



GRAZIA

AN ECLECTIC MIX OF FASHION, BEAUTY, CURRENT
AFFAIRS AND NEWS THAT CELEBRATES WOMEN

THE AUDIENCE

Grazia has a highly targeted demographic of ABCI 25-45 year old women.

Grazia has one of the highest AB audience profiles in the market, higher than Vogue and Elle.

The Grazia woman is modern, savvy, affluent, confident and busy – and actively participates in the world around her.

She happily admits she's 'addicted' to Grazia's unique mix of news, views and shoes and trusts our edited choice.





GRAZIA

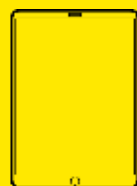
THE AUDIENCE



102,000
Readership



81,056
Circulation



5,596
Ipad Digital
Edition



1,729,628
UK Unique Users



2,785,189
Page Impressions



27,061
Subscribers



@GRAZIAUK
371,300 Followers



@GRAZIABEAUTY
21,700 Followers



846,000 Followers



375,010 Fans



20,800 Subscribers



403,000 Followers

GRAZIA

GLOBAL NETWORK

KEY FACTS

15M

Readers

10M

Copies sold

20M

Followers on social
media

5

Presence on all
continents

35+M

Unique users

600+

Issues published

75,000+

Total pages
(of which 20,000+ are advertising pages)





THE MISSION

We live in fast-changing times. The smart, stylish, influential GRAZIA reader is expected to be always-on, informed and ahead of the curve, at a time when life has never felt so overwhelming – and she's never had so little time.

As such, the role of GRAZIA as a curator and arbiter has never been so pertinent. We see it as our job to help our reader not just survive, but to thrive – with entertaining, informative and relatable content across all platforms in the areas of life that matter to her right now.

GRAZIA remains the most stylish, innovative and agenda-setting brand for the woman changing it all. We help her start conversations, shape her week – and her wardrobe.

Crucially, our readers are the centre of everything we do – GRAZIA is a community of stylish, funny, thoughtful, ambitious women, all fuelled by a passion for knowledge.

MANIFESTO

THE PROMISES WE MAKE READERS...

1.

We'll do the hard work and give you an edit of the best items to buy right now.

2.

We'll give you useful advice – from experts you trust.

3.

We'll be your life coach – asking writers you can relate to and trust to help guide you through tricky life stages.

4.

We'll help you form an opinion on the often-overwhelming issues of the day.

5.

We'll curate the news that really matters to you.

6.

We'll be the first to recommend the culture you can't afford to miss.

7.

We'll help you make your house a home – with easy (or at least worth the effort) interiors and entertaining ideas.

8.

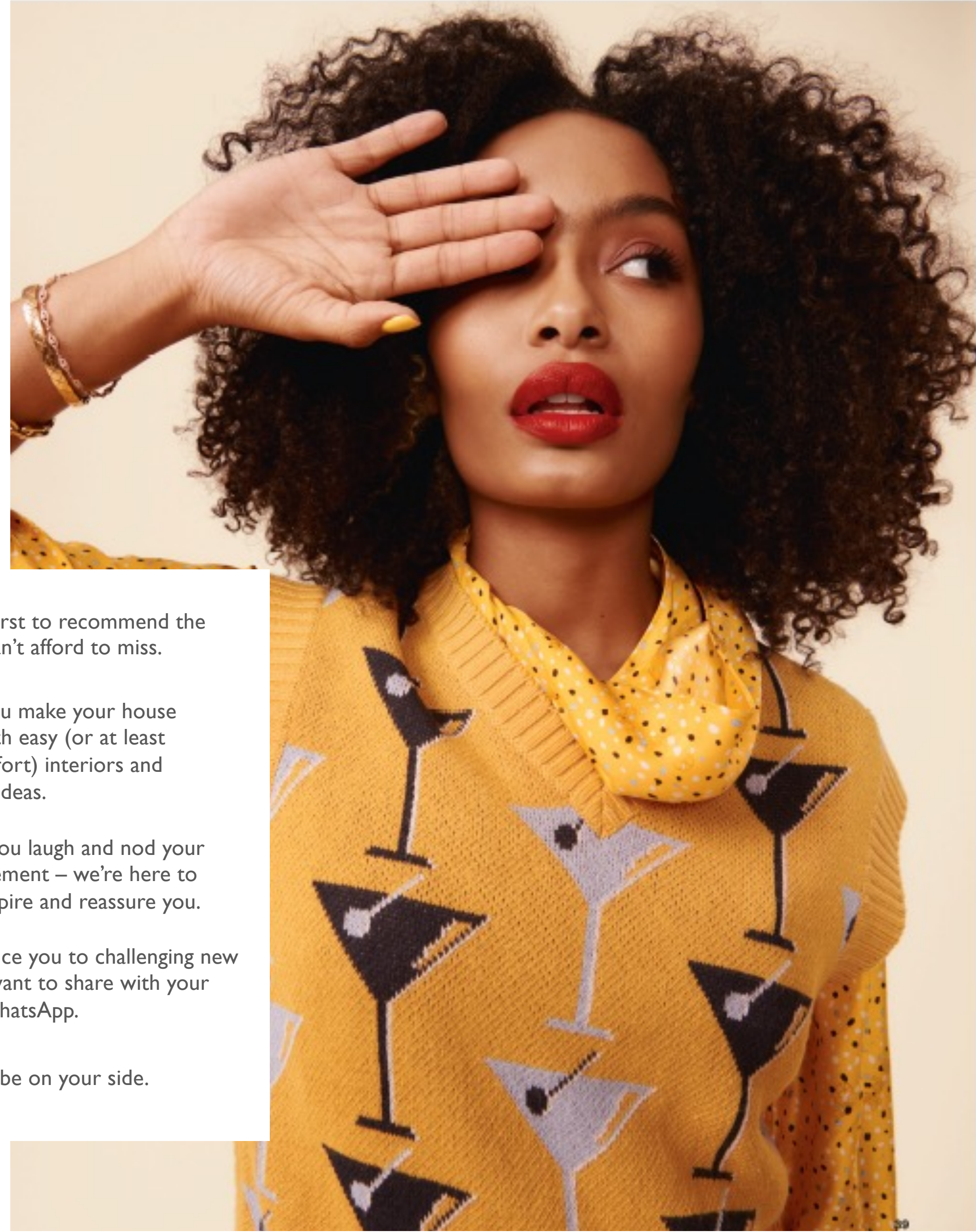
We'll make you laugh and nod your head in agreement – we're here to entertain, inspire and reassure you.

9.

We'll introduce you to challenging new ideas you'll want to share with your friends on WhatsApp.

10.

We'll always be on your side.





GRAZIA

creates an incredible 137 fashion pages every month – more than any other women’s glossy



FASHION

Grazia continues to be the only weekly to offer a premium environment and upscale audience, as well as driving footfall into stores.

Fashion is the number-one reason our readers give for purchasing Grazia.

The Grazia reader is increasingly fashion focused. The explosion of picture-led social media means that they are exposed to far more fashion and style opinion, and seek advice and guidance to navigate it.

For many they are catalyst shopping – investing in high-ticket or high-impact items and then shopping to build looks that will accentuate their key item. This centre-piecing allows them to shop both high-end and high street.



80%

of Grazia readers say that the Grazia fashion section offers real inspiration

89%

of readers agree that Grazia offers genuine inspiration

34%

of Grazia readers have purchased an item as a result of seeing advertising in the magazine



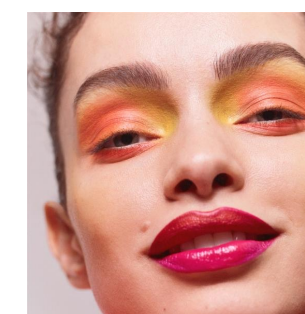
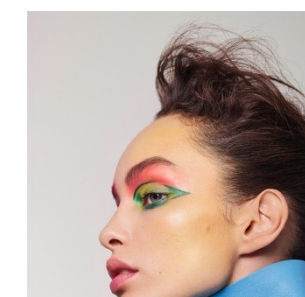
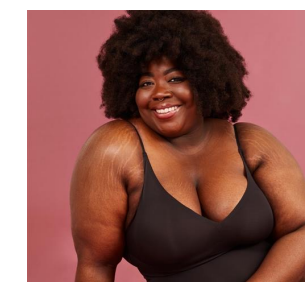
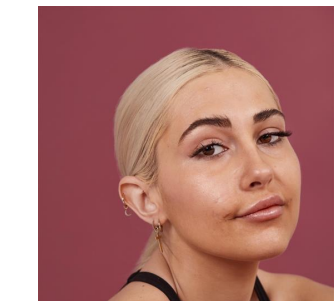
BEAUTY

GRAZIA beauty has become synonymous with leading the trends and driving news. The first with new product launches and beauty looks, our pages mix high-end glossy visual style with fun, intelligent and accessible advice. Whether it's catwalk, celebrity or anti-ageing, with the hottest industry experts on our speed dial, you'll always get a new, exciting insider spin on beauty trends, buys and backstage scoops.

Beauty is a core content pillar for Grazia with 92% of readers actively seeking out these pages.

Grazia created over **490 pages** of Beauty and Wellness Content in **2019** (more than any of our competitors).

Grazia readers spend **66%** more than the average British woman on beauty and cosmetics.



Grazia readers trust our recommendation; **67%** would try a new beauty trend after reading about it in our pages.

Traffic to the beauty section online up **61% YOY**.

Readers are now spending as much on beauty as they are on fashion.

RATE CARD

DISPLAY

Full-Page FH £16,692
Full-Page ROP £13,761
1st 3rd £18,043
1st 20% £21,101
1st 20%, RH £22,156
1st RHP £21,598
1st LHP £24,465
IFC DPS £51,785
1st DPS £43,120
2nd DPS £38,736
IBC £16,514
OBC £42,349
IFC £27,257

ADVERTORIALS

Full Page £19,266
DPS £36,606
Production POA

AD SPECIFICATIONS

Width 230.0mm
Depth 300.0mm
Ad Size Full Page
Trim 300.0 x 230.0
Bleed 306.0 x 236.0
Type 280.0 x 210.0

GRAZIA ONLINE

Fashion/Beauty channel takeover (7 days)
£8,500 gross
Full site takeover (1 day) £10,000 gross
Billboard £30cpm
DMPU £26cpm
Mobile leaderboard £12cpm

Partnership packages and podcast
sponsorships available upon request

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