineaste
- In 2023 To celebrate 10<sup>th</sup> anniversary, it held in one of biggest Movie Theatres in Seoul

### [Marie Claire Film Festival Opening Ceremony]

- Indoor Red Carpet & Photo session
- 3 Marie Claire Film Awards: Pioneer Award (given to who raised the status of Korean film)/ Radiance (Best Actor/Actresses, Director)/ Marie Claire (To support cineaste)
- Total 310 attendees including celebrities
- The opening film: Triangle of Sadness

10<sup>th</sup> 마리끌레르영화제  
2023. 4.20 - 23

CGV 용산아이파크몰  
CGV 씨네드림즈 용산아이파크몰



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**September**

**Resfect music festival**

- (1) media sponsorship
- (2) Brand Booth

**KIAF**

Special edition published  
(media sponsorship)

**FRIEZE SEOUL**

(media sponsorship)

**October**

**Busan International Film Festival**

Special edition published

**ASIA STAR AWARD**

Special award night on  
the 2<sup>nd</sup> day of *Busan International Film Festival* held by Marie Claire Korea

**November**

**December**

**YEAR-END PROMOTION**

Coming Soon

# NO.1 VISITORS

among Korea's fashion media (per month)

[www.marieclairekorea.com](http://www.marieclairekorea.com) delivers fashion, beauty, feature, and culture trend to all viewers. High quality fashion, beauty, feature, and culture articles on the magazine are also edited and released duplicated on the website, which let subscribers read through online platforms.

In addition, by updating variety stories, including TV shows, celebrities' fashion & beauty, travel, and food, in real time on website and official social media with variety format, such as content card, video, pictures, etc, Marie Claire is keep connecting with suscribers.

## Marie Claire DIGITAL

**marie claire**  
KOREA

- 1 million UV | 4.5 million PV (per month)
- Releases **20+** new content every day



- More than **3.02 million** followers
- Releases news on celebrities, fashion, beauty, feature, art, and lifestyle

**facebook**

- More than 700,000 fans
- Focused on releasing video clip and content card



- Average, over 1 million views per content
- Releases self-produced videos more than 3 times a week

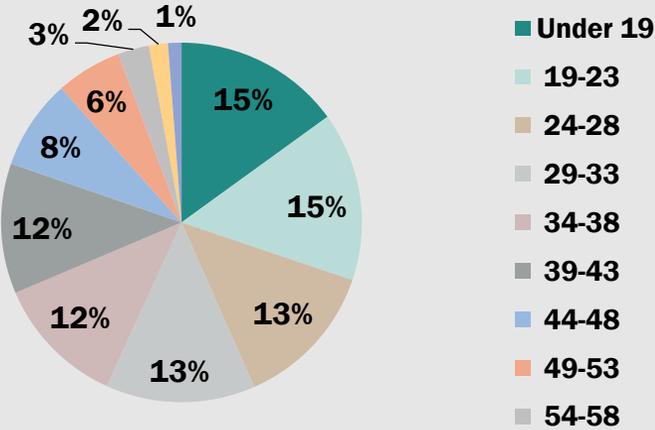
TALK

- More than 125,513 followers
- Brand News and updates through newsletter

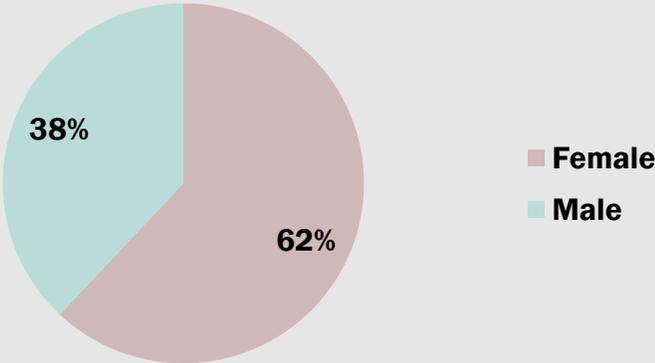
# Marie Claire Korea Online Member Analysis

Total Number of Online Members : 175,207 people

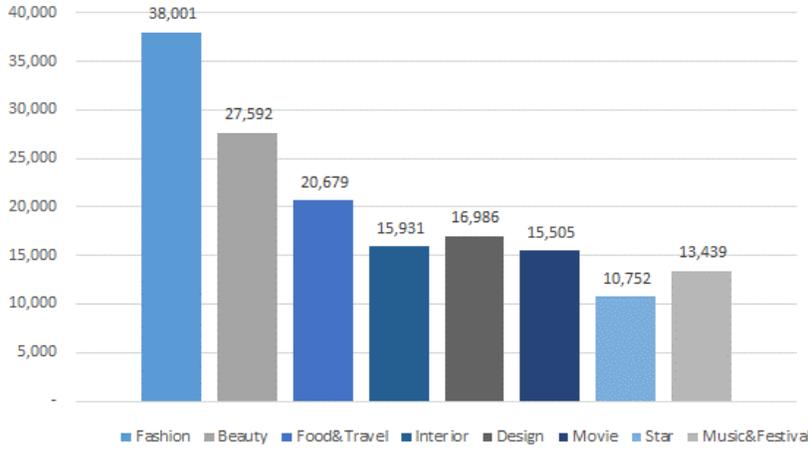
### Marie Claire Korea Online Members by age



### Marie Claire Korea Online Membership by Sex



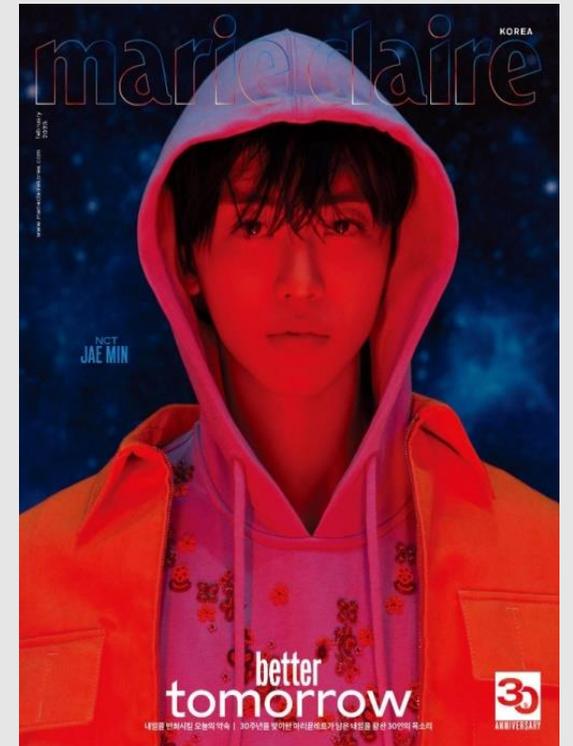
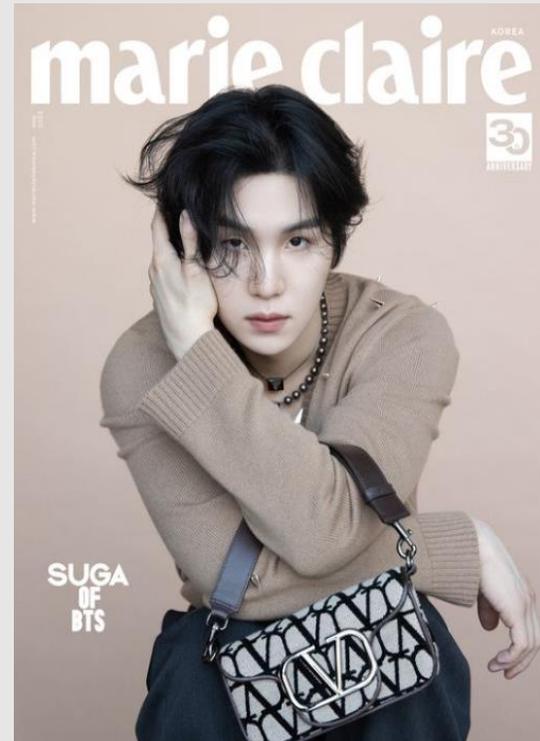
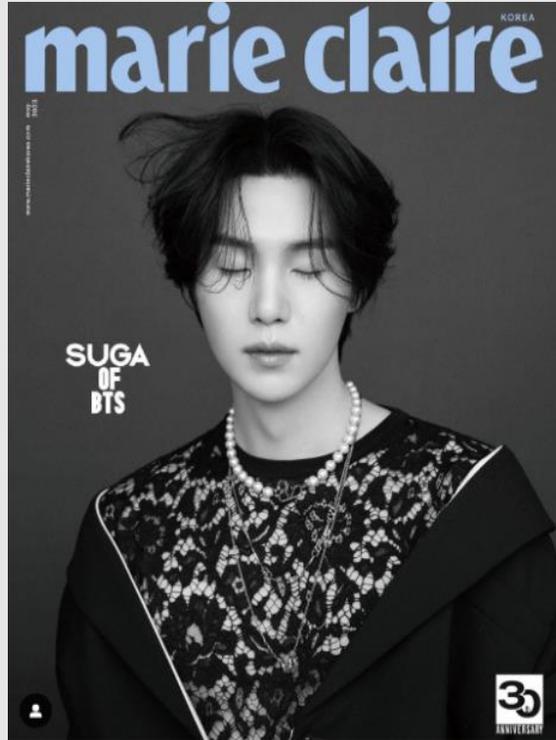
### Marie Claire Korea Online Membership by Interests





↑ Total 792,528  
IMPRESSIONS  
ON FACEBOOK

716,486 REACH,  
66,331 PIS

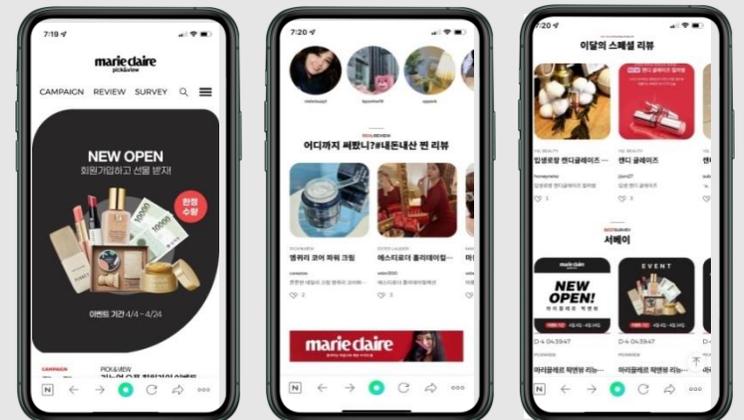




# Marie Claire Pick & View

**Pick&View** is a luxury-product review website to share the latest fashion, beauty, and lifestyle content introduced by Marie Claire.

- Total Number of Pick & View Members : **+ 173,000** members
- MISS MARIE : Official Marie Claire micro-influencers actively participating reviewing products & Marie Claire Marketing events (10,000 people)
- Composed AD Package for brands by using MISS MARIE influencers
  - Option 1.** Basic package: simple review about product, brand service, and overall survey from customer's point of view
  - Option 2.** General package: Review and viral including influencer's attending Brand's event
  - Option 3.** Event/Survey package: customer response package (review, survey upon products, provide customer report & data to brand)
  - Option 4.** Point rewards package: reward points to Pick&View members for participation, which can be used for purchasing products in Pick&View official website



**E.O.D**

**Thank You**

**marie claire**  
KOREA