



GRAZIA

MEDIAKIT 2021



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

1.591.621 unique visitors per month

4.434.495 pageviews per month

109.128 Facebook followers

40.300 Twitter followers

41.900 Instagram followers

Newsletter subscribers

Active subscribers: **48.300**

P R I N T

Frequency **16x per year**

+ 1 special

Circulation **29.891**

Reach **167.000** (not including online)

R A T E

I/I advertisement **€6000**

I/I advertorial **€6600**

Bron Nom Media (2019 Q3 t/m/ 2020 Q2)





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 current affairs. We maintain strong ties with Dutch celebrities and influencers, and we are always in the places that matter. Grazia is a news-maker, supporter of female empowerment, perfect imperfections and all sizes. At Grazia, everyone fits in!



FOR WHO?

The Grazia-woman 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, loves 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, where to go and what to eat

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

Mascha Feoktiskova, Yolanthe Cabau

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: **SHOWBIZZ**

AGE CATEGORIES:

18-24 (11,02%)
25-34 (29,75%)
35-44 (18,23%)
45-54 (15,29%)
55-64 (13,53%)

ORIGIN:

83,3% comes from the Netherlands, 12,11% comes from Belgium.
24,4% comes from Zuid-Holland, 20,75% from Noord-Holland and
12,87% from Noord-Brabant.

THE GRAZIA.NL TRAFFIC COMES FROM:

Organic: 20,4% | Direct: 13,8% | Social: 53,6%

The average page visit per visitor is 3.75

(Source: Google Analytics)



Showbizz



SHOWBIZZ
Temptations Daisy datete met de zoon van deze bekende BN'er



SHOWBIZZ
Stopt dit koppel dan toch met Temptation Island?



SHOWBIZZ
Miley Cyrus reageert op omstreden tekst in nieuwste videoclip



SHOWBIZZ
Nieuwe liefde voor Julia Mekkes



SHOWBIZZ
4 wijsheden van Temptations Sonny uit aflevering vier

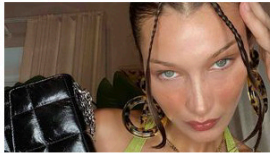
[Meer Showbizz](#)

Beauty



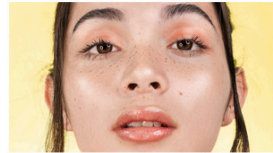
BEAUTY
Blush dragen in de winter: zó doe je dat

Wij leggen het je uit.



BEAUTY
Deze makkelijke '90s hairstyle maakt een comeback

En zó maak je het kapsel met een moderne twist.



BEAUTY
No joke: dit bijzondere middelkje is de oplossing tegen droge lippen

Lifehack!



BEAUTY
Lifehack: zó kom je van statisch haar af

Zo kom je die koude winterdagen wel door.



BEAUTY
4 handige tips voor een glowy skin in de winter

Oma-influencer Oma Miep geeft vier gouden tips voor een stralende huid in de winter.



BEAUTY
Rennen naar de winkel: Monica Geuze en Danique Bossers lanceren vegan beautylijn

Geloof ons: je wil alle items aan je beautystash toevoegen.

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 – on a daily basis – congratulate a celebrity with his/her birthday, 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



SOLD OUT
WITHIN A
WEEK



UNIQUE
LOCATIONS

F R E E L Y A C C E S S I B L E



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





SPECIAL

S U M M E R S P E C I A L

Make your holiday even more perfect with Grazia's summer special. Whether you are planning on taking a trip abroad or are opting for a staycation, you won't have to leave your favorite magazine behind. The summer special comes in a smaller format, so it is easy to carry it with you. You can even take the special issue with you to the beach, because the special paper resists sunburn spray. In the summer special you can read juicy real-life stories, hot stories and the latest fashion, beauty and lifestyle news. With a Dutch celebrity in summerwear on the cover, sunshine is coming your way. The summer special will be in stores for ten weeks, besides the regular issues.

Number of pages: 132 | Print run: 35.000
Release date: June 15th | Retail price: €4,99



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.

Editorial PLANNING

Issue	In stores	Theme	Deadline material
1/2	27-01-2021	Winter	06-01-2021
3	17-02-2021	Fashion Issue	27-01-2021
4	10-03-2021	Empowerment	17-02-2021
5	31-03-2021	Denim & sustainability	10-03-2021
6	21-04-2021	Beauty issue	31-03-2021
7	12-05-2021	Spring, Sport & Health	21-04-2021
8	02-06-2021	Bikini & feel good	12-05-2021
Special	15-06-2021	Summer special	25-05-2021
9	23-06-2021	Time for yourself	02-06-2021
10	14-07-2021	Summer/holiday	23-06-2021
11	04-08-2021	Body positivity	14-07-2021
12	25-08-2021	Fashion issue	14-08-2021
13	15-09-2021	Kids issue	25-08-2021
14	06-10-2021	Interior design & Tech	15-09-2021
15	27-10-2021	Beauty issue	06-10-2021
16	17-11-2021	Accessories/jewels	27-10-2021
17	08-12-2021	Party	17-11-2021





CONTACT

VISIT

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SOCIAL MEDIA

[instagram.com/Grazia_NL](https://www.instagram.com/Grazia_NL)

[facebook.com/Grazia.NL](https://www.facebook.com/Grazia.NL)

twitter.com/grazia_NL

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Grazia is a publication of Pijper Publishing B.V.
16 issues will be produced in 2021 and 1 special

Grazia has a minimal size of 100 pages

Grazia costs €3,99 in stores

GRAZIA