

Grazia Overview

Smart takes. Savvy recommendations. By women, for women.
The one stop destination for staying in style and up to speed.



Grazia has a highly targeted demographic of ABC1 25-45 YO 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%)

THE MISSION:

The Grazia reader is always on, informed, and ahead of the curve - navigating a world that feels more overwhelming and uncertain than ever.

Now, more than ever, Grazia's role as a curator and tastemaker is essential. Our mission is to help our readers not just get through the chaos but thrive - offering entertaining, insightful, and relatable content across the topics that matter most to her right now.

Grazia remains the ultimate destination for the stylish, forward-thinking woman rewriting the rules. We spark conversations, shape her week - and refine her wardrobe.

For further information please contact: bauerpublishingadvertising@bauermedia.co.uk

THE STATS



177K
READERSHIP



148K
CIRCULATION



836K+
UK-UU



904K+
IMPRESSIONS



2.1M+
COMBINED
SOCIAL
FOLLOWERS
(TT, IG, FB, X, YT, P)

