Advertising with LARA

Marie Claire Australia, ELLE Australia, beautyheaven, BEAUTYcrew

Australia

Marie Claire Australia and ELLE Australia print

Marie Claire Australia Full Page and Double Page Spread

Per page (H × W), trim is 297 × 215 mm, bleed is 307 × 225 mm and the centred type area is 277 × 200 mm. Send a spread as two full-page files. Paper type PT1.

ELLE Australia Full Page and Double Page Spread

Per page (H × W), trim is 297 × 215 mm, bleed is 307 × 225 mm and the centred type area is 277 × 200 mm. Provide two single pages for a spread. Paper type PT1.

Print material delivery

Use a compatible digital delivery service and include the correct publication date and booking number. Follow the publisher's 3DAP proofing and PDF requirements.

Marie Claire Lifestyle Buy-Out – 2025 kit

The kit described a single-sponsor print integration in a nationally distributed issue on sale for three months, with support from Are Media print and digital marketing.

Are Media network digital formats

Platinum, Premium and Classic Sponsorships

Homepage or section takeover with 100% of booked-page ad positions. Classic uses the 728 × 90 leaderboard, 300 × 250 medium rectangle and 320 × 50 mobile banner (all px). Premium adds the 970 × 250 billboard and 300 × 600 half page. Platinum adds a wallpaper, 1920 × 1200 px for Marie Claire and ELLE or 2174 × 1195 px for beautyheaven and BEAUTYcrew. Marie Claire and ELLE are sold by the week without an impression guarantee.

Newsletter Ad Inclusion

All four brands are listed for a 300 × 250 px medium rectangle, maximum 40 KB. Supply a destination URL and raw creative at least three working days before launch. The format table lists JPG, PNG and GIF. The delivery notes request a static image and exclude third-party ad serving.

Solus eDM

The publisher produces a responsive standalone email with one feedback round. Supply a subject line, headline, up to 50 words of body copy, CTA and link, high-resolution logo and imagery, and 500 px-wide JPG, EPS or PNG design assets. For each featured product, provide its name, a description of up to 30 words, price and CTA/link. Allow at least ten working days and editorial approval.

Content and product trials

Native Article – 2026 Lifestyle kit

The publisher's Lifestyle offer lists 5,000 page views and one social post, with 500 words of copy, two brand mentions, sponsor attribution at the top and bottom, and one product mention in the article. The package gives no product image guarantee.

Advertorial Article – 2026 Lifestyle kit

The publisher's Lifestyle offer lists 2,500 page views and one social post, with 500 words of copy, five brand mentions, sponsor attribution at the top and bottom, room for two product images and 100% share of voice.

beautyheaven Trial Team – 2021 announcement

The publisher described member product trials and the ability to syndicate resulting reviews to selected retailers through Bazaarvoice.

BEAUTYcrew REVIEW/crew – 2024 overview

The package recruited people who matched the campaign brief, sent them products and gathered written reviews. It listed editorial, display, social and email promotion and a star-rating badge for use over 12 months. It also offered survey questions.

Video Packages – 2026 Lifestyle kit

Tier One Smart Video turns a written article into an AI-generated explainer. Tier Two Stop Motion assembles stills into a brand video. Tier Three Hands Over Pans films the recipe process from above and can feature the product.

BEAUTYcrew Digital Issue – 2024 overview

The overview described three months of sponsor exclusivity, cover talent integration, a long-form native piece, full share of voice on the Digital Issue section, a sponsored issue newsletter and publisher marketing support.

Ask LARA to confirm current availability and the final specification for your selected placement.

Enquire with LARA

Tell us your audience, budget and timing. We'll confirm the placements, price, delivery dates and artwork requirements before you book.

contact@laramediagroup.com

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