THE MISSION

The most exciting, stylish, luxurious, innovative and agenda-setting brand, for the women changing it all. We’re where you start your conversation, we’re compulsive, we’re surprising, we’re funny, we bring you the hottest topics first and we are ‘in your head’.

Our readers are the centre of everything we do - and we are so much more than just a magazine. Grazia is a community of stylish, funny, ambitious, aspirational, warm, intelligent and successful women, fuelled by passion for knowledge.

Natasha Pearlman,
Editor-in-Chief
Grazia has a highly targeted demographic of 25-45 year-old women and more AB profile readers than Vogue and Elle. She’s a savvy, affluent, confident, busy and modern woman who actively participates in the world around her. She comes to Grazia for edited choice on everything, from the news she needs an opinion on that week, the issues she wants to be moved by, to simply discovering which heels will instantly make her wardrobe rock. She happily admits she’s “addicted” to Grazia’s unique mix of news, views and shoes.
The Grazia 10 research, conducted to coincide with Grazia’s 10th birthday, served to reinforce the behaviours and attitudes that we know our consumers live by. They are all independent, connected and shaping the world around them. Grazia readers are...

1. Positive and productive – with an inner sense of optimism - they recognise that more opportunities than ever before are being presented to them and that these need to be capitalised on. The positive impact of this is reflected in their spending power, too.

2. Eager to engage with brands, new styles and trends.

3. She is defining her own success and finding new paths to achieve this. They are keen to achieve a happy balance across home, work and relationships.

4. They are able to fit into all the roles required of them.

5. They are and look up to a new world of ‘Real models’. They look up to those whose life is less about having it all and more about achieving their goals while making a positive contribution to the people closest to them or to the world in general. Many of them fall into this category themselves.

6. Feminists who are redefining how their versions of feminism play out for them.

7. Networks are everywhere. They have wide networks and follow a more informal, inclusive version of traditional professional networks.

8. Traditional models of career progression are waning and being replaced with new, more entrepreneurial, models of career building.

9. Rewriting the relationship rule book. And they’re comfortable with those that differ from the norm.

10. Stylish. They set the style agenda at work and invest to create their own personal style portfolio, both in work and out.
At Grazia, fashion is exciting. From the couture catwalks to the queues for the latest high street/designer collaboration. From the front rows of Paris to the pockets of east London. From Karl Lagerfeld’s studio to Anna Dello Russo’s wardrobe. Wherever there’s news, the Grazia fashion team are there to report it, live and in real time. Thanks to the close relationship that we’ve developed with our readers over the years, we know that price is no barrier and exclusivity no obstacle. She will join a waiting list on Bond Street and a queue on the high street if the object of her desire is truly worth it. She is as fascinated by the hottest new talent from Central Saint Martins as she is by the latest from Louboutin. And time is the one thing money can’t buy. It’s our mission to show our readers the very best of what’s out there and tell them where to get it.

Always thinking outside the box and surprising the reader, Grazia beauty has become synonymous with leading the trends and driving the 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. If you’ve read it before, it won’t be in Grazia.

Our forward-thinking ABC women also want to know the latest trends in interiors, the hottest places to be fly to and stay around the globe, what they should be watching, reading and of course, eating. Plus with our weekly columnists - Polly Vernon and Lara Jane Williams – opinion and debate is there for all to take part in.
In November 2012, Grazia extended its reach across multiple platforms with the launch of an innovative iPad edition based on the proposition of ‘Shop, Save, Share’. Content is enhanced by bespoke interactive elements including video, while the ability to ‘shop the mag’ is the edition’s unique selling point, enabling the reader to buy items directly from Grazia’s influential fashion pages as soon as they see items on screen. Through the iPad, Grazia has responded to the demand for its quality content to be delivered across all the channels that upscale women are engaging with on a daily basis, whenever, wherever and however they choose. Now also available on iPhone

Grazia Daily

Grazia Daily is breaking news, views – and shoes! It’s your minute-by-minute who, what, wear guide. From a raging debate on the Duchess of Cambridge’s style to live blogging from the Oscars’ red carpet, our audience is opinionated, responsive – and always engaged. Whether it’s on Twitter, Instagram, Tumblr or Grazia Daily itself, we shine a spotlight on the latest news and opinion from the fashion and beauty worlds to deliver a unique and additional brand touchpoint for our intelligent, upscale-fashion-obsessed audience.

Profile:
78% Female / 72% ABC1 / Average age: 35
AD RATES

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 £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

PRODUCTION
Inserts £66 CPT
Bound-in £66 CPT
Tip-on £66 CPT

AD SPECS
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 DAILY
0207 295 5481

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0207 295 5481

CONTACTS

EDITOR
Natasha Pearlman

CREATIVE DIRECTOR
Carolyn Roberts

FASHION DIRECTOR
Rebecca Lowthorpe

HEAD OF GRAZIA BRAND
Tamsyn Spires
Tamsyn.spires@graziamagazine.co.uk

BRAND DIRECTOR
Deborah Field
Deborah.Field@graziamagazine.co.uk

HEAD OF BEAUTY
Ruth Bellamy
ruth.bellamy@graziamagazine.co.uk

UK FASHION DIRECTOR
Charlotte Foord
charlotte.foord@graziamagazine.co.uk

MEDIA PLANNER
Isabel Boar
Isabel.Boar@graziamagazine.co.uk

FASHION ACCOUNT DIRECTOR
Lily Richardson
lily.richardson@graziamagazine.co.uk