GRAZIA

MEDIA KIT 2026/2027


GRAZIA IS NOT JUST A MAGAZINE.
IT IS AN AUTHORITY.
GRAZIA






Grazia offers a quality environment and influence across multiple touchpoints – both physically in print and digitally.

We are trusted in a world where so much can't be.

Grazia is fashion first with unparalleled access to talent and deep category expertise.

We talk to a targeted female, high earning and influential audience.

GRAZIA

GRAZIA'S SECRET WEAPON IS OUR AUDIENCE

GRAZIA

Grazia's audience has the highest average income and a higher percentage of AB readers than Vogue, Tatler, Vanity Fair or Cosmopolitan.

The Grazia woman is a leader in her peer group.

They are smart, progressive, stylish and confident.

44% AB
67% ABC1
Average Age 38

SOURCE: TGI GB 2026 APR



SIGNIFICANT PURCHASING POWER

THE GRAZIA AUDIENCE ARE HEAVY FASHION & BEAUTY BUYERS

ON THE LOOK OUT FOR THEIR NEXT INVESTMENT PIECE
They enjoy shopping across price points, combining high street and pre-loved with mid tier brands and incorporating luxury brands.

FASHION AND BEAUTY ARE HER TOOLS FOR CONFIDENCE
She comes to us to help inform her purchases. We drive a beauty or fashion sale every 8 minutes from *Grazia*'s website.

INFLUENCER IN HER FRIENDSHIP CIRCLE
69% agree that their friends ask for their opinion on clothing and accessories.

SOURCE: GRAZIA AB READERS SURVEY 2025

70%

say ‘If I see something I love, I am likely to buy it!’

90%

invest in luxury products to reward themselves for achievements and milestones

62%

say ‘I often have a luxury purchase in mind that I want to make’



AWARD WINNING JOURNALISM AND CAMPAIGNS

GRAZIA

The audience expect *Grazia* to use our platform to inspire, entertain and inform – and spearhead campaigns that drive real world influence.

POLITICAL SWAY

Grazia's award winning campaigns have helped change the law, making life safer or easier for women in the UK.



HARD HITTING JOURNALISM

On the ground reporting and emotive exclusives from people in the news we know our audience are passionate about.



DRIVES CULTURAL CONVERSATIONS

Grazia is a thought-leader when it comes to what is driving today's woman, meaning it covers everything from work to politics – many of which go on to spark debates in national press and radio.



OUR AUDIENCE TRUST GRAZIA'S PREMIUM ENVIRONMENT

GRAZIA

Our quality environment creates a positive association for advertisers. *Grazia*'s aspirational, authoritive and emotive content drives engagement and consideration.



MORE FASHION ISSUES THAN OUR COMPETITORS
9 model covers a year



PRINT SPECIALS
Dedicated fashion, watch, jewellery & beauty shoots in editorially relevant issues for your brand

MARKET LEADING TALENT SHOOTS
From Kate Winslet to Kim Cattrall

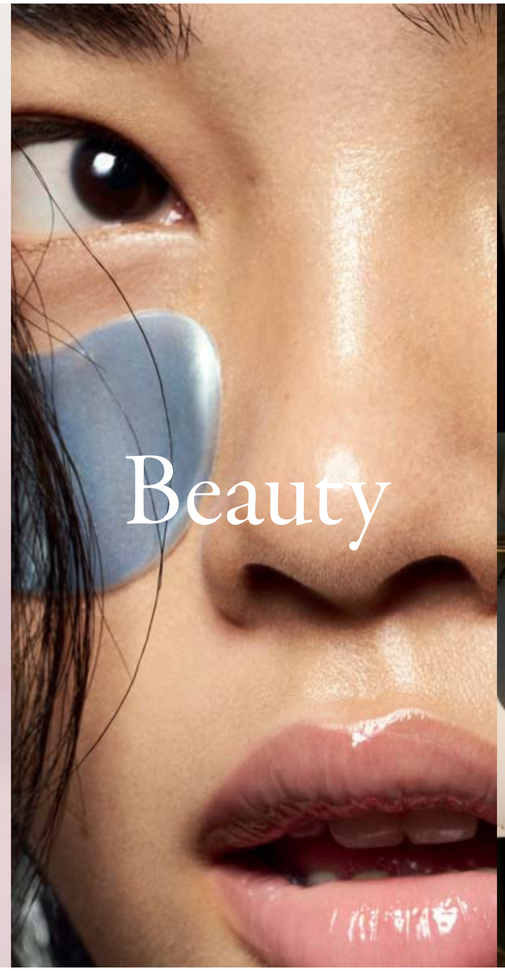


LUXURY ENVIRONMENT
From designer profiles, trend stories and coverage of fashion month from a local, specialist team



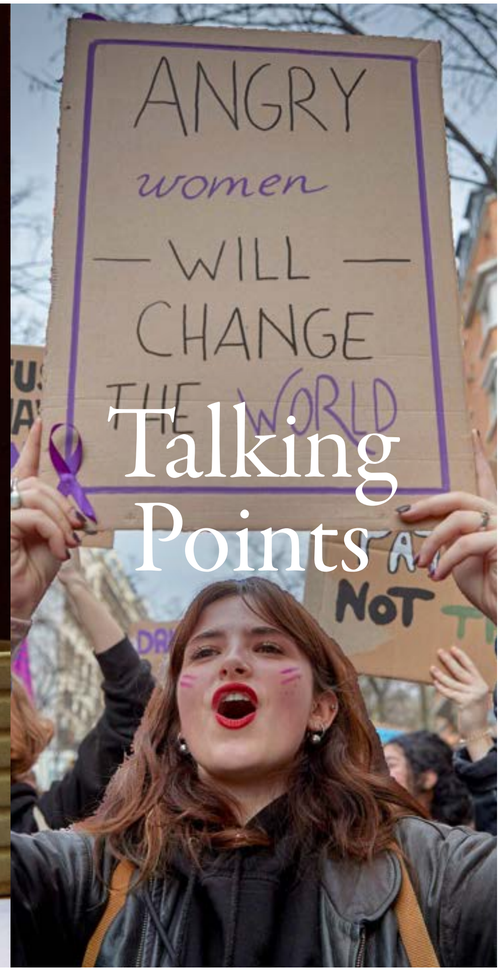
CONTENT PILLARS











THE POWER OF THE BRAND

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Grazia enhances brand credibility for advertiser brands by providing consumers with a safe, trusted and premium environment.

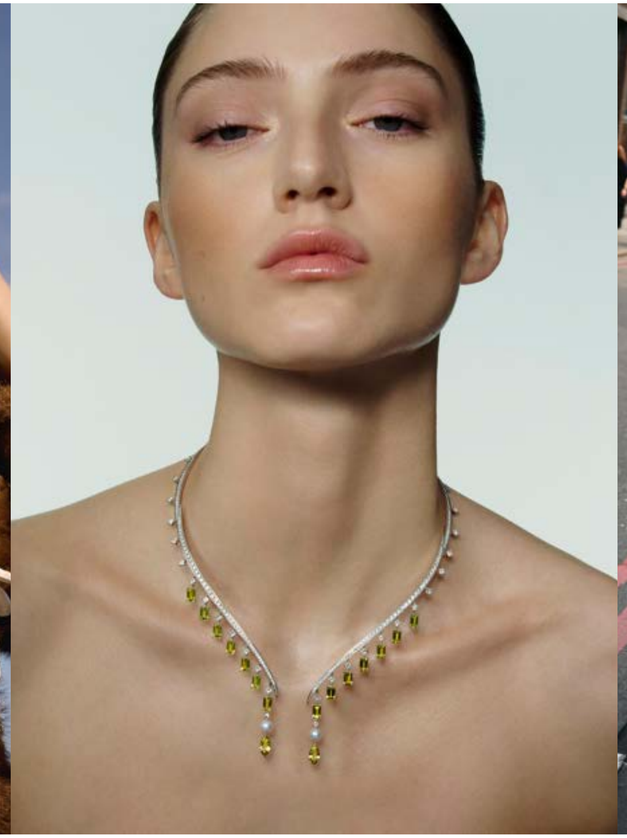
Working with *Grazia* builds memory structure and brand associations for advertised products.



OUR AUDIENCE DESCRIBE GRAZIA AS:



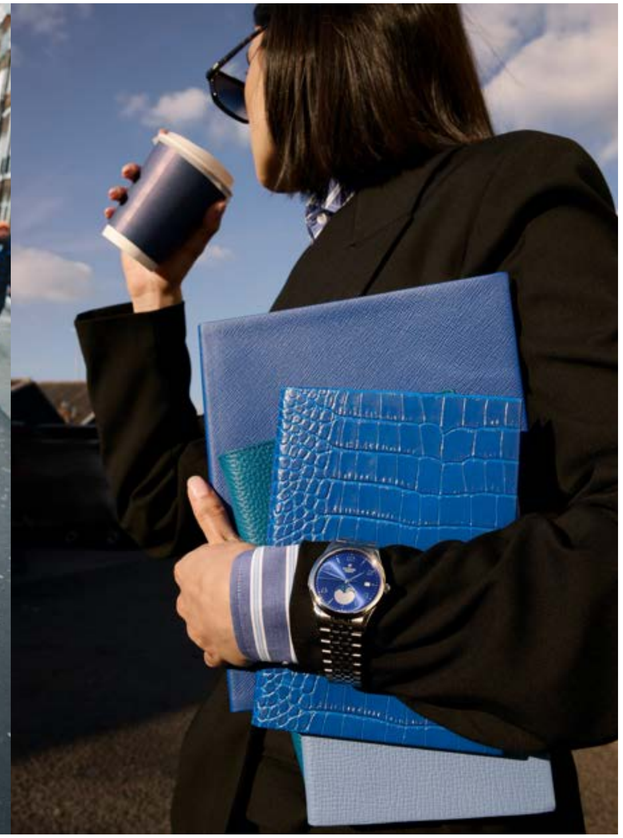
TREND LEADING



PREMIUM



STYLISH



TRUST WORTHY

GRAZIA

THE GRAZIA UNIVERSE

SOCIAL

SOCIAL FOOTPRINT
OVER 2 MILLION



ON SITE

REACHES OVER 1.2 MILLION
USERS A MONTH







IN PRINT

MAGAZINE CIRCULATION – 148K
READERSHIP – 180K
BEAUTY & CASA SPECIALS



NEWSLETTER

30K SUBSCRIBERS

BEAUTY CLUB MEMBERSHIP



AFFILIATE



EVENTS

THE JUGGLE

48K FOLLOWERS

SOURCE: PAMCO H1 2026, GOOGLE ANALYTICS MARCH 2026

GRAZIA

TEAM INFLUENCE



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COMMERCIAL PARTNERSHIPS

GRAZIA

WE CREATE CAMPAIGNS THAT DELIVER RESULTS

BUILD BRAND CREDIBILTY

70% feel Grazia creates campaigns that appeal to them



DRIVE PURCHASE

76% have bought a product after seeing it in Grazia



SOURCE: CLIENT POST CAMPAIGN RESEARCH STUDY 2026

STRENGTHEN CONSIDERATION FOR BRAND

55% took action after seeing a Grazia Partnership



SOCIAL VIDEO

Ownership of one of Grazia's editorial social franchises – **Come Shop With Me**, **Bag Check** or **Repeat After Me**. Engaging video for your brand, authentic to our editorial style.

BRANDED CONTENT

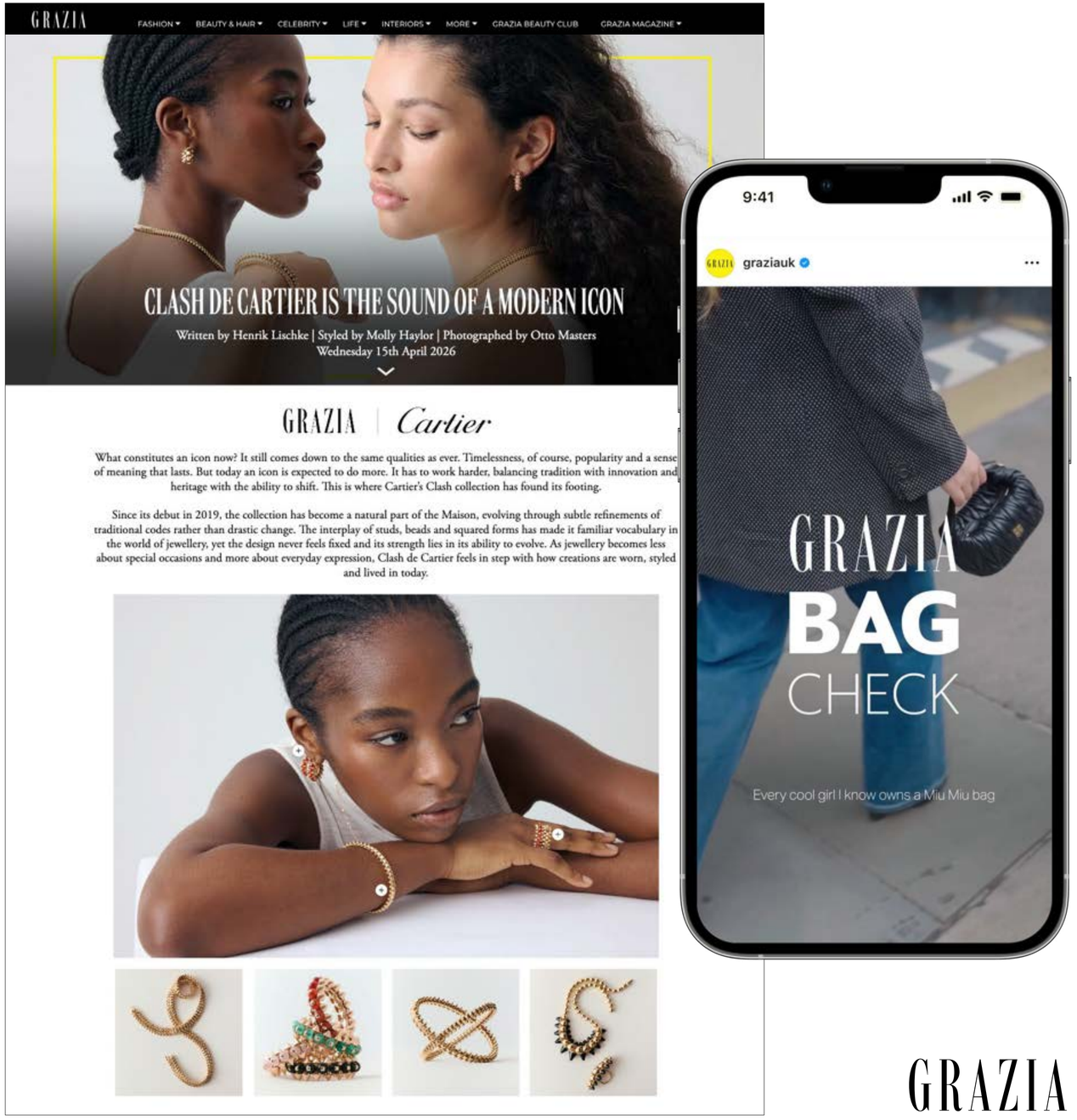
Quality content written in the authentic and trusted Grazia tone of voice. Opportunity for storytelling of brand heritage, sharing a new collection with shoppable gallery or hosting a competition.

SOCIAL CONTENT

Build brand awareness or drive purchase by our social campaigns that reach the Grazia audience at the right time on the right platform.

NEWSLETTER

We know the Grazia audience are actively shopping the newsletter. Include your brand in the mix of what to add to their basket now.



GRAZIA

BEAUTIFUL COMMERCIAL SHOOTS

We will shoot content for your brand whether it i s styling a model in a new collection or a still life shoot – we create high quality standout shoots for our partners.

BRAND ACTIVATIONS IRL

Following the success of our Beauty Club VIP events we are launching networking events for our luxury audience to give them the opportunity to engage with your brands IRL.







GRAZIA

BRANDS WE WORK WITH



GRAZIA