



GRAZIA

MEDIAKIT 2020



WELCOME

When I started as editor in chief of Grazia in November 2015, I had no idea what to expect. To be the head of such a strong brand in the Netherlands means working hard but also having a lot of fun. These two things go perfectly together at Grazia.

For over 12,5 years, Grazia has been a fixed value within the Dutch fashion magazines sector. Grazia is always on point with the latest trends in fashion and beauty, hot entertainment news, eye-catching fashion shoots and controversial interviews with famous Dutch people. At the moment we are working 360 degrees and with multiple channels. Through print, online, social media and events we are reaching over 1.5 million women in the age of 25 – 45 years. I am very proud of that, because the brand keeps growing. Also, we are giving more focus than ever before towards subjects that are important to our readers such as: female empowerment, authenticity, self love, gender, perfect imperfections and body positivity. At Grazia, everyone fits in.

The editors of Grazia work with an enthusiastic team to create content, in which our unique formula of fashion, beauty and entertainment news come to justice. We are the first to translate the trends from the catwalk and the street to your wardrobe. Grazia's proven drive towards the shops from fashion and beauty retailers proves its effect time after time. Grazia is always looking for interaction, with her readers and advertisers. With our events – such as the Grazia Hotel Take-over or one of our beauty masterclasses – we bring brands and Grazia followers together.

Annelies

FIGURES

D I G I T A L

1.400.000 unique visitors per month

6.000.000 pageviews per month

104.000 Facebook followers

55.000 newsletter followers

41.700 Twitter followers

38.800 Instagram followers

P R I N T

Frequency **27x per year + 2x Specials**

Circulation **33.055**

Reach **210.000**

R A T E

I/I advertisement **€6000**

I/I advertorial **€6600**

(Bron: NOM 2018 Q4 – 2019 Q3)





This is
GRAZIA

We are an international brand, successful in over 20 countries. We are a multi-channel brand: online, in print and present during events. A precursor on trends and therefore a strong influencer in the field of fashion, beauty and lifestyle. We offer a unique mix of fashion, beauty, psyche, health, but also entertainment news, opinion, real-life stories and actuality. We maintain strong ties with Dutch celebrities and influencers, and we are always in the places that matter. Grazia is a newsmaker, supporter of female empowerment, perfect imperfections and all sizes. At Grazia, everyone fits in!



FOR WHO?

The Grazia-women is an ambitious, young woman (age 24 – 45 years) with a sense of taste. She not only wants to be informed about the latest fashion, beauty and entertainment news, but also wants to know what is going on in the world. Guilty pleasures and world problems can co-exist.

She is:

**A MILLENNIAL
WORKING
ALWAYS ONLINE**

The Grazia-woman is interested in the latest fashion and beauty trends, maintaining a healthy lifestyle, cooking and eating, holidays and traveling. She often goes to the hairdresser; buys a lot of shoes, a lot of beauty products and she likes to shop, on- and offline.





PILLARS OF GRAZIA

Grazia will always focus on female empowerment, diversity and body positivity in the following pillars.

F A S H I O N

Inspiring high-end fashion reports and shoppings with the best buys of the season

B E A U T Y

Updates about the newest trends, practical tips and beauty essentials

L I F E S T Y L E

Editorials about living, traveling and food inspire readers what to do, what to eat and where to go

O P I N I O N

The editors of Grazia and women from the target group of Grazia give their opinion about social themes, trends and recent developments

E N T E R T A I N M E N T

Up to date news from home and abroad, with an original point of view

C O L U M N I S T S

Sylvie Meis, Rose Bertram, Nikkie Plessen, Jerry Goossens

GRAZIA.NL

Grazia online is an entertainment news website with the focus on Dutch celebrities, Hollywood, fashion and beauty trends. The online editors post 22 articles every day, between 6 A.M. and 11 P.M. The editorial team creates unique content for print and online and is therefore one of the biggest leading newsmakers in the field of entertainment, fashion, beauty and lifestyle news. You read it first on grazia.nl!

THE MOST POPULAR EDITORIALS ON GRAZIA.NL ARE:

SHOWBIZ NEWS
TRIED & TESTED BEAUTY
FASHION NEWS

AGE CATEGORIES:

18-24 (12,95%)
25-34 (35,25%)
35-44 (16,56%)
45-54 (13,73%)

ORIGIN:

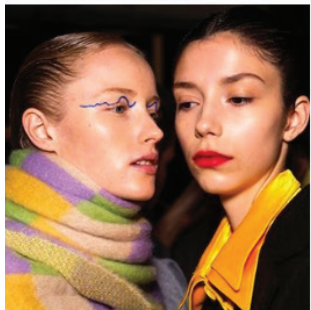
91% comes from the Netherlands
27,7% comes from Amsterdam, Rotterdam, Utrecht and the Hague. The average page visits per visitor is 3.21.

THE GRAZIA.NL TRAFFIC COMES FROM:

Organic: 41,90% | Direct: 25,91% | Social: 16,10%

(Source: Google Analytics)





SOCIAL MEDIA

On social media we deliver the same themes as our website by posting daily editorials which creates more involvement and more visitors.

On Instagram stories and Facebook we also post articles from grazia.nl. For example: on Instagram Stories, we congratulate a celebrity with his/her birthday every day, we select a product for the Lunchtime Shopbreak, we present dilemmas to Dutch celebrities and we plan a weekly unboxing video. These social media editorials are highly valued by our followers and ensures more engagement. Additionally, we have built up a large following base of Dutch celebrities and influencers.

EVENTS

Grazia is innovative in the field of events with commercial parties. We are specialized in branded content propositions where creativity, originality and results are important. Successful examples are the Grazia masterclasses and the Grazia in-store events. Timing and interpretation are in consultation.

MASTERCLASSES

During the different masterclasses, Grazia readers get acquainted with the latest trends within the field of fashion and beauty. For brands this is the ultimate moment to let Grazia readers become a fan of your brand.

During the event we will provide a complete brand experience. The media package includes an appeal for the event in print and online and also a report of the event in print and online. During the event we will create visibility on social media to cover the event 360 degrees.

HOTEL TAKE-OVER

Grazia readers, influencers and friends of the brand will be invited for a sleepover with an entertaining program. Which consist of masterclasses in the field of beauty to prize bingo and a spectacular performance.

FASHION AWARDS

The most stylish party of the year where celebrities are found. Every Dutch fashionista will come here with the hope to receive one of the coveted prizes. This evening always gets a lot of coverage in the media, previous years we've realized a pr-worth of 1.5 million with this event.

IN-STORE EVENT

Grazia successfully organized numerous in-store events this last year with a great number of visitors. From DJ to catering to beautician to photography. Grazia will create an event in collaboration with a brand, that entirely fits the target group and the target of the brand.



BEAUTY *masterclasses*

With diverse partners we organise beauty masterclasses on special locations.



LOCATION STYLING
PHOTOGRAPHY
AND CATERING ARE
INCLUDED



SESSIONS WITH
APPROXIMATELY
20 READERS



UNIQUE
LOCATIONS

SOLD OUT
WITHIN A
WEEK

FREE ACCESSIBLE



GRAZIA

in-store events

Together with diverse fashion partners we
organise several in-store events

ON AVERAGE
100 PRESENT
READERS



DJ, CATERING
AND PHOTOGRAPHY
ARE INCLUDED



EVERYTHING IS POSSIBLE,
THINK OF A BEAUTICIAN,
A PHOTOSHOOT IN STORE
AND MUCH MORE





THEMES

Grazia focusses on fashion, beauty and lifestyle. In addition to that, Grazia will focus on a specific theme every issue. Grazia is fully plugged into her target audience and brings themes that appeal to her readers. Also, we are paying more attention than ever towards subjects that are important to our readers: female empowerment, authenticity, self love, gender, perfect imperfections and body positivity. At Grazia, everyone fits in.

This year, some of Grazia's successful issues will be released as a special issue. These special editions will be extra thick and will be promoted through our own and external channels.

7 / 8 FASHION ISSUE SPRING

15 / 16 BEAUTY ISSUE

27 / 28 BODY ISSUE SUMMER

33 / 34 FASHION ISSUE FALL

51 / 52 PARTY ISSUE

SPECIALS



BEACH SPECIAL

Summer is the perfect moment to lay down on the beach with your favorite magazine and enjoy some well-deserved rest. That is possible with the Grazia beach special, because the special paper resists sunburn spray. Also, the smaller format is easy to carry with you. In the beach special you can read juicy real-life stories, hot stories and the latest fashion, beauty and lifestyle news. With a Dutch celebrity in swimwear on the cover, the summer is coming your way. The beach special will be in stores for ten weeks, besides the regular issues.

Number of pages: 132 | Print run: 35.000
Release date: June 23 | Retail price: €4,99



KIDS SPECIAL

Back to school! In this issue, you will get an update about the most varied trends for children up to the age of 14. The target audience is the young, fashionable mom who likes to read about motherhood in combination with the latest fashion and beauty trends. She reads moving real-life stories and interviews with famous and non-famous moms. The Grazia kids special will be in stores for ten weeks, besides the regular issues.

Number of pages: 124 | Print run: 35.000
Release date: August 25 | Retail price: €4,99

Editorial PLANNING

Edition	In stores	Theme	Fashion	Beauty	Deadline material
1/2	02-01-2020	Body issue	Celebrate winter	New year, new look	28-11-2019
3/4	15-01-2020	Winter sports	Glamour on the slopes	Pretty cold	20-12-2019
5/6	29-01-2020	Love	Trendreport summer 2020	Selfcare: massage	09-01-2020
7/8	12-02-2020	Fashion	Straight from the catwalk	Preview trends S/S 2020	23-01-2020
9/10	26-02-2020	Power	Eighties power suits	Your power is your beauty	06-02-2020
11/12	11-03-2020	Uniqueness	Sustainable Denim special	Authentic beauty	20-02-2020
13/14	25-03-2020	Guest editor	Editor's pick	Clean beauty routine	05-03-2020
15/16	08-04-2020	Beauty	Art in fashion	Big beauty issue	19-03-2020
17/18	22-04-2020	Spring is here	Shoes & bags	Springtime favourites	02-04-2020
19/20	06-05-2020	Bikini	Swimwear	Suncare	16-04-2020
21/22	20-05-2020	500th issue	Dutch Design	Party	30-04-2020
23/24	03-06-2020	Influencer issue	Perfect influencers looks	Tips from influencers	14-05-2020
25/26	17-06-2020	Festival	Festival fashion	Festivallooks	28-05-2020
	23-06-2020	Beach special	Beach diva	Beach beauty	20-05-2020
27/28	01-07-2020	Body issue	Body conscious fashion	Body	11-06-2020
29/30	15-07-2020	Holiday/ Travel	Seducing suitcase outfits	Travelllooks	25-06-2020
31/32	29-07-2020	High summer	Summer loving	Hot summer looks	09-07-2020
33/34	12-08-2020	Fashion issue	Trend update	Beauty fall trend preview	23-07-2020
	25-08-2020	Kids special	Back to school	Quick fix	23-07-2020
35/36	26-08-2020	Accessoires	Accessoires special	Perfume	06-08-2020
37/38	09-09-2020	Back to work	New job/new look/denim	Skincare for the workday	20-08-2020
39/40	23-09-2020	Money	Budget fashion	Hair update	03-09-2020
41/42	07-10-2020	Living	Fashion & interior, match!	Editor's wishlist	17-09-2020
43/44	21-10-2020	Halloween	Crazy cool fashion	Nails	01-10-2020
45/46	04-11-2020	Luxe	From head to toe luxury	Tried & tested: luxury spa's	15-10-2020
47/48	18-11-2020	Black friday/ Budget	Best buys	Beauty for less than €10	29-10-2020
49/50	02-12-2020	Glam	Gorgeous glam	Over the top glam	12-11-2020
51/52	16-12-2020	X-mas/party	Let's celebrate fashion	X-mas wish list	26-11-2020
1/2	30-12-2020	Body issue	Body conscious fashion	Body love	10-12-2020





CONTACT

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SOCIAL MEDIA

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Grazia is a publication of Pijper Publishing B.V.
27 issues will be produced in 2020 and 2 specials

Grazia has a minimal size of 100 pages

Grazia costs €3,99 in stores

GRAZIA