

MONDAY AUGUST 3, 2015

***marie claire* Celebrates 20 Years With Special Collector's Edition!**

Monday August 3, 2015: marie claire will this week celebrate two decades as Australia's number one fashion magazine with a world-first cover execution for subscribers and the highest-valued beauty gift ever for its readers.

Loyal subscribers, advertisers and key influencers will receive a never-before-seen personalised copy of this collector's edition with their name printed on the cover, while consumers who purchase the issue on newsstands will receive a full-sized Estée Lauder mascara valued at \$52. This special gift is the most-valuable beauty bonus for readers to date.

Throughout the on-sale period, *marie claire* will deliver an unrivalled retail, marketing and PR campaign. The magazine will run TV commercials and billboards on Channel 7, print ads in various publications and roll out a digital outdoor campaign across the eastern seaboard to promote the issue. At a retail level, premium positioning has been secured in all outlets. There will also be integrated exposure across the Yahoo!7 network with a focus on engaging the social media audience through video content.

Additionally, Channel 7 will produce a one-hour TV special celebrating the fabulous fashion, inspirational features, heartbreaking stories and celebrity moments from the past 20 years. Airing on August 23, the program will include interviews with some of Australia's best-known stars and iconic fashion identities, including Jennifer Hawkins, Megan Gale, Dannii Minogue, Jessica Mauboy and Alex Perry.

Says founding editor and publisher Jackie Frank: "Women's stories and the world of fashion have been my passions for as long as I can remember, and it's been my privilege to be the voice of championing women's issues for more than two decades. It's been especially exciting seeing the brand evolve from a magazine into a content powerhouse across multiple platforms.

"From this edition, I hand over the editor's position to Nicky Briger who has been part of the *marie claire* family from the start, and together we'll make an unstoppable team."

Incoming editor Nicky Briger says, "I worked on *marie claire* for six years from launch to 2001, so I'm thrilled to be working on my favourite magazine again – it's like a homecoming. It's been a blast looking back on the past 20 years, and I'm just as excited about the next 20!"

Pacific Magazines has created a bespoke The Parcel in homage to *marie claire's* 20th anniversary at the recommended price of \$25 and will be distributed to 6000 Australians nationally.

“We have received fantastic advertiser support across all of our media channels to celebrate the 20th anniversary,” says Anne-Marie Cheney, group sales director, *marie claire*. “Both *marie claire's* longstanding clients and our newer client base understand the power of the *marie claire* brand and the halo effect that an anniversary issue presents. We are excited to celebrate this milestone with our clients and have worked on a number of bespoke campaigns designed specifically to take advantage of the noise around the anniversary.”

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[ABC audit December 2015 ANPPS](#)

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