

# GRAZIA

MEDIA PACK

SMART TAKES. SAVVY RECOMMENDATIONS.

BY WOMEN, FOR WOMEN.

THE ONE-STOP DESTINATION FOR STAYING IN  
STYLE AND UP TO SPEED.





**SOCIAL**



**MAGAZINE**



**PODCASTS**



**SUB BRANDS**



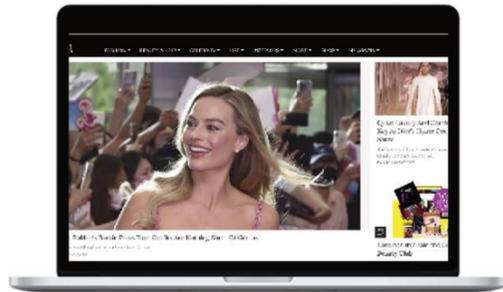
**GRAZIA CASA**



**DIGITAL EVENTS**



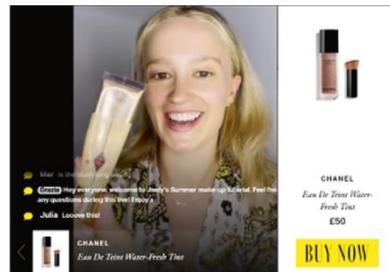
**WEBSITE**



# THE GRAZIA ECOSYSTEM



**GRAZIA BEAUTY**



**AFFILIATE**

**MEMBERSHIP**



## THE STATS

**186K** - READERSHIP

**94,430** - CIRCULATION

**DIGITAL** - GRAZIADAILY.CO,UK  
REACHING OVER 2 MILLION USERS  
PER MONTH

**SOCIAL** - SOCIAL FOOTPRINT OF  
ALMOST 2 MILLION

**16K** - EDITORIAL NEWSLETTER

**8K** - SOLUS EMAIL

**@GRAZIAUK**



**349K** FOLLOWERS



**460K** FOLLOWERS



**859K** FOLLOWERS



**364K** FANS



**28K** SUBSCRIBERS



**148K** FOLLOWERS



**46K** FOLLOWERS

# ALL BECAUSE WE KNOW OUR AUDIENCE WANT TO SEE IT



GRAZIA HAS A HIGHLY TARGETED DEMOGRAPHIC OF  
**ABC1 25-45-YEAR-OLD WOMEN**

**THE GRAZIA WOMAN IS CONFIDENT, AFFLUENT AND STYLE OBSESSED**

**IN PRINT GRAZIA READERS HAVE THE HIGHEST AVERAGE INCOME AND A HIGHER PERCENTAGE OF AB READERS THAN ELLE, VOGUE, VANITY FAIR OR COSMOPOLITAN**

**IN DIGITAL GRAZIA HAS THE HIGHEST PERCENTAGE OF AB READERS IN THE MARKET (34.2%)**

**94% FEMALE  
32% AB  
70% ABC1  
AVERAGE AGE 38**

# A GLOBAL NETWORK



## GRAZIA'S GLOBAL REACH:

21 EDITIONS WORLDWIDE | 15 MILLION READERS |  
45 MILLION UNIQUE VISITORS | 30+ MILLION FOLLOWERS ON SOCIAL MEDIA

# THE MISSION



We live in fast-changing times, anxiety-inducing 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 – or uncertain.

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.

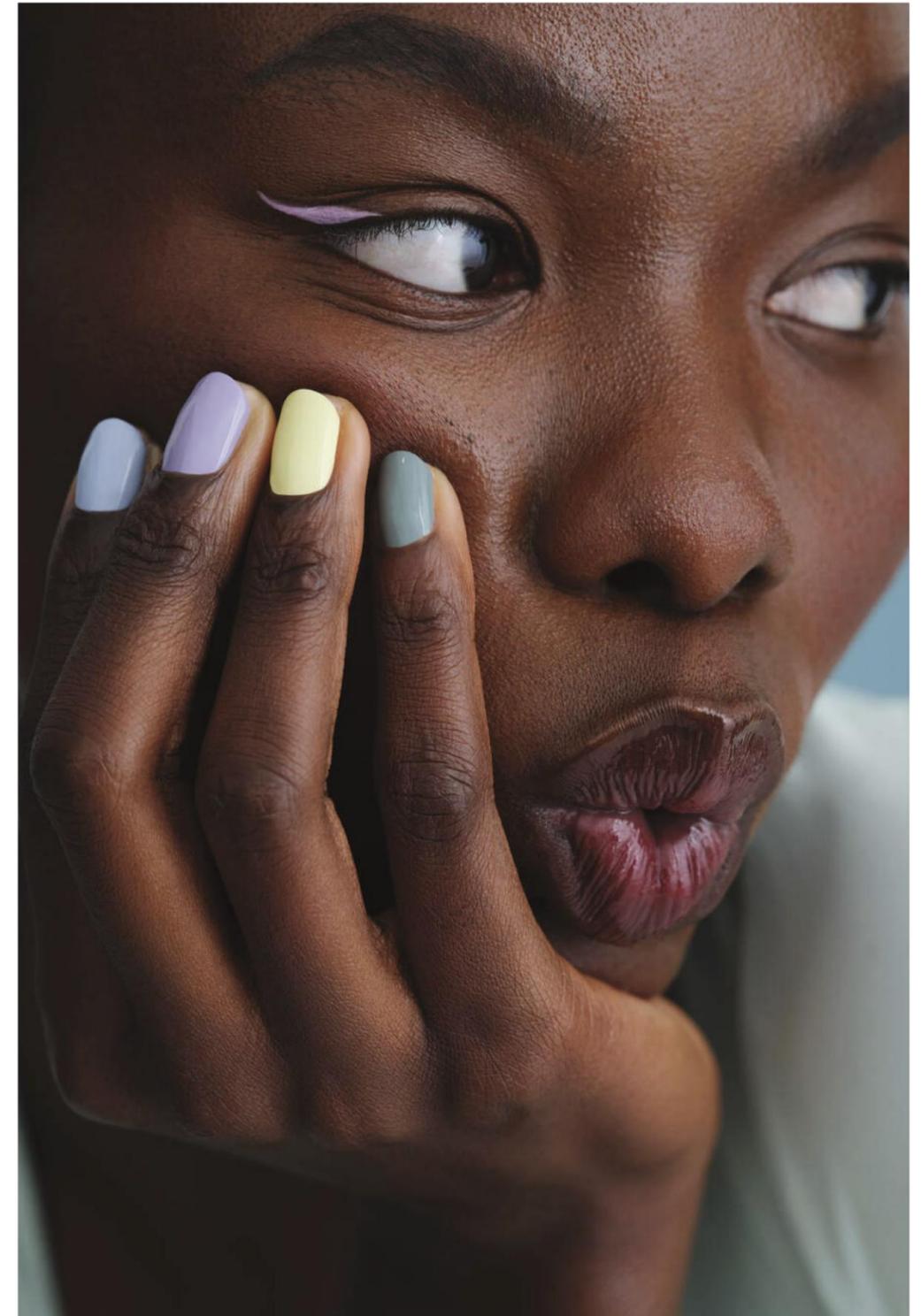
GRAZIA remains the most stylish, innovative and agenda-setting brand for the woman changing it all. We help her start conversations, shape her week – and her wardrobe.

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 and a desire to change the world for the better.

# OUR MANIFESTO

## THE PROMISES WE MAKE READERS ...

- » We'll do the hard work and give you an edit of the best items to buy right now.
- » We'll give you useful advice – from experts you trust.
- » We'll be your life coach – asking writers you can relate to and trust to help guide you through tricky life stages.
- » We'll help you form an opinion on the often-overwhelming issues of the day.
- » We'll curate the news that really matters to you.
- » We'll be the first to recommend the culture you can't afford to miss.
- » We'll help you make your house a home – with easy (or at least worth the effort) interiors and entertaining ideas.
- » We'll make you laugh and nod your head in agreement – we're here to entertain, inspire and reassure you.
- » We'll introduce you to challenging new ideas you'll want to share with your friends on WhatsApp.
- » We'll always be on your side.



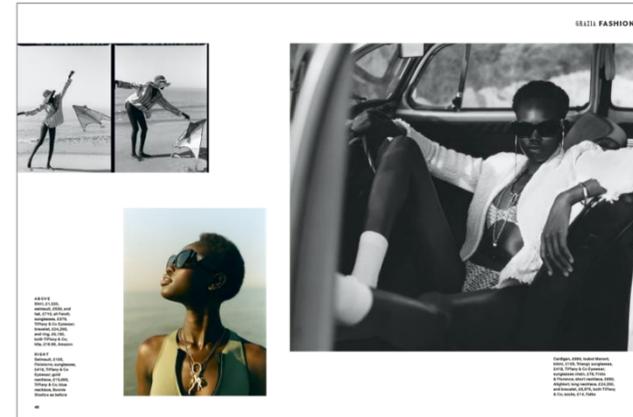
76% AGREE

“GRAZIA FASHION  
CONTENT OFFERS  
GENUINE  
INSPIRATION”

# FASHION AT OUR HEART

65% AGREE

“I HAVE BOUGHT  
FASHION PRODUCTS  
AFTER SEEING  
RECOMMENDATIONS  
BY GRAZIA”



80% AGREE

“GRAZIA GIVES ME  
GOOD STYLE  
ADVICE”



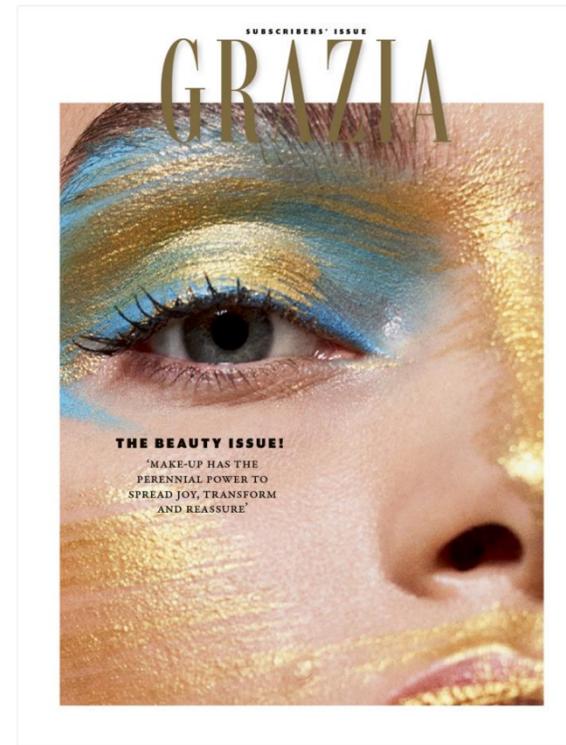
With our now fortnightly frequency, Grazia delivers the premium fashion environment of a monthly, but with the reactive capability and topicality of a weekly.

Fashion remains core for Grazia and is still the number one reason that people buy Grazia. The team produce over 50 pages of dedicated fashion content each month, together with more bespoke and shot front covers than ever before, specifically for our themed fashion issues during the year.

Our award-winning team work tirelessly cross platform to create original content that really speaks to our audience and cements our authoritative fashion voice.

# BEAUTY

GRAZIA READERS TRUST OUR RECOMMENDATIONS; 67% WOULD TRY A NEW BEAUTY TREND AFTER READING ABOUT IT IN OUR PAGES



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

Grazia created over 273 pages of Beauty and Wellness content last year (more than any of our competitors / any other luxury monthly, weekly or supplement title in the UK)

Online the Grazia beauty section sold over £176k worth of products last year – a YOY increase of 47%

Grazia held 7 virtual sell-out events in 2021, partnering with brands such as SkinCeuticals and Narciso Rodriguez

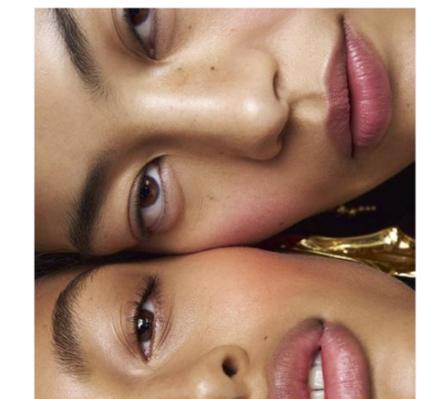
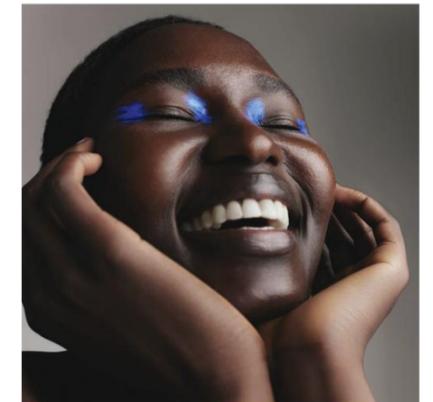
2021 saw Grazia launch its very first beauty podcast – Grazia Beauty Life Lessons – ranked 4.9 stars on Apple Podcasts. We worked in partnership with brands such as: Jo Malone London, Estee Lauder, Bobbi Brown, Boots, John Lewis and more

GRAZIA is an industry leader in beauty news, access, and innovation; synonymous with leading trends and delivering trusted, practical advice that really works. From magazine pages to digital stories, social posts, virtual events, video franchises, podcasts and more, we connect with our readers over multiple touchpoints – always listening to what they want and delivering exactly that in a fun, intelligent and accessible way.

Whether it's celebrity interviews, relatable first-person features, or game-changing new beauty buys, we've got it covered.

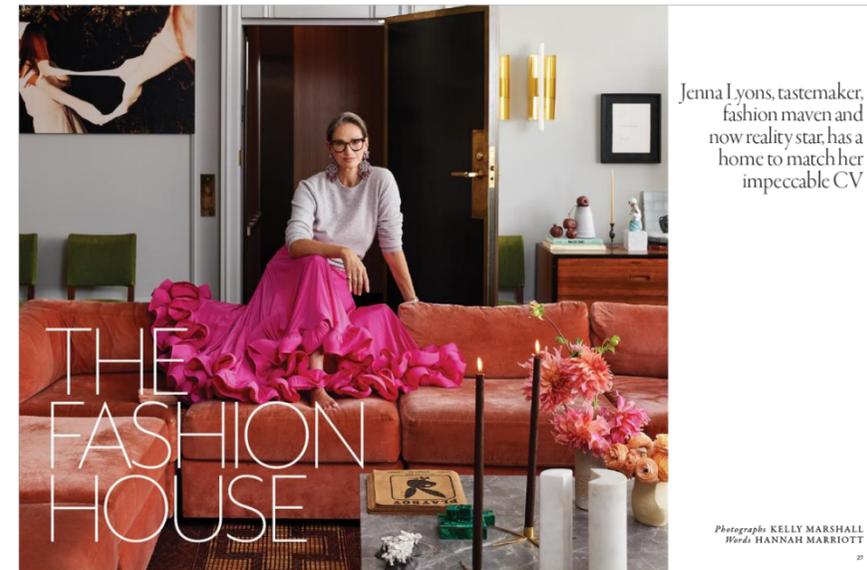
GRAZIA READERS SPEND 66% MORE THAN THE AVERAGE BRITISH WOMAN ON BEAUTY AND COSMETICS

READERS ARE NOW SPENDING AS MUCH ON BEAUTY AS THEY ARE ON FASHION



3 OUT OF 10 OF OUR  
TOP 10 REVENUE-  
GENERATING AFFILIATE  
ARTICLES THIS YEAR  
HAVE BEEN HOMEWARE  
FOCUSED

# INTERIORS



## HOME IS THEIR HAPPY PLACE

It's clear that the Grazia audience is invested and investing in their home. We have seen readers really respond to our regular interiors content in print, so in October 2023 launched Grazia Casa: a new interiors title that sits on newsstands for two months.

From fashion and beauty issues we know our audience love inspiration from stylish women, the inside story behind hot new launches, practical advice and our edit of what to buy so we've taken the same approach with Casa.

It's a guide to how the world's most fashionable approach homeware, epitomised by our launch cover star Jenna Lyons. Due to the launch success, Grazia Casa has now become an annual stand alone, with the next issue on sale in spring 2025.



GRAZIA READERS ARE NOW  
SPENDING TWICE AS MUCH ON  
INTERIORS A MONTH AS BEAUTY



# THE JUGGLE

RESPONSIVE &  
REACTIVE  
CONTENT

DIRECTS TO  
LONGER  
READS ON  
GRAZIA  
WEBSITE

How to stop the  
'motherhood penalty' from  
hurting your finances

OVER 46K  
FOLLOWERS

GRAZIA's The Juggle is a community for women who want parenting content that's geared around them – as much as their kids.

The Juggle is a social first brand, building a community of like-minded parents, because often (and particularly in recent times) it can feel hard finding them in the real world.

It's inclusive and representative, because, when it comes to family, what's "normal" anyway?



THE JUGGLE AUDIENCE IS ABC1 WOMEN, WITH KIDS UP TO 18 YEARS OLD

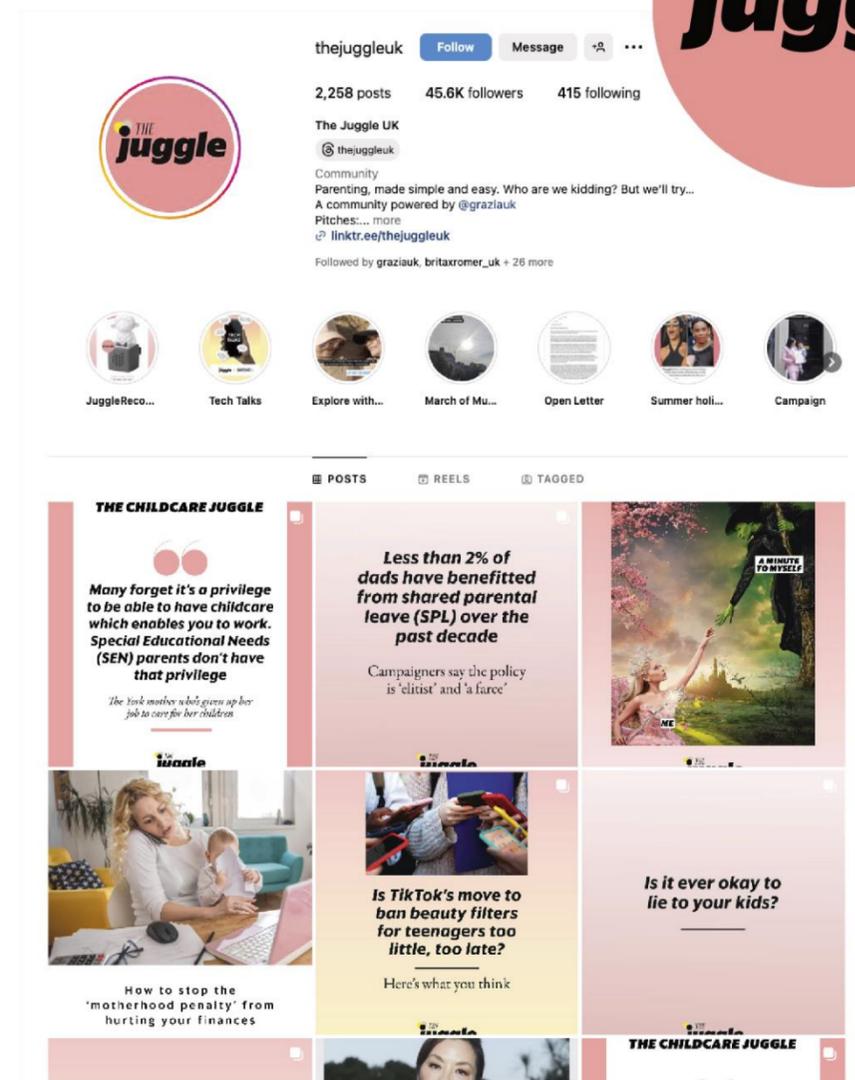
THEY ARE THE HOUSEHOLD DECISION MAKERS. FROM WHAT SNACKS TO BUY TO DAY TRIPS, HOLIDAYS AND MORE...

THEY HAVE THE BIGGEST SWAY ON FINANCIAL AND EMOTIONAL DECISIONS

OUR **CHILDCARECHANGENOW** CAMPAIGN WITH *@PREGNANT\_THEN\_SCREWED* CALLED ON THE GOVERNMENT TO LAUNCH AN INDEPENDENT COMMISSION INTO THE AFFORDABILITY OF CHILDCARE. OVER 113,000 OF OUR AUDIENCE SIGNED WITHIN 72 HOURS; IT WAS DEBATED IN PARLIAMENT... AND THE FIGHT CONTINUES.

ADVICE, HUMOUR,  
EXPERTISE, STYLE –  
AND CAMPAIGNING  
ON THE ISSUES  
THAT MATTER TO  
PARENTS TODAY

CONTRIBUTORS  
INCLUDE  
MOTHER PUKKA, CANDICE  
BRATHWAITE & ANNA  
MATHUR



# PODCASTS: GRAZIA LIFE ADVICE



PRIMARK\*



sloggi

FIBER One



OVER 270,000 LISTENING HOURS RACKED UP SO FAR!

Honest, insightful... 30 May 2018  
Feirbed17  
★★★★★  
Love this - it's warm, honest and insightful - but ACTUALLY useful advice! 🙌



Great advice 3 Jun 2018  
Christi0312  
★★★★★  
This was just what I needed to hear. Sound advice and enjoyable to listen to. I'll be subscribing.

ACCORDING TO A SURVEY FROM 2021, A MAJORITY OF PEOPLE IN THE UK LISTENED TO PODCASTS FOR ENTERTAINMENT, NAMELY 61 PERCENT.

GRAZIA'S FIRST EVER PODCAST – LAUNCHED IN MAY 2018 WITH 30 MINUTE EPISODES RELEASED EVERY FRIDAY.

GUESTS TO DATE INCLUDE: DOLLY ALDERTON, CLAUDIA WINKLEMAN, KATHERINE RYAN, CANDACE CARTY-WILLIAMS AND ELIZABETH DAY. IT IS PROMOTED ACROSS ALL GRAZIA CHANNELS, PLUS SUPPORT FROM GUESTS.

THE PODCAST HAS ACHIEVED OVER 354,373 LISTENS, AND WITH AN IMPRESSIVE 99% LISTEN THROUGH RATE – COMMERCIAL MESSAGES WILL DEFINITELY BE HEARD.

# PODCASTS: OUR FIRST BEAUTY PODCAST



V I D A  
G L O W

HOURGLASS

ESTÉE LAUDER

LA ROCHE-POSAY

absolute  
collagen

JOHN  
LEWIS  
& PARTNERS

HOSTED BY OUR BEAUTY & WELLNESS DIRECTOR JOELY WALKER, THE **GRAZIA BEAUTY PODCAST** FOCUSES ON A MIX OF **SELF CARE, MAKE UP AND SKINCARE** DISCUSSING TOPICAL THEMES EACH EPISODE WITH **SPECIAL GUESTS AND EXPERTS** ON HAND TO DELVE INTO OUR AUDIENCE CONCERNS.

OUR **BEAUTY OBSESSED EXPERTS, INFLUENCERS AND CELEBRITIES** REVEAL THEIR 5 BEST BEAUTY AND WELLBEING TIPS ACROSS 5 DIFFERENT THEMES: **MAKE UP, SKINCARE, FRAGRANCE, WELLNESS, SELF CARE**

AND FINALLY, THEIR BIGGEST BEAUTY BLUNDER OFTEN WITH HILARIOUS AND RELATABLE RESULTS.

# GRAZIA CAMPAIGNS

## IMPACT & INFLUENCE



### CHILDCARE

Grazia campaigned with our parenting platform The Juggle and Pregnant Then Screwed demanding an independent review into the cost of childcare, with a petition which was signed by 112,000 this year



### CYBERFLASHING

In 2021, we relaunched our campaign, joining forces with the Trades Union Congress (TUC) with a petition calling on the Government to maintain the requirement throughout the pandemic after it was scrapped in 2020. The Government has since announced that companies would be given a six-month reprieve this year before enforcement action is taken against them



### MIND THE PAY GAP

More than 68,000 people joined our campaign with We Can't Consent To This in 2019 calling for a ban of a defence which lets attackers claim a victim consented to the violence which led to their murder. This year, the Domestic Abuse Bill and an amendment against the defence received Royal Assent and became law.



### ROUGH SEX DEFENCE

A campaign where we're calling for the sending of unsolicited pornographic images (cyberflashing) to be made illegal under the Online Safety Bill, due to be published later this year, with a petition at [change.org/make-cyberflashing-illegal](https://change.org/make-cyberflashing-illegal).

# PUBLISHING CONTENT

PUBLISHING CONTENT OFFERS **SAFE ADVERTISING ENVIRONMENTS BUILT ON TRUSTED BRANDS**

PREMIUM PUBLISHING ENVIRONMENTS – WHETHER IN PRINT OR ON DIGITAL PLATFORMS – ARE BUILT ON **PROFESSIONAL JOURNALISTIC INTEGRITY** AND PROVIDE CONTEXT THAT WILL NOT HARM ADVERTISERS' BRAND EQUITY.



## IMPROVE TRUST METRICS

Grazia Campaigns that use magazines see 27% increase in trust brand metrics compared to campaigns without magazines\*\*\*



## MORE TRUST THAN SOCIAL MEDIA & INFLUENCERS

Magazines are twice as trusted as social media companies and 4 times more trusted than influencers\*\*



## ADVERTISING IS SEEN POSITIVELY

1 in 3 people view the advertising that appears in magazines positively\*



## ADVERTISING IS PART OF THE EXPERIENCE

57% of people agree that ads in magazines are part of the experience\*

# CONSUMER CONNECTIONS

CONSUMER CONNECTIONS WITH PUBLISHING BRANDS ARE STRENGTHENING.



**10%**

Are reading more magazines than pre-pandemic



**63%**

Intend to read more magazines in the future



**92%**

Find that reading a magazine lifts their mood



**1 in 4**

Feel closer to their favourite magazine over the last 3 years



**40%**

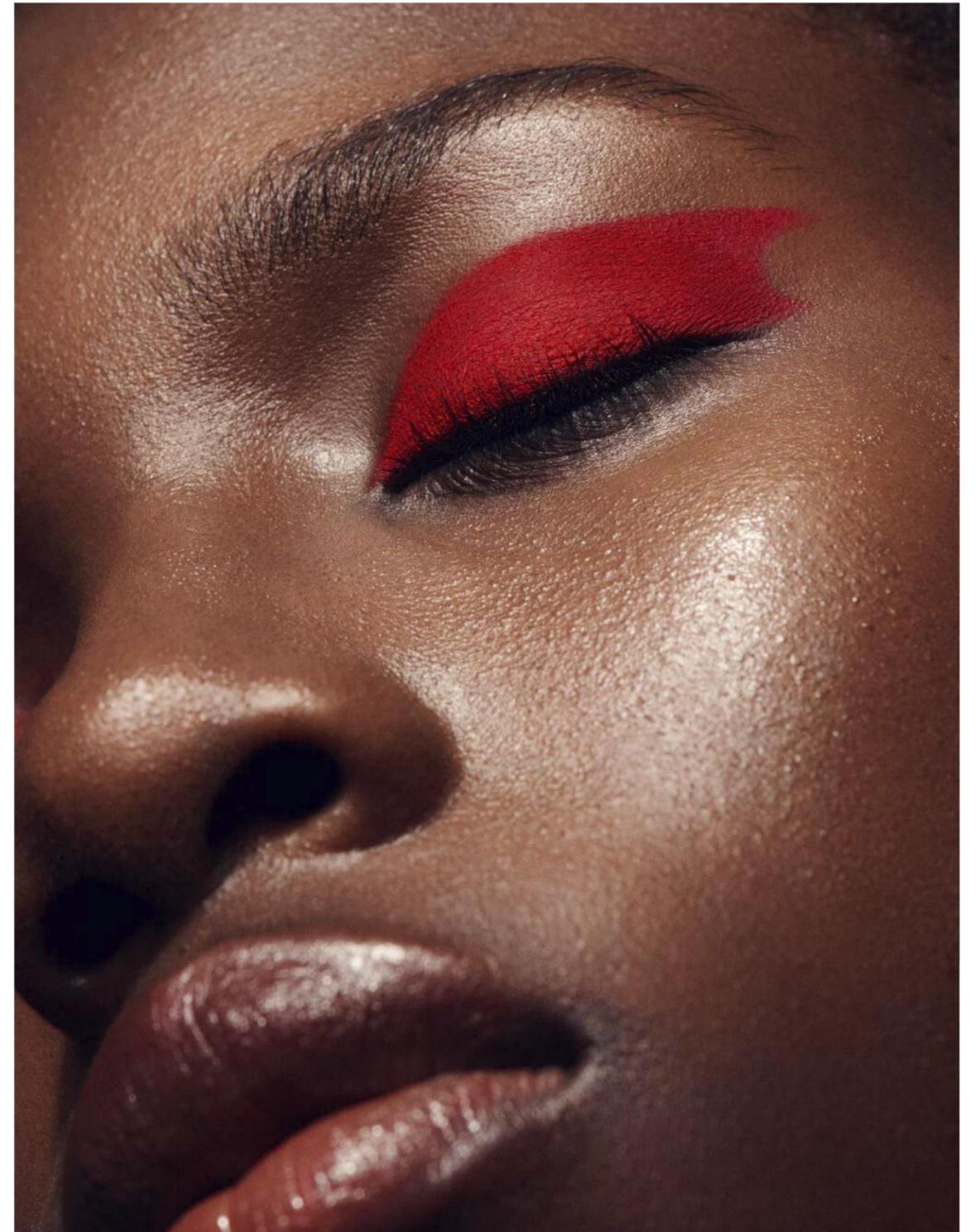
Say magazines help them feel more connected

# C O N T E N T   T H A T   C O N N E C T S

OUR PUBLISHING TEAMS ARE **EXPERTS IN GENERATING  
CONTENT** AND CULTURAL CURRENCY THAT **CONNECTS  
WITH OUR AUDIENCES**

WITH TOUCHPOINTS ACROSS MULTIPLE MEDIA  
CHANNELS, OUR MAGAZINE BRANDS **INFORM, ENTERTAIN  
AND INSPIRE CONSUMERS.**

MAGAZINE CONTENT, WHEREVER IT LIVES, MEETS EVER-  
CHANGING NEEDS AND **CREATES A SENSE OF BELONGING**  
IN A WORLD WHERE PEOPLE ARE CONNECTED AROUND  
THE THINGS THEY LOVE.



# 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**

PARTNERSHIP PACKAGES AND PODCAST  
SPONSORSHIPS AVAILABLE UPON REQUEST